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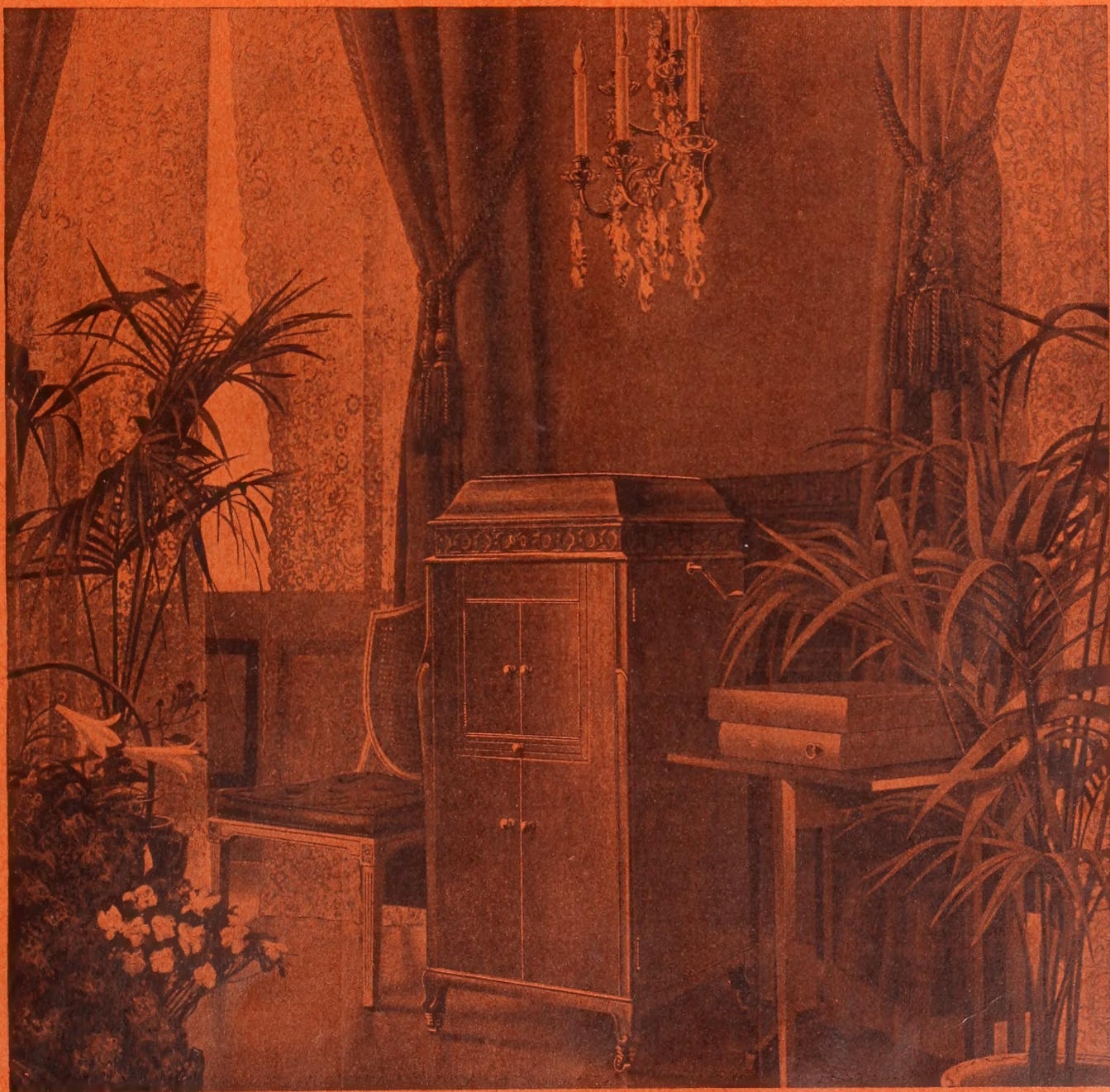
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The TALKING MACHINE WORLD

AND
NOVELTY
NEWS

Published Each Month by Edward Lyman Bill at 1 Madison Avenue, New York, January 15, 1912



A Corner of the Music Room
in the White House

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List Price From \$20.00 to \$75.00

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The greatest care is exercised in combining the selections, each side of the disc presenting the latest and best in popular music or standard compositions. No extra charge for copyright selections.

Zon-o-phone Records will stand comparison with any make. A trial will convince you.

Universal Talking Machine Mfg. Co.
Fourth and Race Streets PHILADELPHIA, PA.

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Detroit.....J. E. Schmidt, 336 Gratiot Ave.

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Springfield.....Morton Lines, 325 Boonville St.
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St. Louis.....D. K. Myers, 3339 Finney Ave.

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Brooklyn.....B. G. Warner, 1213 Bedford Ave.
New York.....Greater New York Phonograph Co.,
310 Grand St.
New York.....S. B. Davega Co., 126 University Place.

NORTH DAKOTA

Fargo.....Stone Piano Co., 614 First Ave. N.
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OHIO

Akron.....Geo. S. Dales Co., 128 S. Main St.
Cincinnati.....J. E. Poorman, Jr., 639 Main St.

PENNSYLVANIA

Allegheny.....H. A. Becker, 601 Ohio St.
Harrisburg.....J. H. Troup Music House, 15 So.
Market Sq.
Philadelphia.....Harmonia Talking Machine Co., 1881
Arch St.
Philadelphia.....S. Nittinger, 1203 N. 5th St.
Pittsburgh.....C. C. Mellor Co., Ltd., 519 Fifth Ave.

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Beaumont.....K. B. Pierce Music Co., 608 Pearl St.

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Toronto.....Whaley, Royce & Co., Ltd., 327 Yonge
St.
Vancouver, B.C.M. W. Waitt & Co., Ltd., 558 Gran-
ville St.
Winnipeg, Man. Whaley, Royce & Co., Ltd.

The Talking Machine World

Vol. 8. No. 1.

New York, January 15, 1912.

Price Ten Cents

WHAT IS REAL SALESMANSHIP.

Real Salesmen Are Born and Not Made, Says N. A. Gladding—Study of Scientific Methods Helpful but "Divine Spark" Must Be There.

Salesmen—real salesmen—are born, not made. I suppose many will take issue with me in this statement, but as yet I have never seen a genuine "Simon Pure" salesman manufactured.

What I mean is, that if a man does not naturally possess the vital spark, the true instincts of salesmanship, I do not believe that it is possible for him to acquire it. And remember I am speaking now not of the everyday salesman, but the man who is able to go out and really do things. Personality, force, respect, confidence and numerous other qualifications must necessarily actually radiate from the man who "gets there."

It is true that the successful man must realize not only his own shortcomings, but his strength as well, in order that he may use his powers or curb his weaknesses at the crucial moment.

Careful study of scientific methods is, therefore, helpful, but what I mean to emphasize is, that without the real God-given power of true salesmanship, no man can ever become really big.

Have you ever stood behind a pile of boxes in some "live" store in your city and watched and listened to the genuine article showing and selling his wares to the merchant? If not, you ought to.

It is one of the most entertaining and fascinating experiences.

Talk about telling someone else how to do it! Why, no two successful Knights of the Grip go at it in the same way. Dubs—order takers—they may work alike, but "hope to die" salesmen, never—and it is really a good thing that they do not.

Salesmanship is just about the biggest thing in the world. The sales department can either make or break a business, no matter how well the factory or the jobbing plant is managed or how fine the goods may be. Tremendous responsibility, therefore, on the selling end is it not?

And now just a word for the benefit of employers, if they will kindly so take it! The best, the most scientific, the most effective salesmanship in the world may be ruined through a failure to co-operate fully with the efforts of the sales department. I believe that it is good policy to endeavor to appreciate the difficulties which the salesman must encounter and to render every possible assistance.

Untimely or poorly written letters from a collection clerk or a department head; poor attention to the detail of orders; slow shipments and many other things too numerous to mention, have been the means of losing many an account wherein true selling ability had been expended.

Salesmen—real salesmen (ergo the sales department) often suffer much from the sins of others. Co-operation, team work, a pulling together in every department, is the true secret of success in any business.

WINS OUT IN THE GHETTO.

Joseph Mayer Finds Attractive Store and First Class Stock Prove Big Aid to Business—Special Demonstration Offer.

Some time ago Joseph Mayer, who was conducting a successful talking machine store at 196 East Houston street, New York, decided to branch out a little and therefore opened a second store in the heart of the congested district of the East Side, at 101 Essex street, and where he had already built up a large clientele. While merchants in other lines of trade were in many instances content to permit their stores to reflect the squalor with which they were frequently surrounded, Mr. Mayer was of the opinion that what would be appreciated by Fifth avenue trade would appeal

with equal strength to East Siders, and he therefore proceeded to arrange the new store as attractively as possible. Handsome show windows, a tastefully decorated interior, and attractive demonstration rooms, together with a complete stock of both Victor and Edison machines and records, have combined to draw much trade to the store, including much from dealers who have not considered attractive quarters as an asset. From the selling end there is no effort neglected that will bring business and both stores are open evenings and Sundays. Adolph Mayer, a brother of Joseph Mayer, also has a talking machine store at 790 Ninth avenue, and both combine in their persistent and steady advertising in the daily papers in order to secure more effective displays. A special feature of the advertising is an offer of a free demonstration of either a Victor or an Edison outfit in the prospect's home, a blank for the insertion of the name and address being included in the ads.

MUSIC IN MOTION PICTURES.

Scientist Throws Sound Waves on Canvas and Shows Ten Qualities.

(Special to The Talking Machine World.)

Pittsburgh, Pa., Jan. 10, 1912.

In the future the question of quality of musical instruments or voices of opera singers will no longer be in doubt. An invention shown here last week projects photographs of sound waves on canvas. Of course, the temperaments of singers cannot be measured, but the vibrations of their vocal chords can.

Prof. Dayton C. Miller, of the Case School of Applied Science, of Cleveland, O., operated for the first time his invention for two hours before a big audience in the Carnegie Institute lecture hall. Their applause, their laughter and even the rustle of their every movement were shown upon a canvas. It was shown that the slide trombone has more tone quality than any other instrument and that the human voice has more tone quality than any instrument.

The "phonodeik," Professor Miller believes, will revolutionize orchestra music, because through it the imperfections in tone quality of any instrument can be learned more accurately than by the ear.

CARUSO AS A COMPOSER.

His Song and "Valse Lente" Two Examples of His Work—Played by Knickerbocker Orchestra—Caruso Sings His Own Song.

Enrico Caruso, the famous tenor, is well known to users of talking machines through the superb records of his voice in famous operatic arias and folk songs, but he is now to figure as a composer. Recently he has written a very pretty composition for the piano which bears the title of "Valse Lente," and a song called "Fenesta-Abbandunata" (The Abandoned Widow). Both numbers are yet in manuscript, but were introduced to the public last week by Henri Van Praag, the leader of the orchestra of the Hotel Knickerbocker, who also orchestrated these numbers. When these pieces were played last week Caruso, who was in the room, sang the song à la Neapolitan, with that charm of accentuation that is so peculiarly captivating in his singing of these Italian folk songs. It is needless to say that all who were present at this event were enthusiastic and showered compliments on the composer, on the orchestra and last, but not least on the singer, whose popularity is steadily increasing.

WHERE CONFIDENCE IS NECESSARY.

Selling goods isn't a question of convincing your customer through a strenuous argument, mind power, or will power. It's a question of convincing yourself. When you're convinced, the

battle is a good deal more than half won. So, to be a good salesman you must have eliminated doubt. You cannot afford to have a particle of suspicion as to the quality of the goods or their value. You must have the faith in them that moves mountains, and that faith will move the business as nothing else can.

EXECUTIVE COMMITTEE TO MEET.

Controlling Body of National Association of Talking Machine Jobbers to Convene in Chicago on January 28—Important Matters to Come Up for Discussion at Meeting.

A meeting of the executive committee of the National Association of Talking Machine Jobbers will be held in Chicago on Sunday, January 28, the hotel or other place of meeting having not yet been decided upon.

According to the schedule of the meeting a number of matters of great importance to the jobbers and to the trade in general will be discussed, such as the present exchange system for records, cut-out records, the shortage in certain styles of machines during the holidays and the size of monthly record lists. Secretary J. C. Roush, of the association, in sending out the notice of the coming executive committee meeting to the members of that body has especially solicited information from the jobbers regarding matters which they consider of sufficient importance to be considered at that meeting.

AN INDIAN TALKING MACHINE.

Interesting Story of How an Indian Medicine Man Succeeded in Imitating Work of White Men by Producing Native Talking Machine.

The natural shrewdness and cunning of the Indian, and especially of the Indian medicine man, are well illustrated in a story told by A. J. Farquharson, special representative for the Columbia Phonograph Co., in Arizona, and which should prove interesting to the readers of The Talking Machine World.

Some miles from Holbrook, in Northeastern Arizona, there is a small town or Indian trading station named Beam's Canon. Some years ago Mr. Beam, after whom the station was named, purchased a Columbia cylinder machine and played it for the benefit of the Indians, who in the beginning showed great fear of the outfit, the fear vanishing, however, when they became more familiar with the working of the machine.

Mr. Farquharson relates how, wishing to "show the flag" or rather the "musical notes" in all places, he took a Grafonola Favorite to Beam's Canon. He found that the Indians were not as surprised as he expected, except at the absence of a horn. Now, some sacred dance was in progress at the time and the medicine men, who were in high fettle, examined the instrument with much interest.

In the afternoon a medicine man was seen toiling up the trail to the mesa with a large square box on his back. Arriving at the gathering place, he gravely sat this box down opposite the Grafonola and drawing a piece of iron shaped like a crank from his kit, he inserted it in a small hole and commenced to turn it round; simultaneously there came from the box grunts and weird human sounds. When the medicine man turned his crank fast, the "music" increased in volume and tempo; when he slackened and slowed down, the Indian song became lento and pianissimo. The bystanders were amazed. "Behold, a Moqui Indian Grafonola!"

Some days later it was definitely discovered that the instrument had contained a man; then did Mr. Farquharson realize why offers of gold made by him for the Indian Grafonola were rejected. His dreams of a unique presentation to the Smithsonian Institute were shattered.

TRADE IN CLEVELAND.

Holiday Trade Was of Immense Volume—Activity Well Divided Among the Victor, Columbia and Edison Machines—Factories Worked Heroically to Fill Demands—Still if Stock Could Be Supplied at the Crucial Time 50 Per Cent. More Business Would Be Done—The Business Situation and Prospects for the Year Just Opened Are Most Satisfactory—What the Leading Concerns Report.

(Special to The Talking Machine World.)

Cleveland, O., Jan. 9, 1912.

The year went out in talking machine circles in a most cheerful mood. The hopeful view was dominant, tempered with conservatism and caution, bred of a realization that the times are undergoing an evolution, notwithstanding the unexpectedly prosperous business in December. The first step has been taken into a new cycle, different in most of its aspects from any that has gone before. What the great revolutionary industrial changes portend is still a matter of conjecture, but among talking machine dealers only the most hopeful conversation is heard and predicted coming years of prosperity. Whatever, however, of the future no present complaints are heard, except that the dealers could not obtain a sufficient supply of either machines or records to meet the unusual large demand. The large holiday trade nearly exhausted the stock of every dealer in the city, and judging from what they all say, nearly 50 per cent. more business would have been done if the goods had been obtainable.

Throughout the month of December, and especially the last two weeks of the month, business at the Columbia Phonograph Co.'s store was characterized by strenuous hustle and bustle throughout the day and late into the night, in both the retail and wholesale departments. "Business during the holidays," said Mr. Madson, "was and continues, extra good in all lines of our machines and records, but is exceptionally fine in the Regent lines. There is a great demand for our superb line of grand opera records, all who hear them expressing admiration at the lifelike rendition of the reproductions of the great artists offered by the Columbia Co. The new year has opened up most encouragingly, and for this and next month we have a fine lot of machine prospects. In December two new Columbia dealers were established in the city—the H. M. Brainard Piano Co., at 6525 Euclid avenue, and E. Propper, East 79th street.

The Edison jobbing house of Laurence Lucker, the only exclusive talking machine jobber in the city, is doing a large, satisfactory business. "Trade is good," said A. O. Peterson, manager, "and was

especially fine and satisfactory during the holiday season in both machines and records. The Edison Home and Standard, equipped with the new reproducers, as well as the Opera machines, are meeting with ready sales, and take exceedingly well with both dealers and customers. Among the dealers who have called in the past few days, all of whom gave good orders and reported fine business, were S. C. Jason, Lodi, O.; W. E. Shay, Elyria; Mr. Witt, of the Witt Music Co., Lorain, O.; J. Lightner, Painesville, O., and Mrs. John Kratz, of Akron, O.

Limited only by inability to obtain sufficient machines or records, and lack of room to accommodate customers during the holiday season, is the report from W. H. Buescher & Sons Co. "We did the largest holiday business by 50 per cent. than at any season since starting in business," said W. H. Buescher, "and it would have been of very much larger volume if we could have procured sufficient Victrolas to have met the demand. Our salesroom and warehouse is almost completely cleaned out of everything in the shape of a machine. Our stock was never so completely exhausted as it was the first of this year. Our record sales were not only exceptionally large, but the bulk were selections of the higher grades and highest priced."

"We were just simply overwhelmed with business during the holiday season," said Phil Dorn, of the Collister & Sayle Co., "and we could easily have doubled our sales, both in the wholesale and retail departments of machines and records, if a sufficient supply could have been procured. We were completely cleaned out of stock in both. We are now getting in supplies sufficient to keep trade moving, and the new year has opened up fine."

Business with the Eclipse Musical Co. is fine and the most satisfactory conditions prevail. Mr. Towell stated the company had a splendid retail holiday trade, principally of the highest priced machines and records, and that the wholesale business was phenomenally good and could have been increased to double the amount if the goods could have been obtained. He said he was especially pleased with the unusually large volume of business in the wholesale department, which is constantly increasing. The employees of the company, all of whom are adepts in the business, were compelled to work days and a greater part of the nights throughout the holiday season and are still busy. Roscoe R. Gorham, who started in the business with Lyon & Healy, of Chicago, covering Northern Indiana and Michigan with the Victor and Edison goods, later engaged with the Victor Co., covering Ohio for that company, has accepted a position with the Eclipse Co., where he has been engaged since the first of the year. He is a young man of ability, experience

and energy, and will undoubtedly prove a valuable acquisition to the corps of Eclipse employees. The talking machine department of the Bailey Co. has been a busy place during the past month. Mr. Friedlander expressed himself highly pleased with conditions. He stated the business of the past year showed an increase of fully 50 per cent. over 1910, and was the largest ever transacted by the company. "Our holiday sales of machines," said Mr. Friedlander, "were of the medium and lower priced machines—that is, the bulk of our trade was in that line—but we sold a large number of the highest priced machines, and were completely sold out of Victrolas. Our record sales were large, covering the entire lists of productions, and the demand has continued exceptionally good thus far this year."

Mr. Scroton, of the Caldwell Piano Co., reports the business of December, 1911, the best during his eight years' experience in the Victor business. He said the holiday trade of the company, covering the entire line of the Victor products, was of the most satisfactory character. So well pleased is the company with results in the sale of talking machines that hereafter four rooms, instead of one, facing on Prospect avenue, will be devoted to the business of the department, and a complete Victor line of machines and records will be carried. It is the intention to make the Victor business one of the features of the store. E. T. Caldwell, president of the company, resigned the last of the year 1911. Mr. J. Campion, formerly of Pittsburgh, has been appointed general manager and is now in charge of the business.

Everybody is pleased with business results at McMillin's Music Store, including H. E. McMillin himself. O. E. Kellogg, manager of the talking machine department, said: "Our Christmas and holiday business was in every respect the largest and most satisfactory we ever had. One peculiar feature was that we were just as busy December 30 as we were at any time between the 23d and that date. We were entirely sold out of Victors IV, VI and Victrolas. It was a successful wind-up of a prosperous year's business."

The Goodman Piano Co. is doing a good talking machine business, although Mr. Goodman devotes his attention and directs his energy more especially to the piano trade.

Mr. Probeck states that the Dictaphone business has been fairly good during the past month.

Geo. R. Madson has been receiving a number of New Year's cards from Columbia dealers. M. T. Wright, of Media, O., sent him this: "Have just been trying some of the January records and enjoy them hugely, as do many others. Am glad

(Continued on page 6.)

AND NOW FOR NINETEEN TWELVE

EDISON

Headquarters for
NEW ENGLAND
MACHINES
RECORDS AND SUPPLIES

Nineteen Eleven proved to be the best year we have ever had. Our success to a great extent is traceable to the support the trade has given us. On goods sold under price restriction there must be a reason for the loyalty of the trade.

It Is Eastern Service

IT CAN BE OBTAINED NOWHERE BUT HERE

Try It and Be Convinced

VICTOR

Distributors

**Largest, Most Complete Stock
East of the Factory**

SEND YOUR NEXT ORDER TO US

Get Familiar With Our Way of Doing Business and No Other Will Satisfy You

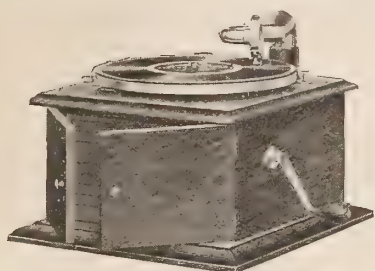
EASTERN TALKING MACHINE COMPANY

177 TREMONT STREET

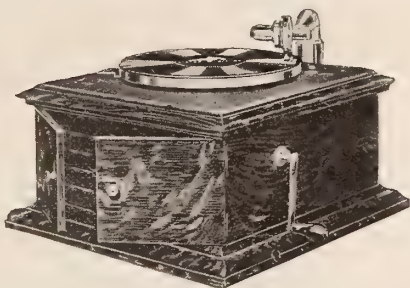
BOSTON, MASS.

FOR SIXTEEN YEARS AN EXCLUSIVE TALKING MACHINE HOUSE

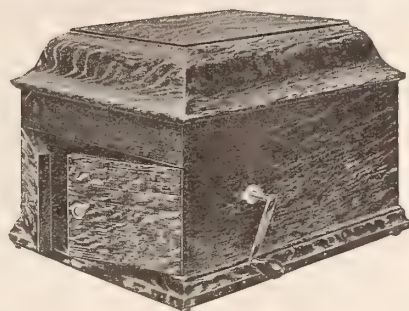
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Victor-Victrola IV
Oak, \$15.



Victor-Victrola VI
Oak, \$25.



Victor-Victrola VIII
Oak, \$40.



Victor-Victrola XIV
Mahogany or Oak, \$150.

The influence of the Victor-Victrola

The Victor-Victrola has accomplished wonders in arousing interest in music throughout the United States.

It has given to the people a thorough understanding of the world's musical masterpieces.

It has made classical music and grand opera as easily accessible as the lighter forms of music, and has stimulated the best musical taste.

It has injected new life into the musical instrument industry.

Dealers everywhere reap the benefits and the Victor-Victrola is today one of their biggest assets.



Victor-Victrola XVI
Mahogany or Quartered Oak, \$200.



Victor Talking Machine Co., Camden, N. J., U. S. A.

Berliner Gramophone Co., Montreal, Canadian Distributors.

Always use Victor Records played with Victor Needles—there is no other way to get the unequalled Victor tone.

VICTOR DISTRIBUTORS

Albany, N. Y. Finch & Hahn.
Atlanta, Ga. Elyea-Austell Co.
 Phillips & Crew Co.
Austin, Tex. The Talking Machine Co. of
 Texas.
Baltimore, Md. Cohen & Hughes, Inc.
 E. F. Droop & Sons Co.
 H. R. Eisenbrandt Sons.
Bangor, Me. Andrews Music House Co.
Birmingham, Ala. E. E. Forbes Piano Co.
 Talking Machine Co.
Boston, Mass. Oliver Ditson Co.
 The Eastern Talking Machine
 Co.
 M. Steinert & Sons Co.
Brooklyn, N. Y. American Talking Machine Co.
Buffalo, N. Y. W. D. Andrews.
 Neal, Clark & Neal Co.
Burlington, Vt. American Phonograph Co.
Butte, Mont. Orton Brothers.
Chicago, Ill. Lyon & Healy.
 The Rudolph Wurlitzer Co.
 The Talking Machine Co.
Cincinnati, O. The Rudolph Wurlitzer Co.
Cleveland, O. W. H. Buescher & Sons.
 Collister & Sayle Co.
 The Eclipse Musical Co.
Columbus, O. Perry B. Whitsit Co.
Denver, Colo. The Hext Music Co.
 The Knight-Campbell Music
 Co.
Des Moines, Ia. Chase & West.
 Harger & Blish, Inc.
Detroit, Mich. Grinnell Bros.
Dubuque, Iowa Harger & Blish, Inc.
Duluth, Minn. French & Bassett.

Elmira, N. Y. Elmira Arms Co.
El Paso, Tex. W. G. Walz Co.
Galveston, Tex. Thos. Goggan & Bros.
Grand Rapids, Mich. J. A. J. Friedrich.
Honolulu, T. H. Bergstrom Music Co., Ltd.
Indianapolis, Ind. Wulschner-Stewart Music Co.
Jacksonville, Fla. Florida Talking Mach. Co.
Kansas City, Mo. J. W. Jenkins Sons Music Co.
 Schmelzer Arms Co.
Lincoln, Neb. Ross P. Curtice Co.
Little Rock, Ark. O. K. Houck Piano Co.
Los Angeles, Cal. Sherman, Clay & Co.
Louisville, Ky. Montenegro-Riehm Music Co.
Memphis, Tenn. E. E. Forbes Piano Co.
 O. K. Houck Piano Co.
Milwaukee, Wis. Wisconsin Talking Machine
 Co.
Minneapolis, Minn. Laurence H. Lucker.
Mobile, Ala. Wm. H. Reynolds.
Montreal, Can. Berliner Gramophone Co., Ltd.
Nashville, Tenn. O. K. Houck Piano Co.
Newark, N. J. Price Talking Machine Co.
New Haven, Conn. Henry Horton.
New Orleans, La. Nat'l Auto. Fire Alarm Co.
 Philip Werlein, Ltd.
New York, N. Y. Blackman Talking Machine Co.
 Sol. Bloom, Inc.
 Emanuel Blout.
 C. Bruno & Son, Inc.
 I. Davega, Jr., Inc.
 S. B. Davega Co.
 Chas. H. Ditson & Co.
 Landay Brothers, Inc.
 New York Talking Machine Co.
 Silas E. Pearsall Co.
 Benj. Switky.

Oklahoma City, Okla. Schmelzer Arms Co.
Omaha, Neb. A. Hospe Co.
 Nebraska Cycle Co.
Peoria, Ill. Putnam-Page Co., Inc.
Philadelphia, Pa. The Talking Machine Co.
 Louis Buehn & Brother.
 C. J. Heppe & Son.
 Penn. Phonograph Co., Inc.
 H. A. Weymann & Son, Inc.
Pittsburg, Pa. C. C. Mellor Co., Ltd.
 Standard Talking Machine Co.
Portland, Me. Cressey & Allen.
Portland, Ore. Sherman, Clay & Co.
Richmond, Va. The Corley Co., Inc.
 W. D. Moses & Co.
Rochester, N. Y. E. J. Chapman.
 The Talking Machine Co.
Salt Lake City, Utah Consolidated Music Co.
San Antonio, Tex. Thos. Goggan & Bros.
San Francisco, Cal. Sherman, Clay & Co.
Savannah, Ga. Phillips & Crew Co.
Seattle, Wash. Sherman, Clay & Co.
Sioux Falls, S. D. Talking Machine Exchange.
Spokane, Wash. Eiler's Music House.
 Sherman, Clay & Co.
St. Louis, Mo. Koerber-Brenner Music Co.
 The Aeolian Company of Mo.
St. Paul, Minn. W. J. Dyer & Bro.
 Koehler & Hinrichs.
Syracuse, N. Y. W. D. Andrews.
Toledo, O. The Whitney & Currier Co.
Washington, D. C. E. F. Droop & Sons Co.
 Robert C. Rogers Co.



It's not only the great *names* in the Columbia record list—it's the uniform high average of every record in it that spells Columbia with a big "C."



Columbia Phonograph Co., Gen'l, Tribune Building, New York

TRADE IN CLEVELAND.

(Continued from page 4.)

to be a Columbia dealer and intend to keep at it. I thank you and Mr. Robertson for kindness shown me and wish you both a happy New Year."

W. F. Bletscher, who for several years past has been with the Columbia Co., in the Dictaphone department, severed his connection with the company January 1 and has engaged with the Roach & Reed Co., of this city, representative of the Edison Business Phonograph. His headquarters will be in Toledo. Mr. Bletscher is thoroughly competent in the commercial line of the phonograph business.

A young man employed by Laurence Lucker, Edison jobber, was arrested a few days ago for stealing an \$85 phonograph and 80 records. He had been stealing the records one and two at a time, but when his pockets bulged with four, Mr. Reterson, manager, called him down and instituted a search at his home, resulting in his arrest and the recovery of the goods.

R. Svehla, the West Side Columbia dealer, did a fine business during the holidays in both machines and records, especially in foreign records, of which he makes a specialty.

Reports of the most favorable character were made by Aldrich, Harvey & Co., who handle Columbia goods; Flesheim & Smith, Victor machines and Zonophones; Brown Bros., Victor goods, and the United Factories Co., dealers in Edison goods. Without exception they all reported an excellent holiday trade and present good business.

ELLIS HANSEN'S OWN STORY.

Originator of Victor Window Display System
Writes of His Experiences—His Appreciation of the Dealers' Co-operation and What Is to Be Done This Year.

The following interesting story regarding the organization and development of the window display system of the Victor Talking Machine Co., and which has come in for such high praise from advertising men and progressive merchants in all lines of business, appears in The Voice of the Victor for December under the caption of "A Dream That Came True," and from the pen of Ellis Hansen, head of the window display department of the Victor Co. Mr. Hansen says:

On April 18, 1905, the worst earthquake and fire of modern times destroyed San Francisco. I, at that time, was in charge of the show windows of Sherman, Clay & Co., whose beautiful store and building was, with the many other great business houses, entirely destroyed by fire. I lost everything I had, and the next day found me, with thousands of others, camping outside San Francisco with little prospects of food or shelter. How quickly help arrived is a matter of history, and a few days after the terrible experience I began to think of the future—what next to do.

Eight days before the earthquake, on my thirty-sixth birthday, I had received a letter from the Victor Company deciding me the first prize winner in the competition of Victor Windows held

by them and open to all stores in the country. This occurrence came back to my mind time and again, and on the second night I had to sleep in the open I dreamt that the prize window was to be reproduced in a number of cities by the Victor Company. That thought haunted me the next few days and finally, after much hesitation, I sent a letter to the general manager of the Victor Company, in which I told him about my idea and suggested my service to design windows for the use of Victor dealers. I received a very kind answer a few days after, in which I was told the idea was a good one, but as the company was at that time overwhelmed with orders it was impossible to try new experiments. I was, however, told to



ELLIS HANSEN

go to work for Lyon & Healy in Chicago, and followed this advice. That the idea had made some impression is proved by my connection with the Victor Company two years later. I have now had charge of the window display department nearly three years, and it has not been "all velvet" either—not for me and not for my company. Many costly experiments have been tried and given up, but we have learned by our mistakes, and to-day we are in a position to supply any Victor dealer with snappy, bright and artistic window displays that will attract attention and sell goods. The price we charge for these displays is about half of the actual cost. If the dealers should try to make up such a display without our help it would cost them more than ten times the price we charge. It is my absolute belief that before long Victor dealers all over the United States will lead this country in artistic and interesting window displays. I base my belief on the following facts:

First.—The enthusiastic support of our dealers, which has caused an enormous increase in our output during the last six months.

Second.—The many testimonials to the merit of our displays we have lately received from the most progressive dealers all over the country.

Third.—Sincere and highly complimentary comments by high-class advertising journals like Printer's Ink and others.

Fourth.—Our trained and well-drilled corps of artists and assistants, and an increase in floor space that will enable us to more than double our capacity.

Fifth.—The most wonderful spirit of liberality and broad-mindedness on the part of the Victor Company in appropriating great sums of money on this new and heretofore untried experiment of helping its dealers with their show-window advertising.

The new plans for the year 1912 excel all our former efforts. The new mechanical displays are novelties in window advertising that are really new.

My only regret is that we are not able to fill all the orders we have received for our Christmas windows. More than two hundred dealers will be disappointed in not receiving this window. This can, however, be avoided in the future by placing a standing order for our window displays.

I want to close this little article with thanks. Thanks to the dealers that made it possible for us to sell every Christmas display and December show cards that were made before the first of December.

Thanks to the distributors who so thoroughly believe in the good of these windows and show cards that they take all the trouble of distributing and handling these displays and signs without one penny's compensation. And last, thanks to the Victor Co. for the exceptional financial and moral support, without which my dearest dream would never have been materialized, but simply remained what it was the day after the earthquake, a dream.

LIKES TO HANDLE THE VICTOR.

M. J. Soukup, who handles Victor talking machines in addition to his general business as jeweler and optician in Decorah, Ia., has favored The Talking Machine World with a photograph of his Victor department which furnishes an idea of the business he has built up in his territory. Writing The World, he says: "The year just closed was the best since I started in business. I carry Victors exclusively and I like to sell them and have a very nice class of trade. Decorah has a population of 3,500, and I sell mostly the higher-priced machines and records. This spring I expect to enlarge my stock of records to include almost every one in the catalog. I enjoy reading The Talking Machine World and wish all connected with it the compliments of the season."

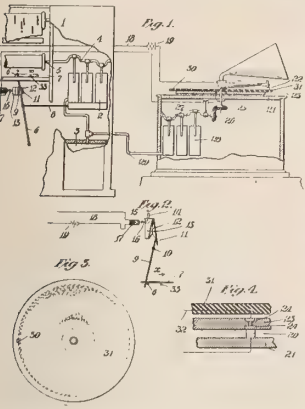
It is a fact that the public regards the representatives it meets and with whom it transacts business as the company itself. If customers are well treated by salesmen, if they are pleasant and affable, if they impress them by their alertness and their knowledge of their business, their patronage naturally gravitates toward that store. They like to go there and are glad to tell their friends about it and to influence their patronage in that direction.

COMBINED PLAYER AND TALKER.

The Subject of a Patent Granted to Walter M. Davis of New York, but Now Residing in Europe—Some Details of This Invention.

Walter M. Davis, of New York, has just been granted patent No. 1,013,589 on a combined piano-player and talking-machine.

This invention relates to improvements in combined piano-players and talking-machines and the object of the invention is to so combine a piano-playing device and talking-machine that the note sheet moving mechanism of a piano-playing device is automatically started from the talking-machine correctly and precisely at the proper time and speed, so that the movement is synchronous.



In the accompanying drawings in which letters of reference indicate like parts in all the figures, Fig. 1 is an elevation of parts of the piano-playing device and of the talking machine, parts being in section and parts shown diagrammatically, and others broken away. Fig. 2 is a detailed plan view of part of the starting mechanism in the piano-playing device. Fig. 3 is a plan view of the talking machine disc. Fig. 4 is an enlarged detail sectional view through the disc and support.

When playing by means of a piano-playing mechanism, the piano accompaniment to a musical or like performance, rendered or reproduced by a talking-machine, it is absolutely essential that the piano accompaniment shall begin precisely and exactly at the correct time so that the sounds produced by the talking-machine and the piano-playing mechanism shall be in perfect unison and harmony, as they were in the original production, in which they were produced by means of the voice or a solo instrument and an accompanying piano. The piano-playing mechanism and the talking-machine may be and preferably are driven from the same source of power, for example, the pumping bellows of the piano-playing mechanism, and must be driven at the same relative uniform speed in order to conform to the original production. But a piano-playing mechanism and talking-machine may also be driven by separate motors which are so timed that the moving parts of the piano-playing mechanism and of the talking machine have the proper relative speeds that are necessary for proper reproduction of the entire composition.

As the disc of the talking-machine is always moved a greater or less distance before the sounds begin to be produced, and the note sheet of the piano-playing mechanism must not be moved operatively until a certain predetermined spot on the talking-machine disc or record has been reached by the needle or stylus, means are provided to start the note sheet winding mechanism of the piano-playing device at the proper time.

TWO CONCERNS ENJOINED.

The Circuit Court for the district of Colorado has enjoined the Phonograph Record Exchange of Denver, Col., from the unlicensed sale of Edison records. This action is important in its affirmation of the Edison policy of protecting its dealers.

After an extended search for Judge Denison in the woods of northern Michigan, the Edison Co. obtained an injunction against the Smith Mercantile Co., of Grand Rapids, Mich., who were acting in violation of their dealer's agreement.

A HANDSOME WINDOW DISPLAY.

The Edison February window display marks a new feature in that company's efforts along that line. It is designed to require no fixtures what-

ever and to show what good effects can be obtained by the simplest possible treatment of a window.

THE NEW CONCRETE CABINET.

Latest Invention of Wizard Edison Arouses Much Interest in All Quarters.

Few of the inventions of Thomas A. Edison have received so much attention from the public press as his concrete furniture, the first samples of which were recently perfected. One of the most inter-



EDISON'S CONCRETE PHONOGRAPH CABINET.

esting pieces of furniture made from concrete is the phonograph cabinet, illustrated herewith, and which, when finished, has a remarkable resemblance to white enameled wood trimmed with gold. According to Mr. Edison, the new concrete cabinets can be made and sold at prices that compare favorably with those set on second-hand wood furniture and at the same time allow a substantial profit for the manufacturer. It is planned to have a factory in operation at an early date making concrete furniture of all descriptions. The illustration is shown through the courtesy of The Furniture World.

CREDIT MEN SHOULD BE PARTNERS.

Salesmen must be competitors, but credit men should all be partners. Credit men should not even try to stand alone. To paraphrase a little: They should share each other's woes, each other's burdens bear, and each should always ready be to help the other swear.

If a fellow will avoid being the same kind of a fool twice he stands a ten-to-one chance of being numbered among the sane and sensible, even though he may have been several kinds of fool during the course of his career.—Jed Scarboro.

IRENE FRANKLIN'S EDISON RECORDS.

The Edison people are announcing a series of records by the talented vaudeville star, Irene Franklin, famous the country over as a singer of character songs. Burt Green, her husband and co-star en tour, accompanies her on the piano in these records, in which she sings original compositions by herself and Mr. Green. As Irene Franklin has never before performed for any music-reproducing instrument, her singing for the Edison is expected to arouse great interest, and we are assured by

the company that these records are "Irene-true-to-life." The first three records announced are "I've Got the Mumps," "The Talkative Waitress" and "I Want To Be a Janitor's Child."

TALKING MACHINE EXPORTS.

The Figures for November Presented—Reports Show Falling Off for the Month.

(Special to The Talking Machine World.)

Washington, D. C., Jan. 9, 1912.

In the summary of exports and imports of the commerce of the United States for the month of November (the latest period for which it has been compiled), which has just been issued by the Bureau of Statistics of the Department of Commerce and Labor, the following interesting figures relating to talking machines and supplies are set forth:

The total exports of talking machines, records and supplies for November, 1911, amounted to \$269,556, as compared with \$316,960 for the same month of the previous year. The eleven months' exportation of talking machines, records and supplies amounted to \$2,632,311.

CONTEST AIDS HOLIDAY TRADE.

H. C. Powell Music Co. Offer Four Valuable Prizes to Holiday Buyers and Attract Much Favorable Attention.

(Special to The Talking Machine World.)

Parkersburg, W. Va., Jan. 2, 1912.

The H. C. Powell Music Co., this city, attracted much extra business to their store during the holidays by offering a series of prizes for the nearest correct guesses as to the number of seeds in a large sixty-pound pumpkin displayed in the window of their store. One guess was allowed on each purchase of 50 cents, but only fifty guesses were allowed to any one person. The four prizes offered, which were awarded on Christmas night, consisted of a \$150 Grafonola as first prize; a \$50 sewing machine as second prize; a \$40 Victor talking machine as third prize, and a \$25 Columbia graphophone as fourth prize. Two people guessed the exact number of seeds, which was 340, and the tie was decided by lot to the satisfaction of both parties. The contest attracted much attention and the expenses were more than met by the increased volume of sales.

SAYS \$210,000 IS DUE HIM.

W. E. Gilmore Wants Receiver Named for Llewellyn Realty Company.

William E. Gilmore, formerly head of the Edison companies in West Orange, N. J., has applied for a receiver for the Llewellyn Realty Co., of East Orange, of which he is a stockholder, and which owes him, he says, \$210,000. The indebtedness arose, he says, through cash advances and transfers of real property.

The assets of the concern are set at \$267,622.05, and unsecured liabilities at \$295,449.08.

The petitioner asserts that the company has been managed in an improvident and incompetent manner. He says the company owns several apartment houses in New York, among them four which are valued at \$951,700, but mortgaged so heavily that the equity is only \$130,483.30. The company's cash in bank is \$255.22.

Frederick R. Hasselman, of East Orange, is president of the company and also its treasurer; Richard P. Foard, of Newark, is vice-president and secretary, and Charles E. S. Thorn, of Newark, is the third incorporator. The company was incorporated in 1908.

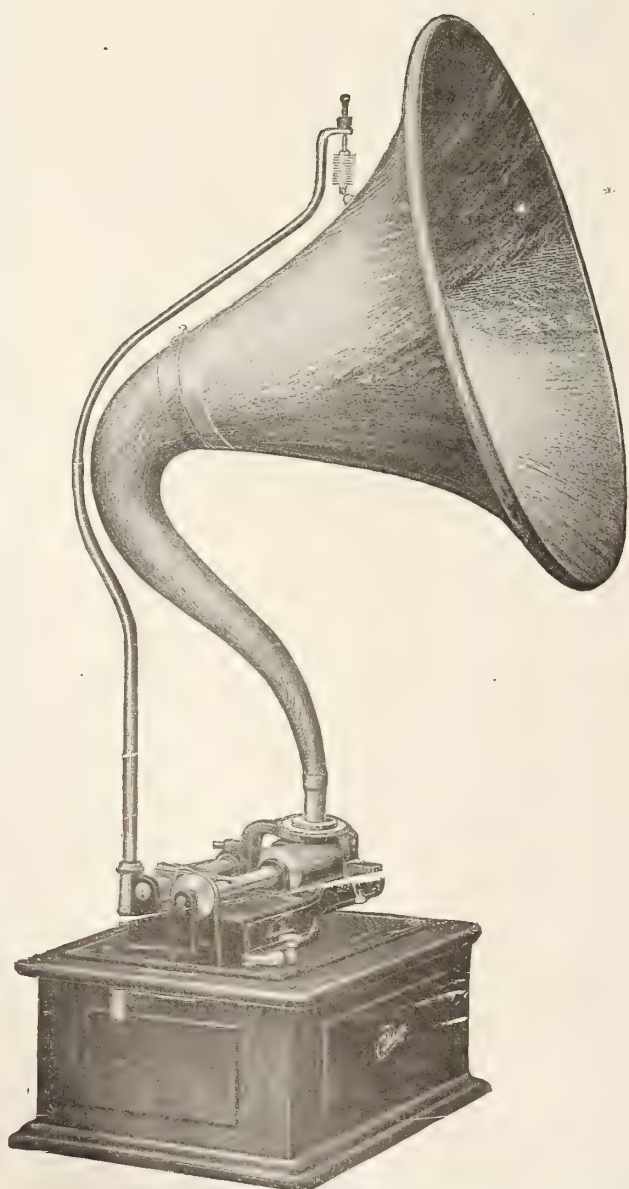
An old merchant of Indiana was asked by his son and partner, "Dad, what shall I get you for Christmas?"

"A talking machine, John," said the old man. "I have always wanted one."

The father received a letter from his son on Christmas morning. It read: "Dear Father:—You said you wanted a talking machine. Well, I've got you one. I am married, and bringing home my wife."

The repertoire of the Edison Phonograph comprises all the great music of every kind, ever composed, presents all of the *greatest* stars in every field of entertainment.

The EDISON PHONOGRAPH



is the greatest factor in the world today in bringing the best of every character of entertainment within the reach of *all* the people.

Thomas A. Edison
INCORPORATED

59 Lakeside Avenue, Orange, N. J.

The audience that listens to the Edison Phonograph is the biggest audience in the world—yet it's only about

1/20

of the prospective market

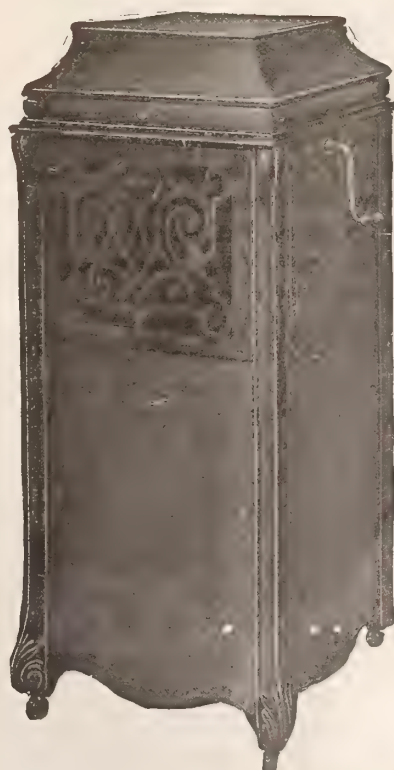
That's why the Edison is the instrument for you to push to the limit of your capacity. Get your share of the gigantic profits yet to be reaped from this field.

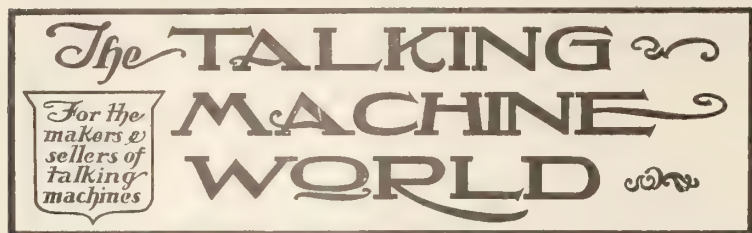
A little more horse power behind your salesmanship, a little more team work between your local advertising and our national advertising and we'll make the sales of every previous Edison year look small compared to 1912.

Write your Edison jobber today.

Thomas A Edison
INCORPORATED

59 Lakeside Avenue, Orange, N. J.





EDWARD LYMAN BILL, - - - Editor and Proprietor.

J. B. SPILLANE, Managing Editor.

Trade Representatives: GLAD. HENDERSON, W. H. DYKES, L. E. BOWERS, B. BRITTAIN
WILSON, A. J. NICKLIN, AUGUST J. TIMPE, H. E. JAMASON.

Boston: JOHN H. WILSON, 324 Washington Street.
Chicago Office: E. P. VAN HARTINGEN, 37 So. Wabash Ave.
Philadelphia: R. W. KAUFFMAN, Minneapolis and St. Paul: ADOLF EDSTEN.
San Francisco: S. H. GRAY, 88 First St. Cleveland: G. F. PRESCOTT.
St. Louis: CLYDE JENNINGS. Cincinnati: JACOB W. WALTER.
London, Eng., Office: 1 Gresham Building, Basinghall St. W. LIONEL STURDY, Manager.

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NEW YORK, JANUARY 15, 1912.

JUST now business men in all lines of trade are busily engaged in closing up matters in connection with the Old Year and making active plans for the New.

The record for 1911 is not half as bad as many have predicted and while trade shows a material shrinkage in many lines from the high water mark year, yet, when measured from the low water mark year, 1911 takes rank as a good business year. This trade newspaper institution has intimate relations with a number of industries, and we have been obtaining through our representatives the opinions of business men regarding the volume of business for 1911, also their views for trade for the New Year. It is true that 1911 did not run on an even basis. In other words, there were some extremely stagnant periods and some very lively ones.

It is a fact that the moment that business becomes dull men immediately fall into the habit of uttering bitter complaints.

We have gotten into the habit of figuring that the business tide must always be rising, consequently when there is the least setback complaints then begin to multiply.

We cannot always keep climbing the hill without stopping for brief rests now and then; and the business world must obtain some relaxation.

In the talking machine trade a peculiar condition has existed straight through the year; that is, the inability of the manufacturers to supply the higher grades of talking machines in anything near the quantity demanded by the jobbing trade.

We question if in any other industry has there been such an amount of unfilled orders as has been evidenced in the talking machine industry straight through the year.

It may be said that these orders represented padding to a certain extent.

In other words, that the jobbers realizing that they could not secure all the stock they wished placed orders for more instruments than they believed they would get in the belief that they would profit in a percentage distribution.

In brief, if they ordered twice as many instruments as they expected to receive, their percentage of shipments would be materially large.

Be that as it may, the fact remains that the Old Year closed with more unfilled orders on the books of the talking machine manufacturers than ever before in the history of the trade.

Now, that counts for something surely. You cannot argue away such conditions. They are too solid and too substantial. We may say that business has shown a shrinkage. We may say that trade has been spasmodic. We may say that it has been at times depressing.

Argue all you will along these lines, gentlemen of the talking machine trade, but you have got to get back to the fundamentals, that there has been inability in the manufacturing departments to supply the demand.

Now, what does that mean? Only one thing—that there is an increased call for talking machines; in fact, such a demand that the manufacturing departments have been unable to cope with the situation.

Surely that does not mean that the talking machine business has reached its zenith.

No, for it is safe to predict that the sales for 1911 will far surpass those of any previous year.

In other words, trade will go marching on to higher and better accomplishments, no matter whether we have unsettled conditions in the political field or not.

Talking machines will be sold and sold in greater numbers than ever before.

The underlying conditions are too sound for the coming Presidential election to cause great disturbance to the business interests; and the savings bank deposits show that the people have resources which will enable them to gratify their desires in many ways. Talking machines, for instance, if you will.

The year closes with bank deposits heavier than they have been for years; and the crops which are unsold in the possession of the farmers run into colossal figures.

Recent heavy orders placed by the railroads show that this great department of the industry will be active during the New Year.

It is easy for a man to sit down and figure out prosperity. That is, on paper; just as easy for him again to conjure up all kinds of depressed situations; but there is a solid middle ground and it is not wise to figure too much on things being either easy or hard.

In other words, we should take the situation as we find it and make the most of it.

A great many people during 1911 were fearful lest the attacks upon corporations by the United States Government would be followed by the forced disintegration of great holding corporations everywhere.

AS a matter of fact, during the past few months there has been a steady increase of confidence in the Governmental attitude towards corporate interests and that has resulted in new investments—in increased betterments and in improved trade conditions in all the special branches of the industry.

Of course, we will always have some conditions to disturb us more or less and a great many men magnify the destructive results which come during the period when the people are exercised as to who will be the executive head of the Nation for the next four years.

As a matter of fact there will be less unrest this year, in our opinion, than ever before during the year in which we have elected a President.

Why? Simply because the people have been growing nearer together all the while regarding their political beliefs.

The Republicans believe that the tariff should be revised; but they figure that they can do it better than the Democrats because they have been friendly to the tariff.

The Democrats also insistently urge that the tariff should be revised, but they affirm that they are the ones to do it, so that no matter which party wins it is certain that generally they will be working along parallel lines, but specifically they may differ as to methods; and there are no issues at stake which will disturb the financial interests of the country in the same manner that they were shaken during the "16-to-1" campaign; and there are no Socialistic theories which tend to shake the confidence of people in the republican form of government.

THERE is a desire to get the Government on a better business basis than ever before.

We see that in almost every department at Washington.

Take the Post Office. For the first time in forty years that great department of the United States Government is placed upon a paying basis and keen business minds are working out problems



The big future of the business is in the high grade instruments. That has been the basis of our program for a long time, and there hasn't been a hitch in it.



Columbia Phonograph Co., Gen'l, Tribune Building, New York

in every other department; and as a matter of fact this country is too progressive.

It possesses too many business minds, keenly active, to recede from any position when it has once been found to be advantageous to the entire people.

Of course, we will have some excitement, but, as a matter of fact, the purchasing power of the people will be increased during 1912 by reason of the fact that more men will be employed, hence enlarging the field of business possibilities.

Some of the best posted business men of the country predict

the beginning of a real boom during the New Year.

We rather hope that this prediction may not come through because booms are dangerous.

The reaction which invariably sets in is too depressing.

It will be better, far, for business to keep moving steadily ahead at a natural pace than to have it accelerated by any boom conditions.

Save us from booms, but let us determine to do our part in the business building for 1912.

Let us not wait for it to pick up, let us pick it up.

TRAINING THE MEMORY.

An Asset of Unquestioned Importance to the Merchant Buyer and Salesman—The Ability to Recall Names and Faces Helps to Build Business—Mental List of Prices and Styles Permits Careful Buying.

A matter of considerable moment in retailing, and one that seldom receives the careful attention it deserves, is the value of a well trained memory. This applies to everyone in the store—from its head to the humblest employe.

To all who come in contact with the public the ability to promptly recall faces and names is a distinct advantage. Thus may the irate visitor be placated, thus may the hesitating customer's mind be made up. And if the one in attendance on her, or in conversation with her, can recall her address, her special tastes and other details, that customer is at once put in the most favorable mood.

To the merchant and to the buyer what a benefit it is to be able to recall, at a moment's notice, prices, terms, etc., applying to certain goods, manufacturers' names, how promptly or otherwise deliveries have in the past been made, and other occurrences.

Some feel that lack of recollecting power is a constitutional defect. This is wrong. A good memory can be acquired, says a writer in the Dry Goods Economist. Apart from the obvious essentials—love for one's work, intense interest in all one's undertakings and constant application of the mind to the development of one's store, or department, or section, as the case may be—there is a course of mental training to be constantly pursued.

Avoid dwelling on non-essentials. Do not, for example, cherish a grudge against anyone, be it competitor, or wholesaler, or store associate, or customer. Do not confuse the mind by thinking too much of past mistakes or of the good conditions which might have resulted from the pursuance of a certain course of action. Do not waste time in merely envious contemplation of the progress made by others. Keep the eyes of the mind looking forward and outward, rather than backward and inward. By shutting out as far as possible the petty thoughts which many merchants, and many employes, too, permit to harass them, the mind will be left freer for action of a beneficial character.

Those who have tried this kind of concentration have found it highly profitable as a means not only of strengthening the memory, but of making

themselves more contented, more ambitious and more efficient. The head of a certain retail establishment who is noted for his retentive memory ascribes his steady progress to the fact that he has learned the futility of harboring injurious thoughts, and, little by little, is becoming more and more able to shut them out—and keep them out.

To those who have acquired such a degree of self-control that even during periods of storm and stress they can concentrate their mind on the right kind of subjects, practically nothing in the way of memory-training ought to be impossible. And every step forward makes the road easier to travel.

COLUMBIA DISC PUBLICITY.

Unique Device for Calling Attention to Columbia Records in Display Windows—Now Ready for Shipment to the Trade.

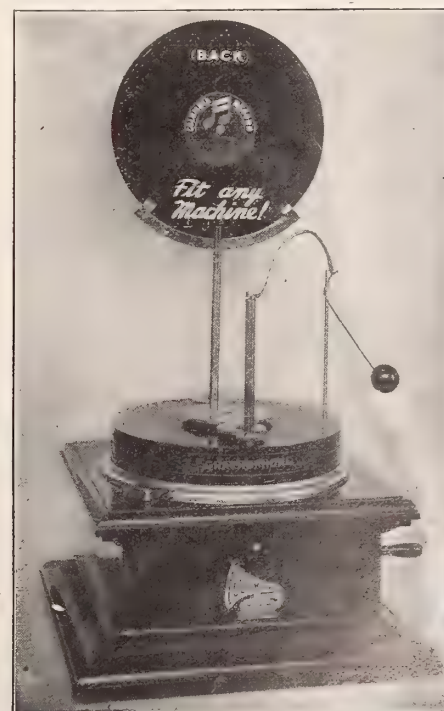
The Columbia Phonograph Co., General, with its usual progressiveness, has perfected a unique device for use as a window display for Columbia

double disc records. The accompanying illustrations show both the front and back view. The first of these machines, roughly made, was issued some time ago to a few Columbia stores and dealers. They were very satisfactory in spite of their crudity, and this very distinctive and attractive method of displaying to the passerby that the Columbia double-disc record has "music on both sides" and "that it will fit any machine" is bound to be far more satisfactory. The mechanism is adapted to be set on the cabinet of any Columbia machine instead of the turn-table. The way the record is revolved and held in position long enough for each face of it to be read is extremely fascinating—the little wooden ball on the end of the string acting as the escapement which retards the revolutions by winding up and unwinding itself alternately around the two posts.

The display is being furnished to Columbia Co. stores with instructions to keep it well set up and in constant motion in the windows until further notice. They will be furnished to dealers at the actual cost of manufacture and packing.



FRONT VIEW.



BACK VIEW.

The Talking Machine Trade in New England

USING AUTO TO BOOST TRADE.

Clarence H. Seavey, of Haverhill, Mass., Doing Good Work in the Line of Victor and Edison Service by Means of the Automobile.

(Special to The Talking Machine World.)

Haverhill, Mass., Jan. 9, 1912.

Clarence H. Seavey, who conducts a very complete talking machine department in connection with his piano business at 44 Winter street, this city, is a great believer in the automobile as a trade augmentor, and in this connection he recently purchased a Ford car to solicit talking machine business on the road.



C. H. SEAVEY'S DELIVERY WAGON.

Mr. Seavey, who handles the Victor and Edison lines, was one of the dealers who took up the wagon proposition, but found the wagon too slow for his work, so he is now using the automobile, as shown in the photograph herewith attached. It goes without saying that this investment will prove a profitable one, for it insures not only quick deliveries but it is a splendid advertisement not merely for the business itself, and demonstrates that Mr. Seavey is an up-to-date, progressive business man who "does things"—a man who believes in "service" and who can be counted on to "deliver the goods."

There are few dealers, if any, this side of Boston, who are pushing business via the automobile

as is Mr. Seavey, and his efforts in this field may be emulated by others throughout the country.

INCREASING LINE OF JOBBERS.

Some Reasons Why the Oliver Ditson Co. Is Making Splendid Strides in the Talking Machine Field Throughout New England—Ditson Victor Service—An Organization Winning Out—Manager Winkelman's Success.

(Special to The Talking Machine World.)

Boston, Mass., Jan. 8, 1912.

When a concern transacts a whole lot of talking machine business and decides to do more there are many good reasons for it. One of the reasons that the Oliver Ditson Co. are increasing their efforts in the jobbers' field is that they think more dealers of the New England States should be benefited by the Ditson Victor service and organization.

All the trade know Henry A. Winkelman, the manager of the Ditson Victor department, and he is conceded to be one of the most experienced talking machine men in the country. Through his efforts both the Victor jobbing and retail departments of this company have grown steadily, and it is the 1912 aim of Mr. Winkelman to further develop both branches. He believes that the strong Victor service which they offer to the dealers of this territory is of unusual quality, covering complete stocks and a hand-to-back co-operation that is of considerable importance.

Furthermore, the Ditson Co. claim to have the largest Victor stocks of any jobber this side of Chicago, both in completeness and volume. They have made a study of the jobbing problem, and the result of this study is centered in their efficiency. We would like to show some of the trade who is at the head of this Ditson Victor department, but Henry Winkelman is a little retiring on newspaper publicity, preferring to make up this "non-accomplishment" by a further devotion of his hobby—the Victor business.

AN EFFECTIVE CIRCULAR.

(Special to The Talking Machine World.)

Providence, R. I., Jan. 5, 1912.

The Tone Controller Co., 287 Canal street, this city, is mailing to the trade a circular with the

headline, "A live position for the buyer of talking machine sundries." This refers to the "Dustoff" De Luxe disc record cleaner, which retails at 50c. They claim that the Dustoff keeps the tone of the record pure and clear and adds to the life of the record.

SOMETHING NEW IN NEEDLES.

W. H. Bagshaw Produces a New Needle Called the Duplextone—An Interesting Description and Illustrations of This Production Shown on Opposite Page—Mr. Bagshaw Is "Doing Things" in the Needle Line—That Is Why Business Is Steadily Expanding With His Establishment.

(Special to The Talking Machine World.)

Lowell, Mass., Jan. 8, 1912.

After considerable experimenting W. H. Bagshaw, the big needle house of this city, announces something new in talking machine needles. This new needle will be called the "Duplextone" for the reason that it can be played "loud" or "soft" by a simple adjustment of position upon the record.

Elsewhere in this issue are two illustrations which show the two positions of the "Duplextone" needle as used when playing.

It will readily be seen that a needle of this character will be of wonderful benefit to jobber, dealer and owner. Everyone will gain by its introduction, and at the same time it shows the aggressiveness of the men who are instrumental in upholding and increasing the wonderful prestige enjoyed by W. H. Bagshaw for the high quality of their products. It shows that W. H. Bagshaw is determining and catering to the popular need, and by considerable expense to themselves will send a sample package of these needles to any dealer in the world, provided he will mention his jobber and send a stamped addressed return envelope so no mistake will be made in delivering.

H. L. ROYER'S NEW ENGLAND TRIP.

(Special to The Talking Machine World.)

Boston, Mass., Jan. 8, 1912.

Herbert L. Royer, manager of the Arch street Victor department for the M. Steinert & Sons Co., spent a few days in Bangor, Me., following the Christmas holidays, and found the Victor business very good in that territory and with the prospects good for disposing of high-priced machines to many of the leading people of the Pine Tree State.

At this writing he is planning a quick trip to Connecticut and will make stops at New Haven, Bridgeport, Stamford and South Norwalk. Business at his quarters during the holidays was more than good, the only trouble experienced being the difficulty in getting goods promptly from the factory.

TAKES CHARGE AT PROVIDENCE.

(Special to The Talking Machine World.)

Providence, R. I., Jan. 6, 1912.

Fred Erisman was the manager of the headquarters of the Columbia Phonograph Co., this city, during the holidays. Mr. Erisman was with the Boston offices when the opportunity presented itself for a new manager, and Erisman was selected. Whether this is permanent is not known.

I believe in knowing just what I am doing and where I hope to land. I always strive to make others strive for something a little farther ahead, but I always know the exact point which I hope to attain, and I have figured out the steps I must take to reach that point.—Walter H. Cottingham.

The enlightened, careful credit men in this progressive day are a unit in regard to the advisability and imperative necessity of obtaining signed statements in every case where it is practical or possible.

Glance through this P-E Service Chat!

Last month we said: "Right service means dollars to you" and this is decidedly true.

A run on Amberolas, for instance, sells your stock and you could dispose of several more if you had the goods at once. You would even give a premium to have the machines promptly.

This is where the P-E Service enters. After your order is received, the FIRST OUT-GOING DELIVERY has your goods—all shipped complete. We time express and freight shipments so they are due at your store in time for clinching the sales.

Our two points of supply give to dealers in all parts of this eastern territory an equal opportunity to try our P-E (Perfect Edison) Service.

One order will show you just what we mean by P-E promptness and completeness. Send it in, no matter if small or large.

66 Battery-march
Street
Boston, Mass.

THE PARDEE, ELLENBERGER CO.

96 State Street

New Haven, Conn.

FROM OUR BOSTON HEADQUARTERS

324 WASHINGTON STREET, JOHN H. WILSON, MANAGER.

(Special to The Talking Machine World.)

Boston, Mass., Jan. 9, 1912.

Manager Arthur C. Erisman, of the Columbia Phonograph Co., began the new year with visions of big business, which was justified by the volume done in December, which he reports was the largest month since the Boston department has been established. He says that for the year the cash collections exceeded the total sales by several thousands of dollars. In fact, when he came to make a report on the twelve months' business, Mr. Erisman says he almost doubted the accuracy of the figures.

For the last several weeks prior to Christmas every man associated with the Columbia quarters was kept on the jump, and Mr. Erisman himself worked far into the night, which was absolutely necessary because of the absence of his brother, Fred Erisman, who was suddenly called to the Providence quarters of the Columbia to take charge of the business pending the arrival of a new manager. To help out in the interim, William E. Gutchell, whose territory is the State of New Hampshire, was brought into the Boston office, where he will remain until Mr. Erisman returns from Providence.

During the holidays Norman Mason, the manager of the retail department arranged some very catchy window displays, which quickly attracted the passers-by. Just now a Dictaphone demonstration in one of the windows is almost blocking the sidewalk. At one side sits R. L. Perrett, the Columbia's dictaphones salesman, busily engaged at a desk transacting business by means of a Dictaphone. On the other side is one of the woman employees, who is transcribing the dictation to a typewriter.

Another handicap from which the Columbia suffered during the holiday season was the absence of "Jim" Cahill, the shipper. He met with a painful accident early in December, while in the basement a piece of wood struck his eye putting it on the "blink" for three weeks. He is back at work now, and the shipping of goods has resumed its customary despatch.

Columbia Grafonola for U. S. S. Georgia.

Several of the officers dropped into the Columbia quarters in Tremont street late in the afternoon of January 2 and wanted to know if a machine could be shipped immediately onto the battleship Georgia, which then was lying off the Charlestown Navy Yard. Immediate delivery was necessary, as the ship was going to sail that night for Norfolk, Va. Assured that the machine would be despatched

promptly payment was made and a quantity of records also were bought. The Columbia grafonola was on board the Georgia almost as soon as the officers reached there.

Here's a Challenge.

The bowling team made up out of the membership of the Eastern Talking Machine Associates is still in the field and ready to meet any competitors. It has sent out a challenge to other teams to meet it on the alleys. Probably because all the talking machine boys are such good bowlers other teams do not seem over anxious to meet them.

Some Distinguished Visitors.

Ed. Whitney, of the Whitney Brothers Quartette, is just back from an extensive trip through the West, and he dropped in to see the boys at the Eastern Talking Machine Co.'s quarters the other day. Another notable visitor who was a caller there was De Gogorza, who spent an hour and a half entertaining some of the staff with his stories of how records are made abroad. Mr. and Mrs. Reinald Werrenrath, Collins and Harlan and the Peerless Quartette also dropped in and all expressed themselves enthusiastically of the future of the products of the Eastern Co.

Ralph Corey's Long Trip.

Special mention must be made of the visit to the Eastern Co. of Ralph Corey, the trombone soloist of Sousa's Band, who has just completed a 48,000-mile tour of the world, bringing his trip to a close at the Victor factory. Mr. Corey is an intimate personal friend of W. J. Fitzgerald, of the Eastern Co., and a large package of postals sent from all over the world tells pictorially just where his friend Corey has been.

W. O. Pardee Visits Boston Headquarters.

W. O. Pardee, of the Pardee-Ellenberger Co., visited the Boston headquarters, F. H. Silliman, manager, for a few days the first of the month. He had intended continuing his trip somewhat further, but changed his mind and returned to New Haven. Mr. Silliman says that the December business was very good and the prospects for the new year most promising. He says that a new invoice of machines and records is on the way, and both promise to be the superior of any goods yet put into the Boston establishment.

Preparing for Gala Entertainment.

The entertainment committee of the Eastern Talking Machine Associates is arranging for a whist party with light refreshments to take place on the evening of February 6 in the well-appointed

hall at the top of the Eastern Co.'s Tremont street establishment. The associates number about twenty-five employees, and with their ladies they will make up a merry party. The committee is getting some good talent together which will add to the pleasure of the evening. These parties are an annual feature to which the Eastern boys look forward with great interest.

Fishing in Freezing Weather.

George L. Cheney, of the Boston Talking Machine Co., has gone up to Lake Champlain, and he is having rare sport fishing through the ice.

Immense Victor Business.

Ubert Urquhart, manager of the Victor department for the Henry F. Miller Co., says the holiday business was all that could have been asked for, the only difficulty being that goods could not be shipped from the factory fast enough. During the week preceding Christmas the window of the Miller house devoted to a display of Victor goods was tastefully decorated with greenery and vari-colored electric lights, and was viewed with great interest by the multitudes that pass to and fro on busy Boylston street.

Expect to Be Ready in February.

J. G. Widener, salesman for the Eastern territory of the Boston Talking Machine Co., started off on a three weeks' trip a few days ago which will include Montreal, Portland and other cities. The Boston Co., which has opened a suite of offices at 41 West street, expects to be ready for business about the middle of February.

Good Reports from Pittsfield.

The Boston headquarters of the Columbia Co. received the gratifying information from the Pittsfield agency of the company a few days ago of a wonderful growth in the output of machines. E. A. Tompkins, the manager, writes that the December business was seven times greater than the December business of 1910, which itself was five times in excess of the same month in 1909. Mr. Tompkins is one of the most enthusiastic of the Columbia dealers in the State.

Get Proper Representation.

When the talking machine department first was installed in the Henry Siegel Co.'s large department store not a great deal of enthusiasm was manifested over it, and the department was shifted about from place to place. Gradually the house came to see that if properly cared for it ought to prove one of the most profitable adjuncts to the

(Continued on page 14.)

LOUD and SOFT Tones Played With the Same Needle

Views of the Famous

Duplextone

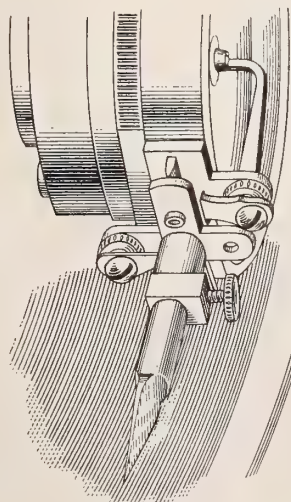
NEEDLE

made by Bagshaw of Lowell, Mass. showing positions for playing this wonderful needle

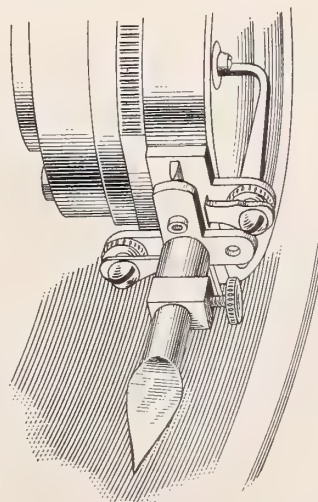
We want everybody to know this needle. If you will send us the name of your jobber, with a stamped addressed return envelope, we will send you a sample package of Duplextone Needles.

W. H. BAGSHAW

Lowell, Mass.



LOUD



SOFT

FROM OUR BOSTON HEADQUARTERS.

(Continued from page 13.)

Siegel Co.'s large business. The talking machines now occupy permanent quarters on the Washington street front of the third floor, are splendidly fitted up and in charge of Fred V. Phillips, who is devoting all his energies to building up the business with the result that in the last few months this department has made rapid strides.

New Columbia Dealers.

Two new connections that Manager Erisman, of the Columbia Co., has just made are W. H. Wheeler & Son, of Springfield, Vt., and B. W. Hooker & Co., of Barre, Vt., both of which concerns have started the new year with a large consignment of Columbia goods.

Caroline White Singing for Columbia Co.

Caroline White, who has recently returned from Europe, where she met with meteoric success as a grand opera singer, has lately been singing for the Columbia, and as she is a Boston-born girl her records will be anticipated with much eagerness hereabouts. Miss White is now singing with the Chicago-Philadelphia Opera Company. Some new records recently made by Zenatello, the gifted tenor, singing with the Boston Opera Company, are pronounced to be among the very best that he has thus far given the public.

Install Talking Machine Department.

The Shepard Norwell Co., of Winter street, is one of the latest retail stores of the city to install a talking machine department, and it has a finely equipped place on the Temple place side of the third floor. It carries the Columbia goods, and Carleton Nesbitt, formerly of Rome, N. Y., is in charge of the machines, and Mrs. Jones has supervision of the records. E. D. Follin, a traveling man for Mr. Henderson, who has installed the department, and who has a number of similar ones at other places throughout New England, makes his headquarters there.

Piling Up Victor Business.

The Victor department of the Oliver Ditson Co., under Henry Winkelman's able management, continues to pile up business, and during the holidays the second floor of this large music house was one of the busiest places in the city. Most of the time it was difficult to supply the demand for goods.

New Edison Opera Machine Admired.

Chester J. Sylvester, manager of the talking machine department for the C. E. Osgood Co., is on the eve of taking account of stock, and not until that annual undertaking is over will the department lay in any great amount of goods. A machine that Mr. Sylvester is exhibiting with a good deal of pride just now is the new Edison Opera machine, which runs with wonderful smoothness. This large concern has well-established quarters at the rear of the first floor, where the records are demonstrated under excellent conditions.

CORPORATION TAX REPORTS.**Bill to Readjust the Time of Making Federal Returns.**

(Special to The Talking Machine World.)

Washington, D. C., Jan. 3, 1912.

An important amendment to the corporation tax law is proposed in a bill presented to-day by Representative Hill of Connecticut. As the law now stands corporations are required to make reports covering the fiscal year of the government, which expires on June 30. This has proved inconvenient to many corporations which close their books on January 1, March 1, or at other times in the year. The law that such corporations shall pay tax on income for the twelve-month period ending June 30 necessitates a readjustment of business organization in many cases.

The Hill bill provides that the corporation tax shall be paid sixty days after the termination of the calendar, fiscal or business year under which the respective corporations operate. Mr. Hill is hopeful that it will be enacted into law at this session.

BOSTON TALKING MACHINE MEN HAVE BEEFSTEAK DINNER.

(Special to The Talking Machine World.)

Boston, Mass., Jan. 9, 1912.

A large number of the representative talking machine men of Boston got together on the evening of December 27, two days after Christmas, for their first reunion. When the idea was first taken up it met with hearty approval and finally plans were outlined for a meeting at Frost & Dearborn's Restaurant in Pearl street. The committee in

and T. H. Duncan, of the Victor Talking Machine Co.; Geo. L. Cheney, J. G. Widener and Fred W. Hager, of the Boston Talking Machine Co.; Harry Skelton, of Thos. A. Edison, Inc.; T. Norman Mason, John O'Hara, James Holohan, Wm. E. Getchell and Jack Shaughnessy, of the Columbia Phonograph Co.; Jean Baldini, of the Boston Opera House; Rudolph Nagel, of the Boston Symphony Orchestra; Charles P. Trundy,



TALKING MACHINE MEN SNAPPED AT RECENT BEEFSTEAK DINNER.

charge of the details consisted of J. L. Gately, representative of the Victor Company; George Cheney, J. G. Widener and Fred W. Hager, of the Boston Talking Machine Co. For the time being the company calls itself "The Talks Club."

As each man entered he was handed a card on which was a representation of a big colonial doorway with the inscription "The latchstring is out," and across the top, "Welcome to Our Home." Then a big white apron was tied around each man and he proceeded down stairs into the rathskeller where he was handed a tin cup which he hung from his apron strings. The feast was served in the most impromptu and most informal fashion and such luxuries as plates were dispensed with, so were knives and forks. The service was liberal and frequent in both the wet and dry varieties.

Several of those present told stories, and some attempted to, but did not get very far. "Happy" O'Neil gave several songs, among them the "Mexican Twist," which got the whole crowd "a-goin'," and his accompaniments were well played by his side partner, A. C. Story. Mr. Hager explained the purposes of the gathering, which was that all the "boys" in the business might get better acquainted, that a fine feeling of good fellowship might obtain between them all. Everybody had a good time, so good in fact that it is likely another "beefsteak party" is likely to be enjoyed in six or eight weeks' time. Some of the boys in their exuberance forgot to take off their aprons when they departed, and they couldn't see why they were the objects of so much curiosity when they took their trains. Some of the boys are wondering who the two were who caused such merriment when they went into the South station that night.

Following is a list of the talking machine men who were present:

Henry A. Winkeiman, manager Victor department, Oliver Ditson Co.; A. W. Chamberlain, E. A. Welch, Frederick Kern, Capt. Ned Wilkinson, S. H. Brown, Burt Hudson, M. L. Read, W. J. Fitzgerald, "Happy" O'Neil and A. C. Story, of the Eastern Talking Machine Co.; John L. Gately

Chester J. Sylvester, Fred Lane, Ubert Urquhart and Mr. Chapple.

SALESMANSHIP ESSENTIALS.**Four Elements That Enter Into Every Successful Sale.**

Four elements are absolutely necessary to a sale—the buyer, the article to be sold, the salesman and the profit. Unless there is a profit it is not a sale—merely an exchange—and a business that does not show a profit at the end of the year is not on a sound, solid, business basis. There must be a profit, and salesmanship, therefore, is the art of selling products with a profit. It must be done through superior knowledge and reason, and power of persuasion, hence it is the convincing of another mind and a purely mental state. Unless the salesman can make the customer see it the way he sees it himself, he will be unable to convince, and fail

AN ANTI-LOQUACITY MACHINE.

"I think I'll have to invent for my own benefit," said the talkative man, "some sort of an anti-loquacity machine. I talk, I am willing to admit, I talk too much; when I get going I don't seem to know when to stop; and this machine that I'm meditating will be something in a small portable form that I can carry handily in my vest pocket and that will wiggle or weave or pop up or do something to remind me when I have talked to a reasonable limit, and I shall make it non-adjustable so that it can't be set to run beyond a certain limit; if it was not made non-adjustable I might be tempted to set it to run too long before it gave the warning."

"My primary purpose was, as I said, to invent this machine for my own benefit only, but now when I come to think it over I may put it on the market; there might be a few, at least a few other people who would like to buy one."

A great many people are like preserves: They need lots of sugar to keep them from getting in a ferment.

Striking at the Soul of a symphony.

Scratching and scraping at record's end like applause that comes too soon.

¶ When America's famous symphony orchestras sway vast audiences by the magic of their music interpretation, an eloquent silence immediately follows. To applaud at the instant of a symphony's close would be almost like sacrilege—for a real music lover. So with the rendition of some wonderfully compelling aria from a standard opera. Into those few moments of silence are crowded a wealth of appreciation and review—whole dramas of symphonies are visualized.

¶ Modern science and ingenuity bring the symphony orchestra or the great operatic singer right into your own home through the medium of the talking machine; and the same magic of music is enacted there.

¶ How infinitely more distressing than applause is the discordant, raucous grind that lurks in the inner rim of every disc record! This last scratching and scraping of the needle in contact with the record kills the climax of music reproduction. It sets your nerves on edge. If you are the owner of the talking machine you rush frantically across the room—but invariably too late.

¶ But there is no need of suffering the discord, the wheezing and the rasping. There is no need of marring the beauty of the splendidly reproduced symphony. It is a thorn of which the rose may readily rid itself.

¶ THE CONDON AUTOSTOP BANISHES DISCORD!

¶ You may now sit and listen to the symphony, muse in silence and enjoy the music to the full.

¶ The discord and the wheezing after every selection is declared by many to be the only fault that they have ever found. *Modern ingenuity has eliminated even that.*

¶ There is a story told of Michael Angelo that, when a friend visited him one day, he found him working over an exquisite piece of sculpture that appeared to be nearly finished. He marveled at its beauty. Months later he visited Angelo again and found him working over the same piece of sculpture. "Is this all you've been working on since I last visited you?" asked the friend, and Angelo replied in a surprised tone that it was. "Then you've been idling, haven't you?" was the next question. "Indeed, I have not," replied Angelo; "I have added a touch here and softened the expression there——" "But all these are trifles," interrupted the friend. "Yes," said Angelo, "but trifles make perfection, and perfection isn't any trifle."

¶ So with the talking machine of to-day. Its defects—trifles they have been called—have been eliminated, and the result has made for the complete enjoyment of its music.

¶ THE CONDON AUTOSTOP IS ESSENTIAL FOR ALL DISC MACHINES.

¶ Properly speaking, it is an accessory; but it is a necessity—reliable, effective and positive. At the end of a selection it

"UNPRECEDENTED" IS THE WORD

That Best Expresses the Condition of Trade in Baltimore During the Month of December—The New Year Has Also Opened Up with a Lively Demand—A Columbia Slogan That Means Success—Immense Victor Trade at the Stores of Droop, Kranz-Smith and Sanders & Stayman—Knabe Featuring Columbia Machines in Vigorous Way.

(Special to The Talking Machine World.)

Baltimore, Md., January 6, 1912.

Unprecedented is the word that expresses the condition of business during the month of December in the local field, according to the statements made by the managers at the various talking machine stores. While they all said that they expected a great month in consequence of the holiday buyers, they declared that business went considerably above their expectations. It doubled that of December, 1910. This pertains to both the sales of machines and records.

While so much is said for the last month of the year 1911, the figures for the entire year, according to the dealers, show it to have been one of the best in the history of the talking machine business in this section. The result is that all the dealers are delighted with the results and the future prospects for the trade.

Manager F. A. Denison, of the local branch of the Columbia Phonograph Co., is sporting a handsome new mahogany Morris chair which was given to him as a Christmas gift by the employees of the branch. He is greatly pleased with the present, as he expressed himself in a neat little speech of acceptance. Mr. Denison's office slate is still an interesting ornament, which never fails to attract the attention of those in the store. He declares that business for December was the greatest ever and has on the slate the following:

\$300 Every Day in January.

Let us make the

Baltimore

Branch

Bigger,

Better,

Busier.

Boost for Baltimore.

The salesmen also think a lot of the little mottoes that appear on the slate from time to time, and aim to comply with the manager's desire.

At the store of E. F. Droop & Sons Co., Manager Roberts stated that he and his salesmen were literally rushed of their feet looking after the wants of Victor admirers. He declares that the demand for all sizes and prices of machines was something above the average, and it required the excellent co-operation of the entire force to attend to all the business.

Thomas Gordon and Joseph Fink, who handle the talking machine end at the Kranz-Smith Piano Co., make similar reports concerning the Victor and express the belief that 1912 will show just as good results. All prices of machines were in demand, while the high-priced records were the most sought after during the holidays.

Sanders & Stayman, through Manager Albert Bowden, report a good month for both the Columbia and Victor lines and the operatic records. Their statements for the general conditions during 1911 also give the business a good boost.

William Knabe & Co. are featuring the Columbia line of talking machines. They believe the local field offers an excellent opportunity for the trade and they are going after their share. They have a very pretty window display which attracts considerable attention.

Cohen & Hughes and Hammann & Levin also make rosette reports concerning the business for December and the general condition of trade throughout the year just ended.

"Irrespective of frankness or its lack," says an enterprising New Yorker, who signs himself Sam W. Hoke, "the most important thing about a form-letter is an attention compelling opening paragraph. With that, it will be read through and will produce as good results as a real personal letter, under the same conditions."

Autostop carries the spirit of music.

Dispels distressing discords and gives silence its opportunity for service.

stops all sound—STOPS IT RIGHT THERE. It is not in the experimental stage. Its worth has been demonstrated times without number. It is guaranteed; and, not only that, it is guaranteed for life.

¶ Like many other products of human ingenuity that have a permanent place, it is a simple device. The pointed screw is a simple device, too. But just think how many years passed before carpenters came to realize that they did not have to bore holes before they inserted screws!

¶ In appearance the CONDON AUTOSTOP resembles the ordinary pound-weight your tradesman uses upon his balance scales, except for the fact that it has a hole in the middle and a knob upon the top. You take it by the knob and you place it in the center of the record—there is no screwing, no clamping; in fact, no bother at all. You simply place the record over the spindle, and then you place the AUTOSTOP on the record and prepare to enjoy the music, *without having to suffer the discord.*

¶ It makes no difference how long your record is—THE CONDON AUTOSTOP will serve its purpose and yours, for it is adjustable.

¶ In the side of the AUTOSTOP there is a sliding adjuster that looks like a steel hairpin with a pointer on the end. You arrange this adjuster so that the pointer extends to the last line of the record. This is a simple operation and requires but the fraction of a second.

¶ In addition to the part that resembles a pound-weight and that which resembles a hairpin, there is just one other factor that enters into the construction of the AUTOSTOP. That, too, is simple. It is just a steel lever that is fastened on the sound box. It has to be fastened there just once, and it stays there for all time. It does not need a skilled hand to apply it. An unskilled thumb and finger will serve just as well.

MR. DEALER.—How often have you been troubled with complaints from customers about the harsh, rasping sound that follows the rendering of a selection upon a disc machine? The CONDON AUTOSTOP will end the long procession of complaints and make friends of your customers.

Whenever you sell a talking machine hereafter, see that it is complete. And no machine can be complete without the little device that banishes the discordant conclusion. Tell your customers of the merits of the AUTOSTOP. Tell them that it stops the sound when the last line of the record has been reached—STOPS IT RIGHT THERE. Equip all the machines with the AUTOSTOP, and you will have no difficulty in selling the machine COMPLETE.

Make a point of telling your old customers—those to whom you have already sold disc machines. They will thank you for it, thank you for evidencing interest in their complete enjoyment, thank you for showing that your interest did not cease with the purchase.

The AUTOSTOP will increase your business. It will sell new records for you. Send for circulars and a sample. IT IS GUARANTEED FOR LIFE.

CONDON-AUTOSTOP CO.
26 FRONT STREET, NEW YORK, N. Y.



Looking back one year at the Columbia progress ought to make it easy for you to look ahead one year and make a pretty shrewd guess.



Columbia Phonograph Co., Gen'l, Tribune Building, New York

AN EARLY EDISON EXPERIENCE.

Walter P. Phillips Tells of an Interesting Incident in the Life of the Great Inventor.

Walter P. Phillips, who was himself a telegraph operator at an early age and an inventor of telegraphic improvements, formed an acquaintance with Thomas A. Edison more than forty years ago, long before Mr. Edison's brilliant characteristics had acquired national renown.

Mr. Phillips is not only a telegrapher and an inventor, but has had wide experience as a newspaper man. He possesses an easy, facile pen and his reminiscent sketch, "From Franklin to Edison," makes interesting reading. He says:

"When Edison was twenty-one or twenty-two years old he came to Boston and was employed for a short time as an operator. He was regarded as a good-natured, but hair-brained chap, and my impression is that he was finally discharged from the service for inattention to business. He was fairly punctual at all times, excepting on pay days, when he would come straying in an hour late and blandly ask some of us to lend him half a dollar with which to get his supper. When reminded that he had received half a month's salary that day, he would smile, and taking a brown-paper-covered parcel from under his arm, he would display a Ruhmkorff coil, an expensive set of helices, or something equally useless in the eyes of his comrades in the office; from which we were led to infer that the salary for the preceding half month had been exchanged for these apparently useless instruments. He spent a great deal of his time, when on duty, in making diagrams to show how wires could be operated in a multiplex way, and he held forth with undeniable eloquence on every conceivable subject excepting that relating to the prompt dispatch of such messages as the company then had on file for transmission. The office boys came and hung message after message on the little row of hooks in front of him, but Edison's interest in them generally carried him no further than up against the proposition that if by a system of rheostats, polarized magnets and batteries of different potentiality he could enable one wire to carry four sets of signals, two each in different ways, those troublesome messages, when intrusted to other hands than his, could be disposed of with increased rapidity. And so he used to sit and draw and dream, and let the business hang, until reminded by the chief operator that he must attend to his work. I did not even know his name at first, for some had referred to him as Victor Hugo when he made his appearance, and it was by that name that we generally spoke of him.

"Every device was employed to thwart his soarings after the infinite, and his divings for the unfathomable, as we regarded them, and to get an amount of work out of him that was equivalent to the sum paid per diem for his services, and among them was that of having him receive the press report from New York. He did not like this, the work continuing steadily from 6.30 p. m. until 2 a. m., and leaving him no time in which

to pursue his studies. One night about 8 p. m. there came down an inquiry as to where the press report was, and on going to the desk where Edison was at work, Night Manager Leighton was horrified to find that there was nothing ready to go upstairs, for the reason that Edison had copied between fifteen hundred and two thousand words of stock and other market reports in a hand so small that he had only filled a third of a page. Leighton laughed in spite of himself, and saying, 'Heavens, Tom, don't do that again!' hastened to cut the copy up into minute fragments and have it prepared in a more acceptable manner. While this was occurring Edison went on receiving, and the frequent trips of the noisy dummy box which communicated with the Associated Press rooms on the next floor gave evidence that he was no longer gauging his handwriting with an ultimate view to putting the Lord's Prayer on a gold dollar. But all at once there was a great noise, and it was evident that Press Agent Wallace, a most profane man, was coming down the stairs, swearing and shouting as he came.

"Everybody grew excited except Edison, who was, perhaps, dreaming of the possibilities in some of the realms of electrical endeavor in which he has since won renown. But we did not have long to wait to know the cause of Wallace's visit. Kicking open the door, he appeared to us, but he was speechless. The last note of his voice, and the last remnant of a vocabulary of blasphemy which was famous throughout the city, was gone. Standing there with both hands full of small, white pages of paper, he could only beckon. Leighton approached him, and tenderly took the sheets of paper from him, to find that Edison had made the radical change from his first style of copy to simply putting one word on each sheet, directly in the center. He had furnished in this way several hundred pages in a very few minutes. He was relieved from duty on the press wire, and put on another circuit, while the much-tried Leighton devoted himself to bringing Wallace back to a normal condition, admitting of the use of his voice and the flow of his usual output of profanity."

AN AGE OF ORGANIZATION.

Says John Kirby, Jr., president of the National Association of Manufacturers:

"We are living in an age of organization; an age when but little can be accomplished except through organization; an age when organization must cope with organization; an age when organization alone can preserve your industrial freedom and mine; and the sooner all business men learn the lesson that the preservation of their industrial and commercial rights is dependent upon organization the sooner will those rights, which are now hanging in the balance, be assured to them."

The quality of the salesmanship depends upon the energy which the salesman can generate, how he conserves it, how he expends it, and how he uses the time—a short period of which is his for use.

NOVEL RECORD PATENTED.

Has for Its Object the Production of a Perforated Strip or Ribbon Which Will Operate a Piano and Can Also Be Used in a Talking Machine—Some Details in This Connection Which Will Be Found Interesting.

A patent has just been granted on a musical record (No. 1,013,519) to John C. Sherman, Brookline, Mass.

This invention has for its object to produce a record containing perforations corresponding with the notes of a piece of music by the employment of which a piano may be mechanically played and which perforated strip or ribbon shall also contain a record by the employment of which in connection with a phonograph or like instrument the music of another instrument or of the human voice may be reproduced so that the sounds by both instruments shall be in proper musical relation to each other, that is so that they shall be reproduced in the same relation as when they are produced together by skilled artists.

For the production of a record embodying the invention, a ribbon or flexible strip of metal is preferred and perforations formed therein corresponding with the piece of music to be played by the piano but so arranged that the strip must travel faster than do the ordinary perforated strips or records which have hitherto been employed in mechanical piano-players. This quicker movement of the record is desirable because of the greater speed at which it is necessary for a phonographic record to move, which is ordinarily greater than the speed of the perforated record of a piano-player. The increased speed, however, at which it is necessary to move the piano-player record is compensated for in said record by properly locating and forming the perforations.

PUBLICITY A TRADE PROMOTER.

Fred G. Loeffler, the progressive talking machine dealer of Union Hill, N. J., has been featuring the talking machine in very striking advertisements in the Hudson Theatre News. He transacted a very large holiday business, and this may be ascribed in a large measure to his very well conceived publicity.

It is worthy of note that those dealers who took pains to introduce themselves to the public by means of carefully prepared advertising transacted the largest volume of business during the holiday season. If this policy were pursued, not merely during the holidays, but all the time, it would be found a profitable investment. The latter, of course, does not refer to Mr. Loeffler, for he is a great believer in publicity and its value, and has never failed to receive beneficial results.

JUST A QUESTION.

Did you let that last customer get out with only the records he asked for, or did you show real salesmanship and persuade him to buy some extra ones?

Established 1856.

WURLITZER

Fifty-sixth year.

Start the new year right by sending your Victor and Edison orders to Wurlitzer.

The motto of both the Cincinnati and Chicago Wurlitzer houses is "stocks as complete as the factories can make them."

This means two complete stocks to draw from—double facilities and a double chance of getting the goods you want when you want them.

Send your next order—large or small—to Wurlitzer. Give us the chance to make good with you as we are doing regularly for hundreds of talking machine dealers.

The Rudolph Wurlitzer Co.
CINCINNATI :: :: CHICAGO

 TWO POINTS OF SUPPLY; ORDER FROM THE NEARER



Every new account offered us is subject to possible interference with another dealer's Exclusive Selling Rights. We protect our dealers against overlapping competition.



Columbia Phonograph Co., Gen'l, Tribune Building, New York

NO LET-UP IN PHILADELPHIA TRADE.

Talking Machine Business in Quaker City Still Keeping at Full Force—Despite Shortage in Some Styles of Machines and Records Dealers Do Not Let Any Prospects Get Away—New Edison Opera Model Pleases—What Jobbers and Dealers Have to Say Regarding Present Situation and Outlook—Columbia Co. Employees Dine.

(Special to The Talking Machine World.)

Philadelphia, Pa., Jan. 9, 1912.

The talking machine business in Philadelphia has been keeping up its good record, and there has been no let-up whatever in the demand for these instruments. The manufacturers have realized that there was going to be a continuance of the big business and have scarcely taken off any time to take account of stock, but have kept their factories going with full force and every part of their factories tensioned up to getting out just as much as possible. The manufacturers did very well by the dealers in the end, even if they did keep them guessing for a while, and made them do a lot of hustling during the last few days before Christmas. Everywhere I hear only praise for the manufacturers, and the dealers say that while they are still short on some stock they have a sufficient variety of instruments on hand to meet any business that may come their way. The only complaint they seem to experience at present is in getting records of a certain class sufficiently fast.

Louis Buehn, of Louis Buehn & Bro., says: "The orders we have received so far in the new year have been away ahead of our expectations. We had no idea of doing nearly the business we have done during the two weeks following Christmas. We are still slightly handicapped by a lack of merchandise, and on many styles of machines we have not much more than the samples on the floor. We have also been experiencing no little trouble in getting certain Edison records. Now that we have closed our books for 1911 we find that we had a decided increase over 1910 and our December business was the largest we ever had, and had we been able to get sufficient stock it would have been a question with us whether we would have been able to have handled it. To put it in a few words, our business was limited to the amount of business we could take care of. We could have done a great deal more business had we been able to have gotten the goods, and if we had been in a position to have handled it. Our business in Pittsburgh also showed a decided increase in December."

Mr. Buehn is very much pleased with the new Edison opera model, and he thinks it is the most satisfactory machine that the company has yet gotten out. He believes it is going to be a very good seller, and he says that every one to whom he has already shown it is enthusiastic over its clarity and graphic reproduction.

On Dec. 28 the managers and employees of the Columbia Phonograph Co. had a big dinner at Green's Hotel, after which they all returned to the store for a hilarious evening. They had dancing, and games of various kinds, including a tug-of-war. They were to have had a minstrel show, but they were compelled to call that off on account

of their tremendous holiday business. In the tug-of-war between the married and the single men the married men were badly defeated. Manager Henderson was end man for the married men, and he did wonders, but notwithstanding his individual efforts his side was pulled all over the floor.

The Columbia Co. had a very remarkable year. It was double that of 1910. The new year has started in a most satisfactory way, and all concerned have been very much pleased at the results. The company has organized a credit department here under the charge of O. C. Dorian, which will be of great assistance to the company as well as the dealers. Some very fine records made by Giovanni Zenatello, who has an exclusive contract with the Columbia; by Carolina White and by Van Hoos are in good demand. The Columbia Co. has exclusive rights with these three artists.

The Columbia Co. gave a concert at the Park Congregational Church at Thirty-second street and Montgomery avenue on January 12, and several days ago another concert was given at the church at Eighteenth and Tasker streets. The company will go extensively into the concert business in the new year.

Mr. Doerr, in charge of the talking machine department at the Weymann store, reports that the holiday business of the house was the biggest ever enjoyed, and this applies to both Victor and Edison goods. It was simply phenomenal, says Mr. Doerr.

Manager Elwell of the talking machine department of C. J. Heppe & Son, states that business for the two weeks succeeding Christmas has been considerably ahead of last year, and that December business was simply wonderful. Every available person about the Heppe place was called in to help get out the goods, and the holiday trade experienced exceeded expectations. They had trouble in getting records fast enough, and Mr. Elwell says that the Victor Co. is indebted to them about 8,000 records on order. William Keyes, in charge of the talking machine department of the Stoll Blank Book and Stationery Co., of Trenton, was a caller at the Heppe house the past week, and he reports that Trenton, like everywhere else, is talking-machine mad.

The Heppe department in the Hagar Bros. store at Lancaster did a very fine holiday business, and the Thompson street store also enjoyed a very large trade.

SOME ADVICE TO DEALERS.

Sousa and his famous band have just returned from one of the greatest trips in the history of musical organizations, having visited all parts of Great Britain, South Africa, Australia, New Zealand and the Hawaiian Islands. It is now intended to make a coast-to-coast tour, and dealers handling records would do well to be on the watch for this organization and be sure to feature in advertising and window displays the records made by this famous band. Dealers should be ever on the alert for artists, either in the concert or operatic field, when they appear in their city and of whose voices records have been made.

A phonograph, with records of speeches made by each of the students in public speaking at various times during their course, will show the develop-

ment of students in that subject at the University of Washington this year, says the Edison Phonograph Monthly.

TRADE GROWING IN ALABAMA.

Many New Additions to the List of Dealers in Birmingham During the Past and Success Is the General Rule—New Columbia Store Makes Good at Once—A. J. Wolf Manager of Talking Machine Co.—Department Store Adds Talking Machine Line—Victrolas in Demand—Other Interesting Items.

(Special to The Talking Machine World.)

Birmingham, Ala., Jan. 9, 1912.

The past year brought success to all the Birmingham talking-machine dealers and several new people entered the field here. The Columbia Phonograph Co. sent William Parks, formerly manager of their Wilmington, Del., store, to open a branch store in Birmingham. From the very beginning this store has been a big factor in the talking machine business of this section. Mr. Parks has gathered around him a splendid corps of men, and under his able leadership they have made the Birmingham store take its place among the leading Columbia stores of the country.

A. J. Wolf, who was manager of the talking machine department of the Aeolian Co., Indianapolis, resigned there to accept the managership of the Talking Machine Co., of this city. Mr. Wolf took charge of his new position in December, and immediately showed that he was a man of experience in his line. He reports everything to his liking in the way of business except his inability to get all the Victors and Victrolas his company can sell. Record-breaking business was done during the holidays, and Mr. Wolf reports an exceptionally good early January trade.

Loveman, Joseph & Loeb, the largest department store in the South, has added a talking machine department to its business, with Harold Broyles, formerly assistant manager of the local Columbia branch store, in charge. A complete stock of Columbia and Victor machines and records is being handled, and Mr. Broyles says the business during December far exceeded his expectations. The L., J. & L. store is sparing no expense to make its talking machine department complete in every detail, and with a man of Mr. Broyle's caliber in charge it will certainly get its share of the business.

Mr. Moody, manager of E. E. Forbes' talking machine department, says that in the last month of 1911 his company sold more Victrolas and more higher-priced Victrolas than during any month during his long connection with the company. Mr. Moody made a record for himself during the holidays for placing Victrolas of the highest prices and for getting the cash for them. He is firmly convinced that no family can be happy unless they have a Victor talking machine in the house.

There was a young girl named Aileen
Who purchased a talking machine,
But she played only "rag,"
So her pa got a bag,
No more that machine was seen.

SOME LATE EDISON NOTES.

Arrangements Made to Adjust Reproducers at the Factory—The New "Opera" Model Phonograph—Edison's Birthday—Travelers to Meet—Dolbeer Optimistic—Recent Visitors at Orange, N. J.—Other "Live" Gleanings.

A new Edison departure is the readjusting of reproducers at the factory, instead of having the work done by dealers. A form letter is being sent out to dealers, which they can mail to customers. This letter states the new plan and gives full directions for shipping the reproducers direct to the factory for repair at the uniform price of 50 cents each.

The latest addition to the Edison phonograph line is the "Opera" model, and it has now been on the market long enough to enable the manufacturers to gauge its popularity. Reports show conclusively that the Opera has established a strong cohort of admirers, and this model is now firmly established in the front ranks of the Edison line.

February 11 will be an eventful day at Orange, for the reason that it is the birthday of that widely known and distinguished person, Thomas A. Edison.

The writer heard a group of men discussing "Who's Who in the Globe's Limelight" the other day, and everyone concurred that the most prominent and widely known person is Thomas A. Edison; that he is held in esteem by the people of all the earth. When one considers the achievements of Mr. Edison and the wonderful publicity that has been accorded his valued inventions, it is doubtful if a name can be selected, considering everything, that has the wide scope of apparent familiarity as Thomas A. Edison.

Plans are being made for a convention of Edison travelers to be held at the home offices and factories, Orange, N. J., some time during February. It is expected that everyone will be present for the discussion of ideas and the development of promotive ideas for this year. C. E. Goodwin, manager of this energetic staff of Edisonists, is keeping the force active and is a firm believer that 1912 will show some interesting records of sales.

F. K. Dolbeer, sales manager, is optimistic in his reports for the present year, and no doubt, under his particular care, the book marked "Sales" will show some interesting figures when next December rolls around.

Some of the recent visitors to the Edison works

were: F. K. Babson, of Babson Bros., Chicago, Ill.; L. L. Goodman, Philadelphia, Pa.; W. O. Pardee, and H. L. Ellenberger, of the Pardee-Allenberger Co., New Haven, Conn.; J. A. Popp, Philadelphia, Pa.; Wm. Toennies, of the Eclipse Phonograph Co., Hoboken, N. J.; F. E. Bolway, Oswego, N. Y.; W. A. Myers, J. A. Myers and Mr. Metzger, of W. A. Myers, Williamsport, Pa.; O. R. Moulton and W. A. Moulton, of the American Phonograph Co., Burlington, Vt.; C. B. Haynes, of C. B. Haynes & Co., Richmond, Va.; S. J. Francis and D. R. Harvey, of the Iver Johnson Sporting Goods Co., Boston, Mass.

A NEW PATHE FRERES CORPORATION.

Capitalized in Delaware at \$3,000,000—Details of Contract with the Parent House in France—Will Import Matrixes—Will Make the "Up and Down Cut"—To Use All of the Pathe Freres Processes in Machines and Records in This Country—An Important Move.

Pathé Frères Phonograph Co., Wilmington, Del., has been incorporated with capital stock of \$3,000,000. The incorporators are: M. L. Rogers, S. E. Roberson and H. W. Davis.

This corporation has been formed in the State of Delaware by some men who have under consideration a contract with the famous house of Pathé Frères, Paris, France, which is contingent upon the fact that the incorporators raise the money as shown by their capital stock. It is said there is hardly any doubt about the latter, as the men interested claim to have sufficient funds.

Assuming that the contract with Pathé Frères, of France, is closed, the Pathé Frères Phonograph Co. will import its matrixes for the making of records, producing what is known as an "up and down cut" record in the various compositions and selections as are made abroad. This new corporation will have, if the contract is closed, all the rights and privileges of using Pathé Frères processes of manufacture in both records and machines, the latter being constructed from the European models.

The Pathé Frères Phonograph Co. is only incorporated at this writing, and while the above is said to cover their plans to a certain degree, it is impossible to go into minute details. It is said that the French concern has nothing to do at all with the American concern, other than in the sale of the American privilege of making and marketing their goods.

The offices of the new company will be located in New York City, while the factory will be either there, or across the rivers in Brooklyn or New Jersey.

Don't shoot into the air—aim right at the particular people who must constitute your possible customers. Let the advertising critics and all the rest go hang.

BUSINESS OPENING.

An excellent opportunity is offered a young man of experience in the Talking Machine business to take a part interest and assume full management of one of the oldest Talking Machine jobbing houses in one of the best locations in the Eastern States. No other jobber carrying the same line within one hundred miles.

For particulars address Jobber, care Talking Machine World, 1 Madison avenue, New York City.

Experienced Phonograph, Musical Instrument and Sewing Machine man, with few hundred dollars to invest, is looking for opportunity to go into business; New York location preferred. Inducements and information solicited; all propositions considered. Address E. Z., care Talking Machine World, 1 Madison avenue, New York City.

Swap 3,000 Edison 2-Minute for Zon-o-phone, Columbia, Star or Peerless Records, or machines, disc or cylinder. Deninger, 335 North St., Rochester, N. Y.

A NEW No. 20



TRADE MARK
RECORD BRUSH

Patented Sept. 26 and Oct. 2, 1906; Sept. 10, 1907.

FOR

COLUMBIA

"DISC" MACHINES

IS NOW READY FOR DELIVERY

To the Trade:—

This new model, No. 20, is the same as the well known No. 10 for VICTOR except with a spring clasp to fit the COLUMBIA CONCERT GRAND SOUND BOX and clamps on the rim of same.

We want every COLUMBIA JOBBER and DEALER to sell same and we guarantee satisfaction.

List 25 Cents Each Liberal Discounts Prices Restricted

➔ **FREE SAMPLE** will be sent to any COLUMBIA dealer or jobber, for they sell on merit

Advertising matter is being prepared and will be furnished in liberal quantities FREE

Manufactured by

Blackman Talking Machine Co.

97 CHAMBERS STREET, NEW YORK
J. J. NEWCOMB BLACKMAN, Pres.

"THE WHITE BLACKMAN"



"Nonpareil" means "of unequalled excellence." And the country has plenty of proof that the Columbia Grafonola "Nonpareil" was well named.



Columbia Phonograph Co., Gen'l, Tribune Building, New York

ENLARGE SALES DEPARTMENT.

Views of the Enlarged and Improved Retail Record Sale Department of Lyon & Healy, Chicago, the Subject of Some Comments and Commendation—New Feature Consists of Four Additional Record Rooms and Large Reception Room with Novel Accessories.

(Special to The Talking Machine World.)

Chicago, Ill., Jan. 10, 1912.

The accompanying illustrations show views of the enlarged and improved retail record sales department of Lyon & Healy, brief mention of which has already been made in these columns. The entire front half of the fifth floor of the main building of the big store is given up to this department. There are sixteen record demonstrating rooms, averaging 10 by 12 feet each in dimension. The large L-shaped space enclosed by the inner walls of these rooms and the record sales counter is devoted to record stock. A beautifully furnished reception room is situated directly in front of the elevators.

The architectural design is modified Colonial, and the woodwork is all in mahogany finish. Aside from this the decorative color scheme is in varying shades of browns, tans and greens. Each demonstrating room is equipped with a double signaling system. If a saleswoman is not present when a customer enters the room he simply presses a button which simultaneously turns on a light over the inner door, showing that the room needs attendance and sounds a buzzer over the desk of the cashier, who thereupon calls a young woman to take care of the customer. All of the Victor rooms are equipped with No. XVI Victrolas for demonstrating purposes, while the Edison rooms have Triumph machines with Cygnet horns. Each room, besides settees and chairs, has a small table, under the glass top of which appears the monthly bulletin for three months past. At the back of the table is a vertical pigeonhole rack containing record catalogs, supplements and other literature.

The long counter shown in the illustration is for

the benefit of people who know what they want and, therefore, buy without demonstration. The entire top of this counter is glass paneled, and beneath the crystal top are placed monthly bulletins for a period of six months.

A word about the record stock. This is kept in handsome horizontal shelved cabinets, so disposed as to make them accessible in the highest degree to the record room. On each compartment of each cabinet or case is a small metal slot holding a small card with the number of the record on both sides. When the red side is out it signifies that there is a reserve stock of the record in the wholesale department. When the white side is out it shows that the wholesale stock of that record is exhausted. Two young women are kept busy all the time keeping up the stock of Victor and Edison records. At the top of each record case is a line of incandescent lamps under a continuous reflector. The room lighting consists of Tungsten lamps in holophane globes. The light is thus diffused and reaches almost daylight efficiency.

The really new features consist of the four additional record rooms and the large reception room and its equipment. This reception room, like the whole department, has cork flooring. It is beautifully furnished, with a large center table, on which is arranged trade literature, and artistic chairs and settees, all in art mahogany. One function of this reception room is to furnish a convenient waiting place where relatives and friends may meet in order to select records together. Another interesting feature is a silent salesman showplate, in which are displayed samples of about every accessory and supply of merit. Here are shown fiber cutters, needle cases, oils, graphites, record albums, polish, envelopes, indices, carrying cases, etc. Handsome ferns dot the landscape o'er and on the walls are portraits of famous artists.

A new feature which will probably be solved by the time this issue of The World is out, will be a series of small tables, presided over by saleswomen and at which customers may sit away from the rush of the record counter and receive suggestions

in making up lists of records to be sent home on approval. It should be stated that the large force of over twenty young women is under the direction of B. B. Blackman, a man of former professional



ANOTHER LYON & HEALY VIEW.

experience as a musician, but who has adapted himself with rare success to business life. Manager L. C. Wiswell, of the talking machine department, deserves much credit in the work of arranging the enlarged department. Dealers visiting the city should not fail to inspect it, as they can obtain many ideas which they can either reproduce or adapt to their own needs.

THE PETIT PATENT AGAIN.

In the United States Circuit Court of Appeals this week, Thursday, before U. S. Circuit Judges Lacombe, Cote and Ward, the case of infringement on the Petit patent for making double-disc sound records, brought by the Victor Talking Machine Co., Camden, N. J., against the American Graphophone Company, Bridgeport, Conn., was argued, the judges reserving decision. The above case is an appeal taken from the decision of U. S. Judge Hazel, who held that the patent was invalid for want of patentable invention and dismissed the bill in United States Court.

WILL MEET ON JAN. 28, 1912.

(Special to The Talking Machine World.)

Chicago, Ill., Jan. 10, 1912.

E. H. Uhl, of Chicago, chairman of the press committee of the National Association of Talking Machine Jobbers, announces that a meeting of the executive committee of that organization will be held in Chicago, Sunday, January 28, 1912, at 10.30 a. m., at the Chicago Athletic Club, or one of the leading hotels.

PLAYRITE NEEDLES IN TIN BOXES.

The well-known brand of Playrite needles is now furnished by the Blackman Talking Machine Co. packed in an attractive tin box holding three hundred needles. Prices remain the same and this style of package is given an option to fill a demand that has been evident for some time.



VIEW OF LYON & HEALY'S RECORD DEPARTMENT.

EDISON REVIEWS GREAT EVENTS OF 1911.

Wizard Compiles Most Interesting List of Events That Mark World's Progress—Says Inventors Deserve Fairer Treatment During Coming Years—Something Regarding the New Concrete Furniture—Fitting Up the Home of the Poor Man at a Minimum Expense—Some Hopes That Are Not Dreams—Year's Best Message, "Jack Up the Men Who Produce."

In quest of opinions of prominent men regarding the greatest events of 1911, a reporter for the New York Times visited Thomas A. Edison at his laboratory in Orange, and the following was printed as the result of the interview, in part:

There have been printed in the Times, was suggested, a series of views upon the great events of 1911 by the Pope, a King, a Queen, and a President; also, by a score of great leaders of thought in widely diverging directions. What are your views on the subject?

Mr. Edison's List of Great Events of 1911.

Mr. Edison picked up a pad of paper, wheeled around from his desk to a table that sat behind his chair, and started to write. He put down two items:

"1. Attempt toward a Chinese Republic.
"2. Discovery of Ehrlich of salvarsan for the treatment of blood disease."

Mr. Edison hadn't anything in mind to add quickly to these two events as his estimate of those that were of chief importance. He paused for a little while and then wrote:

"3. Improvements in aerial navigation.
"4. Unexpected rapidity in the construction of the Panama Canal.

"5. Great improvements in surgical technique at the Rockefeller Institute for Medical Research.

"That's the group of the most important things. I suppose somebody named each one of them. Oh, yes, there is one more I want to put down."

Mr. Edison reached for the paper and penciled this:

"6. Proof of the efficiency of typhoid vaccination."

"And what do you think of woman suffrage?" was suggested, and the answer came very quickly: "Not a word, not a word. I told you I would not mention the estimates except as to those I thought of the greatest value."

Mr. Edison then stepped over to a moving picture machine on a nearby table. A cartoon had been pasted on the wall above it showing the machine at work, with Edison as operator, grinding up in the hopper which fed it, volume after volume of history and all the arts and sciences.

A schoolboy was grinning at a picture on the screen, while all the seats about it seemed to be filled. The caption was, "No Truants Then."

"And the cartoon isn't so far off," said Mr. Edison as he gave the machine a twist.

"I'd like to see every last school book thrown out of the schools, and they'll do it some time. They'll do all the teaching by moving pictures. Every bit of it. That machine is especially for schools. It's going to do what the funny cartoon says."

—Give Producers a Chance in 1912.

"What do you think is the best promise of 1912?" was asked by one mindful of the purposes which had brought him by train and trolley to the laboratory.

"That depends on whether they quit starving the inventors."

"Starving them?"

"Yes, certainly. The worse thing about 1912 is the number of hoggish men it will have to tolerate. Men, I mean, who are so greedy that they'll starve an inventor so hard he can't work."

"That's just what we suffer from now. The inventors can't produce. Why, there is no end—absolutely no end—to these things that 1912 could produce to make life easier and better and happier. But the inventor's can't produce. They're starved down. The men that handle their inventions starve them. That's why the greedy men are the year's worst blight. That's why 1912 won't do anything near what it might be able to do in producing things for the world's good."

"What should we do this year? Jack up the man who produces—the man who works, That

is, support that man and make his job easier. I tell you there is something wrong—deeply, sadly, fundamentally wrong with our social system when so many greedy men ride the backs of the men who are producers. The men whose opinions of 1911 I thought best of were the men who can produce. Jack up that kind of man. That's the year's best message."

Back to the Concrete Furniture.

"And how do you like the year from the standpoint of what you have in mind to do?"

"I won't talk about that—that's a guess. Now look at this fine mahogany music cabinet."

Mr. Edison walked to a phonograph stand in a corner. It was like others in the room except that one seemed to be of gold-finished wood and another of gold-trimmed white enameled wood.

"The mahogany one seems to be solid mahogany from its weight," was suggested as a push at the piece of furniture failed to move it from its position.

"Solid—sure—" said Edison, "but solid concrete. There you have it—the concrete furniture. Oh, we're going to have a lot of it. You can take your choice—gold finished, gilt trimmed; mahogany, oak, maple—any of the woods. The paint brush does that. The concrete makes it cheap. What do you think this cost?"

"Forty dollars," was the guess hazarded as a memory of wooden music cabinets came to mind of twice that price."

"Four times too much," said Edison. "It cost \$10."

It was as beautiful to the eye of one not trained especially to the fine points of such matters as any of the music cabinets one sees in the shop windows.

"Yes, sir," said Edison, "at prices cheaper than he can do business at any Bowery second-hand shop we are going to furnish the poor man furniture that will not be surpassed anywhere on Fifth avenue."

"Our factory isn't built. But it's building. Everything's going to be made in it."

"But can this be bought for \$10?"

"No, sad to tell. But we can sell it for that—and mighty little more. Now don't ask me to say anything more on that line. I won't tell you

who is to blame, for I have to deal with 'em myself."

"But run a yard of cloth out from its form as wool on the back of a sheep to cloth on the back of a man and see where the money sticks. See who gets it. Then figure who'll get the money on this. I hope it sells cheap. I want it to sell as cheap as it can be made to sell. But—well, if anybody changes the method of distribution for created products in this country, I'll deal with the new man, and quickly."

A model of a concrete house was on a table near by. "For that," said Mr. Edison, "for the finished house the molds are done for the basement and the first story up to the second-story window. We are working on the second-story molds. After they are done—then the working-man's house, too, will be on the market. I hope he builds lots of them, with lots of playground around."

"And this starving of the inventors," was suggested in concluding the interview—"the plant hereabouts—it seemed like a city of buildings when viewed in the twilight with its windows aglow the other evening—does it indicate that you have a way of keeping the greedy men from grabbing all your wealth?"

"Now, I'll say this much about that—at least I'll say I'm not going to take any of it with me or leave much behind; I'm having an awful good time blowing it in in my own way, and I blow it as fast as I want to to get my work done."

And with that Mr. Edison turned to chuckle a bit over a fresh cartoon from the morning's mail while his secretary explained to him that he must give a hearing to an experimenter from his battery works.

EDISON BUSINESS PHONOGRAPHS

Used by the Vast Establishment of the Curtis Publishing Co. of Philadelphia.

The Curtis Publishing Co., of Philadelphia, widely known as the owners and publishers of the Ladies' Home Journal and the Saturday Evening Post, two of the most celebrated and widely circulated magazines in the world, carry a complete equipment of Edison business phonographs in their extensive business departments, which employ an immense army of people to attend to the requirements of this vast business. In a later issue we hope to print an illustration showing the interior of the Curtis plant with the Edison business phonographs in use.

The DITSON Pledge

Is to see that our clientele has a better service than ever—setting a new standard in Victor jobbing deliveries. The demands of alert Victor dealers—the kind that grow—are many and varied, and we furnish the "first-aid" in every instance.

We believe this year's Victor business will be of tremendous proportions, and it will pay you to have

The Fastest Victor Service

which is a requisite in this hustling age. We possess the largest stocks, the best organization and most up-to-date equipment in the Eastern half of the country.

This covers Victor machines, records and supplies of every kind, not to mention cabinets, needles and trade-marked accessories.

Will you let us tell you more about Ditson co-operation? A postal gets this information!

OLIVER DITSON CO., Boston, Mass.

ENTHUSIASM IN SAINTLY CITY.

A Most Satisfactory Year Closed by Talking Machine Men in St. Louis—Aeolian Co. Had Tremendous Trade on Victrolas—Mark Silverstone Cleaned Out of Edison Machines and Records at Christmas—Manager Robinson, of Thiebes Co. Tells How Player Piano Helped Talking Machine Business—Enormous Columbia Business—Some Attractive Christmas Windows—Other News of Interest.

(Special to The Talking Machine World.)

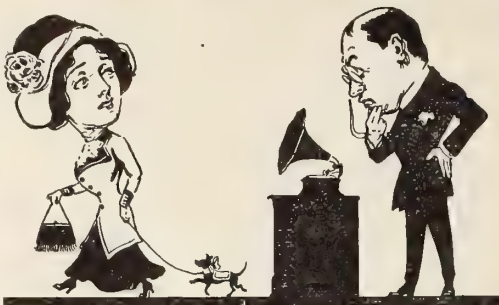
St. Louis, Mo., Jan. 10, 1912.

Every talking machine dealer in St. Louis asserts that the recent Christmas business exceeded all records and all express the belief that the business is entering upon a good year—a year of development and extending trade such as the business has never known. They base this belief upon the growing popularity of talking machines and the ever increasing record business.

Mark Silverstone, the Edison jobber and retailer, says that the holiday business at his store was excellent and that while the record trade prior to Christmas was hardly what he expected, that since the gift day the records have jumped forward wonderfully and he is very well satisfied with results. The popular Edison machines for the holiday trade were the Amberola, the new hornless machine, which is listed at \$200, and the Opera, the \$90 pattern. There was, of course, the usual demand for cheaper machines, but the best demand centered upon these models.

Harry Levy, talking machine manager for the Aeolian Co., says that the holiday trade at that store was surprising and the record business fooled all of them. The great trade that developed in records for gifts was not anticipated, and consequent upon the heavy sale of machines for the holidays the new customers for records are a legion and despite the Christmas machine sales he gave it as his opinion that the record sales would prove the greater for December. "The jobbing business," said Mr. Levy, "was immense and held on until late Saturday night. We had a wagon running from our wareroom to express offices until the Saturday night trains had departed, to care for late emergency business. One thing that pleased me," he added, "was our clean-up on the XIV model. I thought that machine would prove a winner and stocked heavily on it and some of the trade thought I had overdone it, but results show otherwise. We had about the only ample stock of that machine in the West and we found new customers through it. We are in good shape to take stock and begin over again with the new year."

Manager Robinson, of the Thiebes Piano Co. talking machine department, is very enthusiastic over the year end business and points to empty pigeon holes in his record rack to show results of the business. "We found Victor styles IV, VIII, IX, X and XVI the popular models. We were out of the IVs at times and cleaned up on the other styles. In fact, deliveries were delayed several times on other models and the Christmas business in St. Louis on popular models was practically limited to the stocks in the city. A surprising feature was the cash business, which ran heavily to high priced models, showing that a better class of buyers is coming in than ever before. My experience shows me that the player-piano is helping the talking machine business. It is a fact that the success of the talking machine was a great help in introducing the player piano, as it had convinced many persons that good mechanical music could be good. But the player-piano introduced itself to another class of trade and when it won them to the merits of mechanical music they were ready to consider a talking machine as a companion to their player-piano. We notice this fact in the store especially because we sell both talking machines and player-pianos." The Thiebes store handles a large amount of sheet music and enjoys a large professional musician trade. Manager Robinson found the record business an excellent gift trade and packages of records put up in holly boxes proved great sellers. And the trade in filling



Out she goes!

THE dealer didn't have what she wanted, but said he would get it for her.

Then his jobber fell down on the delivery and when she came in again Mr. Dealer was still without the goods.

The next time she comes in—but ten chances to one there won't be any next time, for more than likely she's through with that dealer and will take her trade to a store where she gets "real service."

The store that gives real service is the store that has a real jobber—the kind that ships all goods the same day the orders are received.

That's us—every time.

Let us know what you want in V i c t o r s, Victor-Victrolas, Victor Records, record cabinets, fiber cases, horns, repair parts and other accessories, and we'll give you a true-to-life demonstration of how quick we are on the trigger.

At any rate, let us send you our newest catalog, together with our booklet, "The Cabinet That Matches." Drop us a line to-day.

New York Talking Machine Co.

Successors to
Victor Distributing and Export Co.,

83 Chambers Street

New York



libraries for gift machines has kept the force busy during and since the holidays.

Manager Ramsdell, of the Columbia Phonograph Co., reported December business very satisfactory, one of the best months in the history of the local store, he says, and better than December of last year. The business of the last day of the year made the biggest total on the books of the store, which was pleasing to the force. The special feature of the holiday trade was the cash business, which indicates a better class of trade for December business.

Two large dictaphone orders came at hand recently through supplying additional departments of the Missouri Pacific and Frisco railroads, which had previously installed some dictaphones. The office of the Aeolian Co. in St. Louis also was a dictaphone customer during the month.

An advertisement that attracted considerable attention during the holidays was that of the Home Phonograph Co., a South St. Louis retail store, which offered both Columbia and Victors at cut prices through an involved combination order with records. The advertisement stated certain styles of machines but the fact seems to be that none of the styles of machines mentioned were in stock when the advertisement was printed. At least none was sold, according to trade reports. Aside from the cut price, some wonderment was expressed over the ad from a record standpoint, as records could easily have been selected that would in themselves have exceeded in price the total of the price asked for a \$15 machine and the number of records stated. Yet it positively stated "choice of records."

S. H. Rash, jobbing salesman for the Aeolian Co.'s talking machine department, has had the unpleasant experience of spending his holiday vacation in bed, a victim of sciatic rheumatism. He was able to start over his territory the first week in January.

Miss Helen Addis is a new record saleswoman at the Thiebes Piano Co. store, succeeding Miss Margaret Owen, who had been with the firm three years. Miss Owen resigned to become the bride of George Crisp, formerly connected with the Aeolian Co.'s talking machine department.

Mark Silverstone, of the Silverstone Talking Machine Co., Edison jobber, but who also handles Victor machines at retail, recently turned his ingenuity that has heretofore found an outlet in window displays, to the advantage of a Victor customer. The customer came into the store accompanied by her mother and explained that the elder woman was quite deaf and was not able to hear the records as played on their Victor and asked Mr. Silverstone if he could not provide a device that would enable her to enjoy the music. She remarked that he or any one who could perfect the window displays he had produced, ought to be able to do so. It was a new proposition to Mr. Silverstone, but he went into the Victor room for an inspiration. As he looked at the machines it flashed upon him that he could remove the tap at the end of the metal tube that connected the reproducer with the horn and attach an ear tube. He did so and invited the women in. The experiment was a success. The elder woman, who could not hear the sounds from the horn at all, could hear perfectly through the tube and the change made no difference with the volume of sound from the horn. They quickly reached an agreement as to the price for the device and departed satisfied.

Davies Brothers, Edison dealers at Vandevester and Delmar avenues, attracted shoppers' attention to their windows during Christmas holidays with the fish and bird globe. The globe is so hollowed that the bird has a space in the very center, but the glass that forms this is invisible and the crowd cannot see but that the bird is fitting about in the very center of the gold fish laden water.

The Silverstone Talking Machine Co. presented the only distinctly Christmas talking machine window along Piano Row. The set Edison fixtures were used, but Mr. Silverstone had trimmed the picture with the tiny Christmas tree electric lamps and arranged them on intermittent currents so



The idea of an "understudy" for Mary Garden would spoil the whole program. Also a Mary Garden *record* has no substitute.



Columbia Phonograph Co., Gen'l, Tribune Building, New York

that they flashed here and there, adding greatly to the general attractiveness of the display.

Harry Levy, of the Aeolian Co., celebrated the new year by starting on a successful business trip to Danville, Peoria, Chicago and Indianapolis.

John J. Gaffner, of St. Jacobs, Ill., an Edison dealer, was a recent caller at the Silverstone Talking Machine Co.

HOLIDAY TRADE BROKE RECORDS

In Cincinnati According to the Reports of the Leading Dealers—High Priced Columbia Grafonolas Favorites—Arnold's Big Edison Trade—Victrolas Favorites at Aeolian Co.

(Special to The Talking Machine World.)

Cincinnati, O., Jan. 8, 1912.

The trade's reports of last year's operations, particularly during the holiday season, are very gratifying, and the dealers all look forward to 1912 in a somewhat optimistic manner. The Christmas sales in most instances exceeded the records for December, 1910, and those firms who were off in the year's aggregate, now point with pride to the total of the twelve months.

R. J. Whelen, manager of the Columbia Phonograph Co., advises that December business broke all previous records in the history of Cincinnati store, this gain running up into many thousands of dollars. He states: "While we had prepared our stock for the largest trade we had ever had, we did not fully anticipate the great rush of business that came, and were caught without certain types of Grafonolas, graphophones and double disc records, but by being considerate and with the co-operation of our customers, not one of our patrons were disappointed, and every one of them were made happy Christmas morning with their 'Columbia.' In some cases we had to send other types of instruments, but this was all by special consent of the customer, and they were promptly replaced after Christmas. The Grafonolas we had the greatest demand for were the \$150 Nonpareil, the \$200 De Luxe (new style), the \$125 Mignon, the \$100 Baby Regent and the \$50 Favorite.

"On Friday before Christmas we were all made happy by the receipt of an express shipment containing Olive Fremstad's latest well known selection, "Stille Nacht, Heilige Nacht," No. 30708, which is undoubtedly one of the most beautiful records that has ever been offered to the public, and every one hearing it has been enthusiastic over its beauties. We all went home the Saturday night before Christmas tired but happy, ready to enjoy our Christmas turkey. The demand this December was for the higher grade Grafonolas and Symphony records, and the large number of sales on these high grade goods was very gratifying. The wholesale trade, as well as the retail, was wonderful, and we enjoyed the visits of many of our dealers throughout the territory who came in personally to select their last minute stock of Christmas goods. We enjoyed the visit of Ben Feinberg, from our New York office, early in December, and we are expecting him to return this month to close up some large deals which he has pending in true 'Feinberg style.' The year 1911 just past has been a most interesting one

from the Grafonola and Symphony point of view, but the year 1912 will be the banner year in the talking machine business, and when Christmas, 1912, rolls around, 1911 figures will seem very small in comparison, although now they loom up in good round substantial figures."

J. E. Poorman did better with his supply of Zonophones during 1911 than in 1910, and looks for a rush in the record line during the early part of this year. Poorman is in the position of a man with no kick to make.

John Arnold, Elm street dealer, is trying to figure how he can prepare for an increased business during 1912. He claims he is justified in doing so by reason of the showing during the year just closed. Arnold's Christmas business exceeded last year's record, and points to the new Edison Amberola as being the cause. The demand for records is exceptionally good, and Arnold claims to have enough prospects in sight to keep him busy during January and part of next month.

The Aeolian Co. makes the following interesting report regarding business conditions:

"December came with its usual thunder and a general clean-up on Victrolas and records was the result. We experienced more trouble in getting our supplies than any previous time," remarked Victor Department Manager L. H. Ahaus. "There seemed to be a real shortage in several style machines, especially the Styles 9 and 10 Victrolas. The demand was really vicious, and in several instances we had two and three customers for a single machine. The rush on records was equally large, but exceeded our expectations by a big margin. The popular double-faced records were at a premium and unobtainable; however, as we will have some records in January, we will have the best month ahead of us; a heavy stock is coming in to supply every want of our new and deeply interested Victrola patrons, as we find they can be loaded up heavy, and the process will be pushed to the limit here. Our prediction is that this January will eclipse any month previously recorded.

DRAWING TRADE TO THE STORE.

Pays to Imbibe Some of the Drummer's Enthusiasm and to Take a Lively Interest in Local Affairs—Keep the Store in Good Shape and Advertise—Where System is Necessary to Achieve Success.

How to draw trade is one of the greatest problems of any commercial undertaking. You may have plenty of capital and the best of facilities, but the product must be disposed of at a profit, or failure will result. I like an optimist—the fellow who dreams and has the faculty of making them come true. I do not like to come in contact with the man who looks upon the dark side always. It takes away the snap and ginger. When I was "on the road" I did not like a hard luck story that business was dull, crops needed rain and farmers in the grass. Place your desk at the front door and tell everybody that asks you that business is good and that you are happy and it will make it so or will go a long way

towards it. This is new thought philosophy.

Imbibe some of the optimism of the drummer when he calls on you as his prospective customer. How many orders would you give him if he told you business was dull and no one wanted to buy because crops need rain and the weather was hot and dry? Take a pointer from your banker. You will note that his desk is at the front now, while a few years ago it was in the rear, behind closed doors, and it made you choke and your knees shake when you wanted to interview him about extending that note.

Now he makes friendly calls upon you at your office and takes an interest in your affairs. These are methods of to-day and this is what I have termed vitalization. Take an interest in everything for the upbuilding of your town. It is a duty every man owes to himself and to his community. It will make it grow and enable you to sell two dollars' worth of goods where you sold only one before. It will put you in line to partake of the great prosperity that awaits the people of this country within the next few years.

Get your share of the trade of the half million people who are coming into your state in the next ten years. Be a leader in your town, and stand for progress, but in order to keep ahead and retain your position in the front ranks, you must keep moving. Clean up the old store, rearrange the goods, put up new signs so that your customers can find you. Make your store so attractive that it will be recognized a block away.

Advertise in your home papers, so when a stranger moves into your town or county, he will see your invitation to trade with you. Some of you who have been in business for over thirty years, at the same old stand, may think you do not need to advertise. If there is any such among you, I simply wish to refer you to the merchants who pay the biggest advertising bills, as they are generally the ones who are best able to do it. This is an age of publicity and airship methods, and we must square ourselves with the times.

Nothing can be done successfully without system. If your business is too small to systematize, sell it and get a bigger one. The time has passed when one man can do it all, and keep pace with the world's business. You must delegate duties and authority to others if you succeed in the broad acceptance of the word. You may keep the sheriff out, but you won't ride in airships. It is needed in buying to see that we do not over-buy or fail to buy. The public will not excuse the store, and will withdraw its patronage, if frequently told "we are out of it to-day, but have it ordered."

How many times have you heard that excuse? This is not according to to-day's methods—system will prevent it. You will not deal with a house that continually disappoints you in shipping your orders. Therefore, you should not expect to hold your customers unless you make prompt deliveries. Promptness should be placed at the mast head of every business. Quit talking prices and talk promptness and quality. I would not have the reputation of being the cheapest man in town, but rather the most prompt and the best quality.

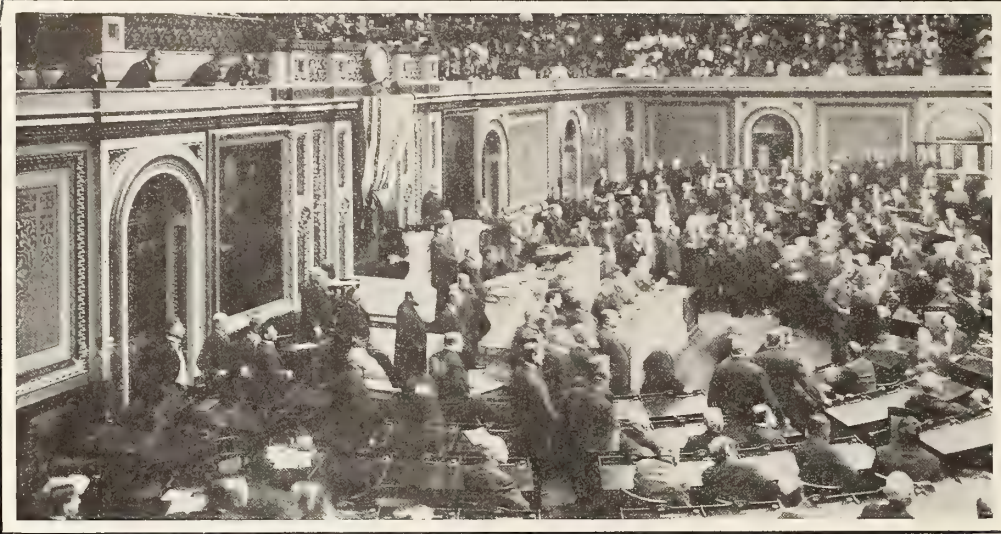
EDISON BUSINESS PHONOGRAPHS IN HOUSE OF REPRESENTATIVES

Interesting Particulars Regarding Use of the Phonograph by Reporters in Transcribing Proceedings of This Great Legislative Body in Washington—The New Steel Cabinet Machine.

The year just closed has marked a large increase in sales in the business phonograph department of the great enterprise of Thos. A. Edison, Inc. In the business office, in the courts and in the law offices it has proven a wonderful time saver and is keenly appreciated. In State legislatures the Edi-

terest. In this connection I. M. Pechin, writing in *Tips*, says:

"The House corps of official reporters of debates consists of six members, ranking the same and doing the same amount of work. They use the Edison business phonograph exclusively; each re-



HOUSE OF REPRESENTATIVES, WHERE EDISON BUSINESS PHONOGRAPH IS EMPLOYED.

son business phonograph is a factor of importance, as it is in the House of Representatives at Washington, D. C., where eighteen of these machines are now and have been in active use for the past five years. So many people ask how the work is gotten out in the House of Representatives and the phonograph seems to be of so much interest that a few words of the *modus operandi* is of in-

porter has a dictating machine and a transcribing machine, the two being used in order to expedite the work. Each reporter has a transcriber who does his work exclusively. When the house meets at the beginning of a session the dean of the corps, who is Mr. Welch, and who has held his official position for over 20 years, goes first on the floor and takes, in notes, what will amount to one printed column of the Congressional Record. He is succeeded by Mr. Irland, who takes up the report without any break and takes a similar amount of work. He is in turn succeeded by Mr. Small, then Mr. Cochran, Mr. Lafferty, and Mr. Gray, until it is around to Mr. Welch again, and so on through the day. Mr. Welch, the first man on, as they say, has in the meantime gone to his room and dictated to the Edison business phonograph everything that has been said on the floor of the House during his "turn"; his secretary has transcribed it, and by the time he is down with his second turn, after dictating it, he reads over the first, revises it, and it then goes to any members who have made a speech or to all that have been in a colloquy who have a right to revise their remarks before it goes to the printing office. Each reporter is going through the same process, and it is one man's duty (Mr. Cameron, assistant to the reporters) to keep the copy straight, get extracts or books that members read from, etc., etc., and keep the whole day's work in order and see that it gets to the printing office in proper shape. Each "turn" consists

of some seven or eight typewritten pages (long sheets); an average day's work is seven or eight of these turns, though at the close of a session and when some important bill is up for consideration and the colloquy is fast and furious, a much bigger day's work is done—one day recently, for instance, we had 23 turns, or 560 typewritten pages of average court size legal pages—over 90 pages that each transcriber wrote. No matter how hard the day or how much talk there is, 30 or 40 minutes after the last word is said everything is in typewriting and ready for print.

"Of course, there are a great many days when the House sits only for a short time and the work as far as quantity is concerned is light indeed. But it is the character and quality of the work that make the positions of the transcriber hard to fill and make the reporters rank with the very best in the country. Printed bills, of course, are not reported; roll calls, which take 30 minutes, give some additional time, and occasionally there is a member who has what we call a 'read speech'—that is, he notifies the reporters that he has manuscript from which he reads—but there is always a reporter on guard for interruptions, which may occur at any time, and to catch interpolated remarks of the speaker. The Edison machines have made it possible to get the work out in this wonderfully prompt manner, and effect a great saving of time and labor to both the reporters and their assistants."

To readers of *The Talking Machine World* this description of the use of the Edison business phonograph in the House of Representatives is certainly most illuminating. In this connection we present the photograph of Fred Irland, one of the official reporters of debates, dictating into the phonograph. He is one of the several clever men who virtually makes history, for the reports of the sessions of the House of Representatives form a permanent record of the nation's legislation covering all matters of national concern which is handed down to posterity.

One of the latest developments of Thos. A. Edison, Inc., in the line of business phonographs is the new steel cabinet machine—a standard model in a new business suit, of which an illustra-



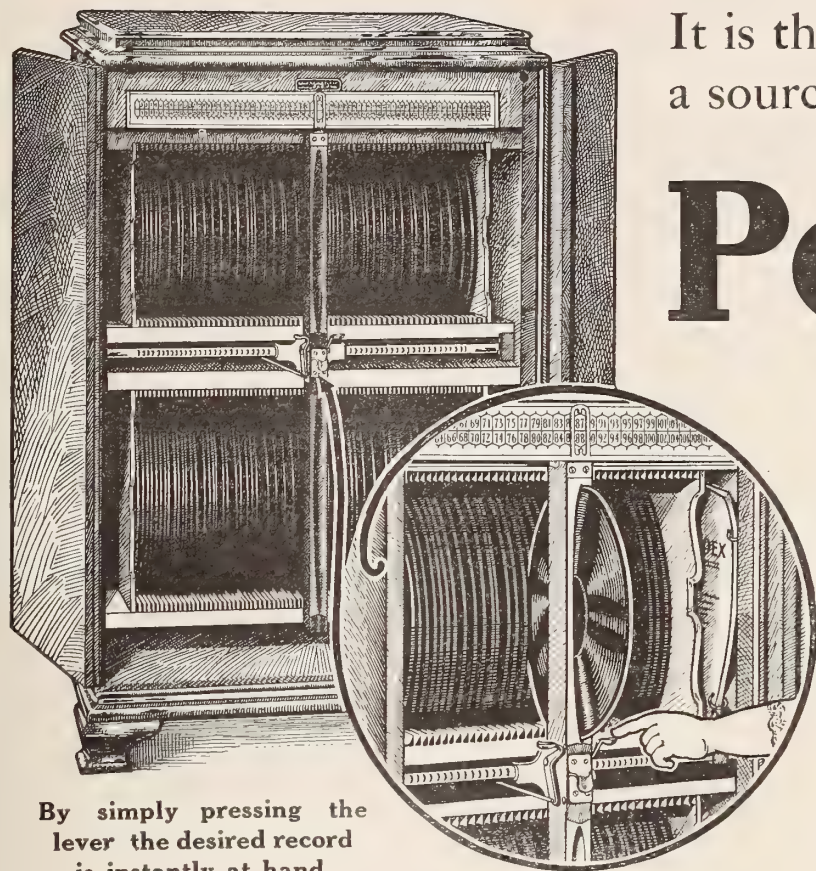
FRED IRLAND, OFFICIAL REPORTER, DICTATING.



NEW STEEL CABINET MACHINE.

tion appears herewith. The steel cabinet has the appearance of a much smaller machine. This is due to the usual compact machine design being surrounded by metal instead of wood. Considering a probable desire to place the smaller steel cabinet on the user's desk, the manufacturers have

(Continued on page 26.)



By simply pressing the
lever the desired record
is instantly at hand.

It is the new improvement that is
a source of new profit to the trade.

Pooley Filing System

is a real new improvement
in a modern instantaneous
system for locating and
filing disc records.

POOLEY RECORD CABINETS

Will establish a new interest for your prospective cabinet
customers and pay you a larger profit than you are now making.

If your jobber cannot supply you write us to send you a cabinet
on approval.



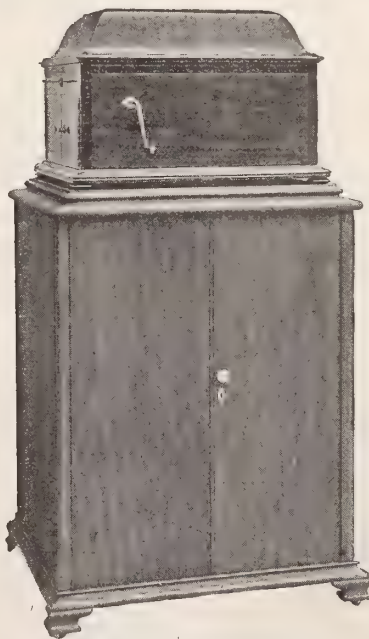
POOLEY FURNITURE CO.

16th and Indiana Ave.,

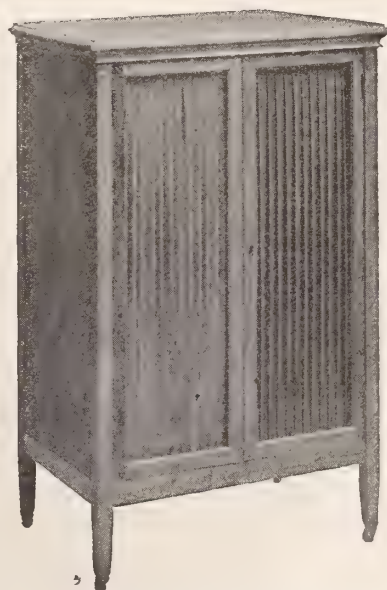
PHILADELPHIA



Style No. 40



Style No. 50



Style No. 60

adopted a rubber cloth cover to save space. A pneumatic desk device is provided for starting and stopping the machine several feet away with the fingers. Detachable support arms are connected to the steel cabinet with a universal friction joint, holding either the flexible speaking tube or the steel dictating horn, which allows the hands to be free; the support arms are also desirable to elevate the tube or horn similar to an adjustable telephone bracket.

The pedestal, however, is recommended wherever floor space will permit. It is made so as to "knock-down," the top and middle platforms detaching from tongues in the legs. The middle platform is convenient for holding the cylinders and rack. When the cabinet is placed on the pedestal top a steel strip projects over the molding to prevent any tendency to tipping when the top of the machine is raised.

The steel cabinet is hinged at the back to allow convenient examination of the mechanism under the machine, and handles are provided on the sides. While these features have made the cabinet more expensive to manufacture, the manufacturers believe they are necessary and will be appreciated as essential parts of good design.

In this age, when economy in time and "service" are the dominant factors in commercial life, the Edison business phonograph is playing a very important part.

GREAT ADJECTIVES!

Workman's Ode from Edison's "Lab" Is Truly Inspired.

In Thomas A. Edison's library at Llewellyn Park hangs one of the inventor's cherished possessions. It is a piece of white cardboard on which is printed an "Ode to the Horseless Carriage." There was discussion a while ago as to the inventor's greatest creation, and one of the workmen at the "lab" deemed Edison's greatest his batteries for the "horseless carriage." At once behold the ode prized by Mr. Edison:

Noiseless and odorless, safe and reliable,
Gentle and tractable, docile and pliable,
Perfectly fearless and free from duplicity,
Easily managed, run by "Electricity."
Gliding along through the country's cool byways,
Traversing safely the city's broad highways,
Ready and willing, stylish and beautiful,
Always responding, faithful and dutiful,
Simple of parts, so a child can manipulate,
No special requirements that one needs to stipulate,
Meeting the wants of a restless humanity,
The very perfection of reason and sanity,
Adapted to pleasure as well as utility,
No restrictions to limit its great versatility,
The perfection and type of a modern miracle—
There is none can surpass the electric vehicle.

SUCCESS AND ACHIEVEMENT.

Success is in the blood. There are men whom Fate can never keep down—they march jauntily forward and take by divine right the best of everything that earth affords.

They do not lie in wait, nor scheme, nor fawn, nor seek to adapt their sails to catch the breeze of popular favor. Still, they are ever alert and alive to any good that may come their way, and when it comes along they simply appropriate it, and, tarrying not, move steadily on.

Good health! Whenever you go out of doors draw the chin in, carry the crown of the head high and fill the lungs to the uttermost; drink in the sunshine; greet your friends with a smile, and put soul into every handshake.

Keep your mind on the great and splendid things you would like to do, and then, as the days go gliding by, you will find yourself unconsciously seizing upon the opportunities that are required for the fulfilment of your desire, just as the coral insect takes from the running tide the elements that it needs.

Picture in your mind the able, earnest, useful person you desire to be, and the thought you hold is hourly transforming you into that individual.

Thought is supreme, and to think is often better than to do.

Preserve a right mental attitude—the attitude of courage, frankness and good cheer.

To think rightly is to create.

We become like that on which our hearts are fixed.

Many people know this, but they do not know it thoroughly enough so that it shapes their lives. We want friends, so we scheme and chase 'cross lots after strong people and lie in wait for good folks—or alleged good folks—hoping to attach ourselves to them.

The only way to secure friends is to be one.

And before you are fit for friendship you must be able to do without it. That is to say, you must have sufficient self-reliance to take care of yourself, and then out of the surplus of your energy you can do for others.

BUSY TIMES IN SAN FRANCISCO.

Talking Machine Business for December Broke All Records—Outlook for New Year Reported to Be Most Auspicious—New Model Edison Phonograph "The Opera" Highly Praised—New Stores and Changes—While Call for the Popular Priced Hornless Machines Was Enormous, the Higher Priced Victrolas, Grafonolas and Amberolas Were Greatly in Demand—Other News of Interest.

(Special to The Talking Machine World.)

San Francisco, Cal., Jan. 6, 1912.

A. R. Pommer, manager of the Pacific Phonograph Co., 818 Mission street, states that the talking machine business of his firm was better in December than in any other month in the history of the concern. November was a dull month, and in view of that fact a restricted holiday trade was naturally expected; yet it seems that the retailers were merely delaying their Christmas orders to the last moment. Business at the first of December opened with a rush and kept up right along. Some inconvenience was experienced through delays in shipments caused by the railroads, but on the whole the trade of both jobbers and retailers was handled most satisfactorily. The Pacific Phonograph Co. has just received a new model Edison phonograph called the "Opéra," which is said to be the finest instrument yet made by the Edison Co. Already a big demand has sprung up on the Coast for the new machine. This machine has 50 per cent. less working parts than any of the older models, and has an automatic stop. By the first of March, Mr. Pommer says, the long-promised Edison disc machine will be put on the coast market.

New Stores and Changes.

Charles M. Miller has succeeded to the talking machine business of Tormey & Co. at Chico, Cal.

A. J. Harvey, the phonograph dealer at Chico, Cal., has sold out his business to Schindler & Schuler.

F. W. Medlin, of Riverbank, Cal., has opened a talking machine business in Riverbank.

Miss Della B. Rogers, of Hughson, Cal., has just opened a phonograph agency.

A new phonograph agency has been opened at Patterson, Cal., by J. W. Kerr.

Embarks on Sea of Matrimony.

Miss Margaret Russell, of the office force of the Pacific Phonograph Co., San Francisco, is the latest member of the local talking machine fraternity to hazard the perils of matrimony.

Heavy Victrola Business.

Peter Bacigalupi & Sons, the Market street jobbers of talking machines, report a very good holiday trade. With them the Victrolas sold ahead of anything else. Mr. Ackerman, manager of the Edison business phonograph department of the company, has just received a shipment of the new Edison steel cabinet machines, which embody all the latest improvements in this class of instrument. The company will inaugurate a special selling campaign after the first of the year for the business phonographs.

Large Increase in Business.

The business of the talking machine department

of Benjamin Curtaz & Son has trebled during December, says Mr. Curtaz. By special advertising and modern store methods this firm has succeeded in landing a big share of the local business. Frank L. Sharp, formerly manager of the Kohler & Chase talking machine department, is now the manager of the department of Benjamin Curtaz & Son in the place of W. Gardner, who resigned recently.

Big Holiday Trade in Columbia Goods.

Manager Wortley, of the talking machine department of Kohler & Chase, announces that the holiday trade in his department surpassed all records for the department in selling the Columbia phonographs. Due to the concerts held here by David Bispham and Kubelik, an extra interest was inspired in the Columbia records of these two artists. Among the best selling records at present time are "Oh, My Beautiful Doll," and "That Mysterious Rag." The best seller in phonographs for Kohler & Chase during the holidays was the Columbia Favorite, the \$50 machine.

Run Short of Stock.

The Hauschildt Music Co. ran short on \$15, \$25, and \$50 Victor machines during the rush last week. This company has just received a shipment of Salter record cabinets, for which there is a big demand.

The talking machine department of the Wiley B. Allen Co. experienced its usual difficulty this month in not being able to get enough Victrolas from the factory to supply the demand. The talking machine business of this firm for the year, both in San Francisco and all their branch stores throughout the Coast territory, was much better than for 1910.

Pianos Taken in Trade.

W. S. Gray, Coast manager for the Columbia Phonograph Co., is very well satisfied with the extraordinary success of his company's machines in the Coast market. He says the number of pianos and other musical instruments being traded in at retail stores as part payment for high-class talking machines is something to marvel at. The Dictaphone trade is holding up well, despite the usual holiday lull in this class of business. After New Year's this branch of the business will pick up as it always does when business firms have laid out their plans for the year.

Personal Items of Interest.

H. C. Warden, formerly a phonograph dealer in Los Angeles, has been appointed manager for the Dictaphone in the Los Angeles territory.

A. G. McCarthy, treasurer of Sherman, Clay & Co., reports an unusually fine holiday business in his talking machine department. This season the sale was especially large for the big types of machines.

On December 17 A. G. McCarthy became the proud father of a nine-pound boy.

L. F. Geissler, manager of the Victor Talking Machine Co., Camden, N. J., spent the holidays in California resting up and shooting ducks.

J. S. Baley, of the Chicago house of Babson Bros., is now the manager of the local store. S. E. Babson, formerly in charge, is about to return East.

THE SMILE THE KEY TO NATURE.

A Study of the Various Permits of an Accurate Measure of the Man.

Laughing and smiling are keys to human nature. Study a man's laugh, watch him smile, and you will know more about him than you could know by listening for hours to his talk. There are frank smiles, sour smiles, crafty smiles, cruel smiles, tired smiles, sickly smiles. Study them and learn to know them. Laughter describes character. The loud laugh sometimes does betray a vacant mind, but sometimes it tells of superabundant health or of another nationality. A laugh natural and pleasing in an African might surely indicate intoxication in a certain type of white man, and the charming laughter of Italy or Southern France might mean insanity in some cold Northern being. Remember also that smiles and laughter tell not only of different characters in different men, but tell also of the condition of the individual.

TALKS ABOUT BUSINESS BUILDING

By F. A. Sheldon, Formulator of Science of Business Building and Editor of
The Business Philosopher.

TALK No. 6.

The second success injunction is, **KNOW THE OTHER FELLOW.**

Thousands of dollars have been made by knowing how to handle the other fellow.

Thousands of dollars have been lost by not knowing the other fellow and by putting him in the wrong place.

Thousands of dollars have been expended by fond parents in their attempt to make doctors and lawyers of sons that nature never intended for such professions.

Thousands of hours of honest effort have been wasted by those who have been advised to go into lines of business for which they had no ability.

Thousands of lives have been ruined by persons of jarring temperaments marrying.

Thousands of parents have quarreled with their children and turned them adrift—simply because they did not understand their children.

Thousands of children have quarreled with their parents for the same reason.

Thousands of men on the road fail as salesmen simply because they don't understand the other fellow.

Thousands of merchants become bankrupt because they do not understand men and women. Instead of securing and retaining patrons, through their want of tact they lose those who come to them with their trade.

I put the question to you, Mr. Employer, How can you handle the men under you if you do not understand them?

I put the question to you, Mr. Salesman, How can you sell goods to persons you do not understand?

Since the greatest statesmen and the greatest

professional men owe their success largely to their skill in handling men and women, can you afford to be without this knowledge?

Can directors of banks and railroads and corporations, in whose power it lies to select men for executive offices, afford to put the wrong man in the high place?

Such a mistake may involve a railroad or corporation in bankruptcy because of the incompetency of the man selected. A man may be elected president of a bank who is by nature a defaulter.

There was an excuse for this before character analysis had become a science. Now, however, this science has been formulated and developed to a high degree of accuracy by Dr. Katherine M. H. Blackford, of Boston. The man who would be progressive must master it to keep up with the age.

There is a story told of a doctor being called to treat a shoemaker who was thought to be dying. The shoemaker craved salmon. The doctor thought the man was in such a desperate state that he might as well let the fellow have what he wanted, as at the worst the salmon would kill him a few moments earlier only. However, to the doctor's surprise the salmon cured him.

Later the doctor was called to cure a blacksmith suffering from the same complaint. As the salmon had been so efficacious in the case of the shoemaker the doctor thought it would be equally so in the case of the blacksmith. The result, though, was different. The blacksmith died. So the doctor wrote down in his memorandum book, "Salmon cures dying shoemakers, but not dying blacksmiths."

"What is sauce for the goose is sauce for the

gander" is not true in the business world. You can't cure the blacksmith with the same medicine that cures the shoemaker.

Different temperaments must be treated differently. Different methods of appeal must be made to them. The same things strike them differently.

If all men were alike salesmanship would not be an art.

You know you must handle the quick-tempered man with gloves; the lethargic person you must urge to action. This much the novice knows. But mankind is not divided simply into the quick and the slow. There are many types and variations.

The art of analyzing character scientifically is not as simple as the alphabet. Before you can judge a person you must take into account his coloring, the shape of his features, his manner, the tone of his voice. In fact, quite a few little points that only the student of human nature can know must be remarked. You must be able to do it quickly, too.

The value of such study I am sure you must feel. If you are looking for commercial or professional success master it. It will repay you largely.

Know Your Business.

Equally important is the third success injunction, **KNOW YOUR BUSINESS.**

This means more than know your job, though you should make sure you know that first. After that, however, you should get busy, and know the job above yours. Yes, even the job above that. For the fellow just above you may not be able to fill the job above him. If you can, there is your chance.

While it is **THE DOING** that counts in the **BATTLE FOR SUCCESS**, it is not **The Doing** that starts the **BATTLE FOR SUCCESS**. It is your preparation to do the things that should be done when the opportunity arrives that makes you "make good" at the supreme moment.

BECOME A POST-GRADUATE IN THE EFFICIENCY SCHOOL.

Make the world need your service, and the world will pay you for your service. The more you make the world need it, the better it will pay you.

Who is the man who is always looking for a job?

The efficient man or the inefficient man?

Is it the fellow who brings in the weather report or the salesman who hustles and gets the orders? Is it the bookkeeper who strikes his balance "first pop," or the fellow who adds the year of our Lord in his columns and then takes a week to discover the result of his mind wandering? Is it the aspirant for histrionic honors who thought "shuffling off this mortal coil" in Hamlet's soliloquy meant "to take off your clothes," or the actor who has mastered his art to perfection—the Garrick, the Siddons, the Booth, the Bernhardt, the Irving, the Mansfield—that takes the world by storm?

The man who takes the world by storm must be able to **DO SOMETHING WORTH WHILE.**

Is it the railroad clerk "who gets his traffic charges mixed" and charges you passenger rates on a carload of pigs, or the Harriman or the Hill, who masters railroad technique to perfection, that becomes the president of the road?

Is it the one-hundred-and-fifty-word-a-minute stenographer or the graduate of the "four weeks' course in shorthand," whose notes are as undecipherable to him as a chop-suey bill of fare in original Chinese would be to us, who is always looking for a job?

Why are so many men always looking for a job? Why are not more filling **THE** job?

I will tell you the reason. It is because the world is always looking for **COMPETENT SERVICE**. It is not going with a searchlight looking for the man who wants a job—but the man who can **FILL THE JOB** is always **SURE OF THE JOB**. The job wants him—more jobs than he can fill. Job-hunters are not job-fillers, and job-fillers are not job-hunters.

To be a **JOB-FILLER** you must be a man whose positive or success qualities are developed. The world doesn't want sick men, but well men; not moral wrecks, but reliable men; not timid men, but bold men.

(Continued on page 30.)



Won't You Have a Lesson in Spanish?

It's so easy to learn by the I. C. S. system—and a knowledge of Spanish is so useful nowadays.

The I. C. S. system of language instruction by means of the phonograph makes easy the mastering of a foreign language, and appeals with compelling power to thousands. The dealer in phonographs who does not carry I. C. S. Language Outfits is neglecting a quick and sure way to increase his business. The new \$35 Language Outfit of the I. C. S. is a marvel. It represents the highest art in the teaching of languages, and embodies a method that has won the warmest praise of thousands qualified to speak authoritatively. The Spanish, French, and German Embassies at Washington, as well as the leading colleges, have cordially indorsed the I. C. S. method of teaching languages.

The I. C. S. Language Outfit consists of an Edison Gem Phonograph made especially for language work; small horn; headband hearing tube; oil can; and 25 Conversational Records teaching pronunciation guaranteed to be absolutely correct, with native intonation and inflection. In addition to these Conversational Records there are pamphlet Instruction Papers teaching the theory of the languages. The new Outfit is at one and the same time the best and cheapest ever offered—the price being only \$35.

If you want to increase your business, write to-day for full particulars.

International Correspondence Schools
Box 918, Scranton, Pa.

No talking machine equalled the 1911 record of the Columbia Phonograph



These twelve record-supplements of the Columbia Phonograph Company make the year 1911 the tallest mile-stone ever set up in the talking machine business.

January—*Reed Miller*. February—*Margaret Keyes*. March—*Mary Desmond*. April—*Xaver Scharwenka*. May—*Olive Fremstad*. June—*Lillian Nordica*. July—*Mary Garden*. August—*Josef Hofmann*. September—*Cecil Fanning*. November—*Lydia Lipkowska*. Besides the first records of *Rosa Olitzka*, announced for January, and the first by *Zenatello*, *Ellison Van Hoose*, *Bernice de Pasquali* and *Carolina White* coming right along.

Columbia Phonograph Company, C

Creators of the Talking Machine Industry.

Pioneers and Leaders in the Talking Machine Art.

Dealers Wanted: Exclusive selling rights granted

the concern ever ord-announcements onograph Company



When you add to that list of great new records the long but skillfully selected series that bring our catalog up to January 1912, and when you admit, as everybody does, their faultlessness of recording, you are in a fair way to realize why we have been so emphatic and positive all this while in our claims for the present and confidence for the future of the business that the Columbia dealer has invested in.

Join with us for 1912. We want you—and, by the Big Musical Notes, *you need us!*

en'l, Tribune Building, New York

owners of the Fundamental Patents. Largest Manufacturers of Talking Machines in the World.
where we are not actively represented.

TALKS ON BUSINESS BUILDING.

(Continued from page 27.)

Obeys the Laws of Health; develop the Powers of your Mind, "YOUR THINKER, YOUR FEELER, YOUR REMEMBERER." Give these three the proper exercise, and the world, because of the EFFICIENT SERVICE you can render, will recognize you as a competent man. Then develop your "IMAGINER" and your "WILLER" and it will recognize you as an exceptional man—a man of INITIATIVE.

You will stand on the threshold of Success.

In TALK No. 7 I will take up the last injunction, the obeying of which will lead to Achievement.

OUR FOREIGN CUSTOMERS.

Amount and Value of Talking Machines Shipped Abroad from the Port of New York for the Past Four Weeks.

(Special to The Talking Machine World.)

Washington, D. C., Jan. 9, 1912.

Manufacturers and dealers in talking machines will doubtless be interested in the figures showing the exports of talking machines for the past four weeks from the port of New York:

DECEMBER 16.

Antwerp, 3 pkgs., \$290; Berlin, 35 pkgs., \$751; Buenos Ayres, 28 pkgs., \$3,970; Callao, 7 pkgs., \$157; Cape Town, 5 pkgs., \$169; Colon, 11 pkgs., \$719; Guayaquil, 7 pkgs., \$429; Havana, 3 pkgs., \$114; 26 pkgs., \$2,260; Manila, 111 pkgs., \$4,469; Montevideo 69 pkgs., \$4,100; Moscow, 1 pkg., \$800; Savanilla, 4 pkgs., \$285; 2 pkgs., \$250; Singapore, 27 pkgs., \$1,102; Stockholm, 2 pkgs., \$525; Trinidad, 8 pkgs., \$179; Valparaiso, 4 pkgs., \$160; 11 pkgs. \$678.

DECEMBER 23.

Barbadoes, 9 pkgs., \$196; Berlin, 160 pkgs., \$3,026; Bremen, 4 pkgs., \$200; Callao, 9 pkgs., \$759; Cape Town, 8 pkgs., \$292; Chemulpo, 4 pkgs., \$169; Genoa, 21 pkgs., \$1,727; Guantanamo, 39 pkgs., \$875; Havana, 2 pkgs., \$152; Havre, 9 pkgs., \$455; London, 450 pkgs., \$6,555; 185 pkgs., \$7,655; Maracaibo, 1 pkg., \$163; Montevideo, 22 pkgs., \$1,540; 45 pkgs., \$7,067; Punta Arenas, 3 pkgs., \$144; Riga, 13 pkgs., \$1,300; Rio de Janeiro, 9 pkgs., \$284; 213 pkgs. \$5,958; Vera Cruz, 89 pkgs., \$2,660.

DECEMBER 30.

Buenos Ayres, 9 pkgs., \$495; 3 pkgs., \$175; Chemulpo, 22 pkgs., \$1,477; Colon, 2 pkgs., \$115; 16 pkgs., \$678; 3 pkgs., \$306; Corinto, 5 pkgs.,

\$146; Guayaquil 2 pkgs., \$101; Hamilton, 3 pkgs., \$103; Havana, 4 pkgs., \$188; 5 pkgs., \$872; Havre, 10 pkgs., \$260; La Libertad, 3 pkgs., \$136; Limon, 18 pkgs., \$665; London, 245 pkgs., \$5,309; 13 pkgs., \$224; Manila, 63 pkgs., \$5,073; Mollendo, 2 pkgs., \$203; Puerto Cabello, 4 pkgs., \$194; Singapore, 18 pkgs., \$759; Soerabaya, 50 pkgs., \$145; Vera Cruz, 68 pkgs., \$2,072; 90 pkgs., \$2,508; Yokohama, 7 pkgs., \$383.

JANUARY 6.

Buenos Ayres, 148 pkgs., \$2,658; Callao, 9 pkgs., \$692; Cartagena, 4 pkgs., \$156; Guayaquil, 13 pkgs., \$608; Havana, 5 pkgs., \$171; Havre, 10 pkgs., \$964; Liverpool, 2 pkgs., \$275; London, 1 pkg., \$225; Mazatlan, 5 pkgs., \$229; Montevideo, 5 pkgs., \$111; Nassau, 3 pkgs., \$109; Pernambuco, 23 pkgs., \$886; Porto Cabello, 4 pkgs., \$174; Port Limon, 16 pkgs., \$722; Valparaiso, 4 pkgs., \$216.

THE ART OF ANTICIPATION.

A New Plan for the New Year—Some Suggestions Worthy of Consideration.

Mr. Dealer, the dawn of another year is breaking athwart the business sky. May the sun rays of prosperity dissolve the clouds of care in a sea of gold. May the winds continue fair and the good ship "Trade" plough her stately way onward toward the harbor of another great success.

Here's to you and to your ship! May she drop anchor on the last day of the year 1912 with even a more valuable cargo aboard than she brought you at the end of the season just closed.

What new plans have you formed for the new year—original plans that the other fellow has not thought of?

In these strenuous times, Mr. Dealer, you must be forever on your mettle, using your head and your hands simultaneously if you do not wish to be left at the tape in the Marathon for trade supremacy.

When you have a minute of leisure, employ it in thinking. It is the best possible exercise for your brain, and then again there is always a chance of it meaning money to you. To illustrate: I chanced to be in a talker shop the other day where a very obliging clerk was waiting upon an extremely attractive young lady. What struck me most forcibly was the ease with which he was able to satisfy her wants without the long preliminary concert and suggestions which usually precede record sales. He evidently knew her favorite artists by heart and was in a position to satisfy her

craving for good music intelligently and promptly.

After the lady had purchased to the extent of her pocketbook, she was handed a catalog of the current month's records and informed that the selections which would most appeal to her were marked therein.

"Stop in when you are downtown, and I will be very glad to play them for you," he remarked courteously as he bowed her to the door.

"Kind sir, pray tell me," quoth the writer, pulling the aforesaid clerk by the sleeve, "why is it you are able to sell the fair one \$10 worth of records without receiving a suggestion from her as to her musical tastes? It would appear to the uninformed that you are a mental telepathist as



well as a salesman. Please unbosom yourself that The World may know of this marvelous accomplishment."

The young man grinned a spacious grin. "Sure thing!" he cried. "The World shall know; I am no monopolist. The secret of my marvelous accomplishment, as you are kind enough to term it, is simply making a close study of *anticipation*. By *anticipation* I mean being able to absorb our patrons' likes and dislikes the first time they call, so that when they come again we know what they want and are saved the time usually consumed by dealers who do not avail themselves of this trade bringing method in playing records that customers do not like and would never purchase.

"All dealers who have not tried this means of enhancing business should listen to my little tale. Take pad and pencil, friend, and I will unbosom further."

He grinned again, and seeing his command promptly obeyed continued: "I found that we were wasting valuable time in preliminaries while playing records for patrons. We did not seem capable of holding their attention from the start, even though they had visited our hearing room many times before, so I immediately sought for a solution of the problem. After some hard thinking, I finally hit upon the *anticipation* stunt, about which I have told you.

"Of course, you understand that a new customer has to be initiated and his tastes determined, but when this is done my plan proceeds at once to make good. After I have gained a very fair idea of my patron's wants, I do not forget all about him until he comes again, as most dealers would do, but instead I enter his name in my little red book and opposite it a letter designating the kind of selection he liked best.

"If he is fond of sentimental selections, the letter S will be in evidence. If his desires should run along humorous lines, the letter H would appear, etc.

"It's a cinch, old man, to keep such a record, and you just saw for yourself how it helps a fellow out.

"I believe every dealer should endeavor to keep posted on his customers' needs, as it will to a large extent do away with the long concerts that generally accompany record sales."

Now, Mr. Dealer, here is a new plan for the new year. Do with it as you will.

HOWARD TAYLOR MIDDLETON.

You cannot get rid of the blues by painting your nose red.

"BUEHN SERVICE"

Start the New Year right by ordering your "Edison" goods from us, and enjoying "Buehn's Service" in "Buehn's Way." All orders shipped same day as received. No delays. Complete and prompt shipments are assured.

A "trial order" recommends our service. Will you send it?

Louis Buehn & Brother
713 Penn Avenue PITTSBURGH, PA.

"BUEHN SERVICE"

"SUPERIOR SERVICE"

"SUPERIOR SERVICE"

FROM OUR EUROPEAN HEADQUARTERS

1 GRESHAM BUILDINGS, BASINGHALL STREET, LONDON, E. C., W. LIONEL STURDY, MANAGER.

The Happenings of the Year Just Closed Interestingly Reviewed by Our London Correspondent—Important Matters Which Came Up for Consideration and Which Were Satisfactorily Adjusted—What the New Year Will Unfold in the Disc and Cylinder Field—Trade During the Christmas Holidays Was Phenomenal, and Despite the Most Earnest Efforts It Was Difficult to Supply Demands with Alacrity—The Copyright Bill Passes House of Lords and Is Now a Law—Further Proof That Advertising Pays—Lower Parcels Post Rates to United States—Some Interesting Talking Machine Recitals Show Popularity of the "Talker"—The News of the Month from Across the Pond.

(Special to The Talking Machine World.)

London, E. C., Jan. 6, 1912.

The festive season must have been considerably gayer this year than ordinarily, owing to the enormous number of machines and records sold during December. It proved a most phenomenal rush time for everyone engaged in the industry, and it is noteworthy that pretty well all the makers and factors had to install night shifts the last week of the month. I am beginning to think that the average British dealer, while in many respects live enough at his work, is slow in appreciating the real possibilities of the talker trade at Christmas.

Many failed to gauge the demand beforehand and the consequence was that they found themselves somewhat short of actual requirements. Perhaps they are not so much to blame after all, for even some of the factors were caught napping. However, all worked like Trojans, and although an occasional difficulty was experienced in keeping up with orders, the dispatch and delivery arrangements were excellent.

A Review of the Past Year.

Perhaps no more opportune time than the present could be taken for a discursive retrospect of talking machine conditions and developments during the year which has just closed, and I propose, therefore, to disclose to those who will bear with me a panoramic view of the trade situation during 1911.

Let it be at once admitted that, despite the many clouds which gathered from time to time upon the political and industrial horizon, the mechanical musical industry enjoyed a period of unexampled prosperity and steady progress throughout. Moreover, when one considers the phenomenal activity of the boom season 1906-1907, and the enormous decline in trade during the two years which followed, the position to-day is all the more satisfactory because of the splendid recovery of an industry which even now certain pessimistic people persist in regarding as ephemeral in nature. We are on the high road to proper understanding with such people, for it is generally conceded by manufacturers that sales during the past twelve months will be found to have exceeded in many instances the figures of 1907. While I do not seek to discover any explanation of this pleasing situation, some little credit must be ascribed to the educational value of liberal expenditures on that which oils the wheels of commerce as nothing else can—advertising. Never before in the history of this trade has so much publicity been indulged in as during the last three months or so, and even away back through the whole summertime its sales creative force has been so clearly manifest that even the smaller firms were moved to add their quota in this direction, the cumulative value of which is inestimable. But all the advertising in the world will not continue to sell a bad article, no matter how cheap. In the talking machine field the buying public discriminate to-day as never before. Not so very long ago—to be precise, about five or six years—when the cylinder held sway, anything which could reproduce recorded sound was eagerly snapped up, and so hard pressed were the manufacturers to keep the

two great forces of supply and demand anywhere near level that the inventive side of the business came to be somewhat neglected. A position of things which soon resulted in a gradual growth of dissatisfaction in the public mind, educated as it quickly was, to appreciate the relative values centered in different kinds of talking machines and records. It soon became apparent that the manufacturers should do something to conciliate the public, and it was about this time that the disc record began to make headway. Competition began to be really felt, and each record maker put forth his best efforts in the direction of better quality. To-day we see the value of that competition reflected in the various monthly lists of records, and an exacting public demand will conduce to keep them always at a high standard of quality.

The Influence of the Copyright Act.

The year 1911 will go down to posterity as an historical year fraught with several issues of a nature likely to exercise a great influence upon the future of our industry.

First and foremost, perhaps, the greatest revolutionary influence is that engendered by the new Copyright Act. It has been fully discussed in this journal from time to time and my readers are by now tolerably familiar with its provisions. There is no occasion to go over the ground again here, but a word or two as to its likely effect may not be out of place, especially now that the bill has completed its parliamentary career and will come into operation in a few months' time. As dealers are aware, the tax imposed is, for the time being, fixed at the rate of 2½ per cent. on each selection with a minimum of one half-penny. That is to say, on the popular price half-a-crown disc a levy of one penny is exacted for the two selections and proportionately more in the case of a record containing excerpts of a number of pieces. Now, the question is, Who will pay this extra amount? The tendency is against increasing the price to the public, and so we have only the trade to fall back upon. Little definite information is available, but it is not unreasonable to assume that the burden of this penny royalty will be borne equally by the whole trade. Doubtless it will be divided into proportions among the manufacturer, factor and dealer. In any case, we incline to the belief that the public will not be called upon to pay it, having especial regard to the competitive interest involved. Healthy competition—even a certain amount of friendly jealousy—is always to be encouraged in every phase of commerce, because it spells progress, but we cannot blind ourselves to the fact that in the talking machine business to-day competition carries with it a sickening tale of deplorable methods of rivalry and intimidation scarcely to be met with, we should think, in any other similar or allied industry. But this is an aspect of the situation which we shall descant upon later; it is only briefly referred to here in order to emphasize the unlikelihood of manufacturers increasing the public price of records even to the extent demanded of them under this new Copyright Act.

Litigation an Unknown Quantity.

Looking back upon the past year and comparing it with 1910, appeals to the law were few and far between. With the exception of one or two minor encounters of a legal nature, litigation was more conspicuous by its absence. This fact is thrown into bold relief by the black background of the previous twelve months, during which period many questions of a far-reaching character in connection with patents were finally decided, and which to-day exert a powerful influence for the good of the industry as a whole. In the light of these remarks the meaning of the above paragraph caption, more especially to the uninitiated, might appear somewhat obscure. But it is literally correct, for it may not be generally known that more than one patent action has been mooted, and even yet

stand as a possible revenue-producing element for the lawyers. That is why we are forced to describe 1911 litigation events as being of an unknown quantity. We do not attempt to weigh the pros and cons, because it is quite possible that nothing will eventuate and, moreover, the trade will appreciate the importance of our silence at a time when perhaps delicate negotiations are pending for a settlement. With that we will pass on to the consideration of other happenings during the year.

Amalgamation of Important Concerns.

The fusion of the British Zonophone and Twin Record Companies, away back in the early part of last spring, furnishes an instance of the value of concentration. As the trade is aware, the immediate result was widely beneficial. All the best Zonophone titles were repressed on the Zono-Twin double record, and one cannot overestimate the sales value of the magnificent and extensive repertoire which the company now offer. The union of these two concerns was not without its lesson, for we may fairly assert, we think, without fear of contradiction, that it finally sealed the doom of the popular priced single-sided record. From this viewpoint we judge its significance, although at that time the move was determined as much by certain other minor considerations as the fact that, given two records of average merit, one single and the other double-sided, priced proportionately cheaper than the former, there could be no question but that the double record must eventually have won out. Anyway, from the moment the new company got to work sales simply forged ahead at a remarkably accelerated speed and to-day a wonderful increase is to be noted.

Another Important Fusion.

Later on in the year, during the early part of August, another important amalgamation was announced by that go-ahead house of Carl Lindstrom, Ltd. Following upon their absorption of the Beka Record, Ltd., and Fritz Puppel (talking machines), at the time mentioned they also took over the whole of the interests hitherto controlled by the Fonotipia Co. (London), Ltd., which included the management of the Odeon, Jumbo and Fonotipia records distributed by the International Talking Machine Co., Ltd., of Berlin, with branches in different continental centers, and in this country and other places abroad by Messrs. Barnett Samuel & Sons, Ltd. For the purpose of acquiring the majority of the capital stock of Fonotipia, Ltd., the Carl Lindstrom joint stock company increased their capital by 1,500,000 marks.

Under the capable management of Barnett Samuel & Sons, Ltd., the sales of the Fonotipia, Odeon and Jumbo records have reached to splendid proportions and they will continue the agency for these products as heretofore.

This gigantic move on the part of the Carl Lindstrom administration, embracing as it does so many interests, is evidently fraught with a very great significance. It is a far-reaching policy, not only affecting this country but practically the whole world, and its influence on the future of this industry must exert a tremendous degree for good or evil. Obviously they are out to capture the world's markets, and whatever their success may be in this respect a big responsibility rests upon them to uphold, as far as may lay in their power, the stability of the trade. Given that, its progress will rest upon a secure foundation.

The Maintenance of Prices.

To a considerable extent the welfare of this industry is vested in the large corporations. They have the capital to beat the small concerns, who are tempted to their doom by a specious method of price cutting. The events of the past eight or nine years more than confirm our statement. During any given twelve months in the latter part of that period we have seen a number of attempts by small firms to undermine the stability of the

FROM OUR LONDON HEADQUARTERS—(Continued.)

trade by offering impossible wholesale and retail discounts. They overlooked the cost, and that has invariably resulted in an interview with the official receiver in bankruptcy. Looked at in the right light, such methods, in nine cases out of ten, are pure philanthropy, because it is quality, not price, that tells in the end. The public want a certain selection or a song by a certain artist, and, speaking broadly, the difference of sixpence or a shilling even will not act as a deterrent to the sale. That is the position in a nutshell, and on reflection our readers will appreciate that it stands more than good in these days of exclusive artists.

During the past twelve months one noticeable feature of the trade situation has undoubtedly been the prevalence of price-cutting. It is no uncommon thing to see disc records listed retail at 1s., 1s. 3d. or 1s. 6d., and cylinders at anything from 3½d. upwards. It must be admitted that this is not always the fault of the manufacturers, but in some instances it is.

Can Price-Cutting Be Abolished?

In the consideration of this question it seems to us that under present circumstances no answer but a negative one is possible. And why? Merely, in our opinion, because of the simulated dignity of some manufacturers and the petty jealousy of others. One can only hope to eliminate price-cutting by sinking all such feeling and putting up a united fight. All manufacturers must adjust their policy in accordance with the exigencies of the present conditions. The aloofness of even one would probably result in the failure of any agreement arrived at by the others. There is urgent need for agreement to-day. It is more than urgent; it is imperative. But the whole foundation of any scheme must rest with the manufacturers and factors. The former should, firstly, agree upon a uniform rate of discount to the factor or dealer and fix the wholesale and retail prices. Every factor and every dealer found underselling should be blacklisted and all further supplies to the delinquent refused by all. There should be quite an independent bureau with a capable man in charge

whose duties would be to keep an accurate register of all complaints, notify all the firms interested, and take the necessary procedure to put the trade ban into effect. This rough outline may serve to convey an idea of what is not only possible, but necessary. Certain it is that something must be done, and that soon.

Scientific Aspect of 1911.

As in 1910, from a scientific point of view, no very radical departure was noticeable during the past year. One or two old ideas were resurrected and proclaimed as being original, but they soon passed into the limbo of the forgotten. Of the hundreds of inventions patented few were placed on the market, and scarcely any of these are of sufficient importance to warrant mention here. Of those which call for some reference we would direct our readers' attention to the fine-cut disc, of which, however, we have heard but little, issued under the direction of the National Gramophone Co., Ltd., London. The cut of this disc, which, by the way, is played with an ordinary steel needle, is somewhat uncommon. It may be described as a combination of the phonograph and needle-cut discs and, by reason of its fine thread, will play in the case of the 10-inch record for about six minutes and proportionately longer with a 12-inch. For such a record there should be a great future, and the sooner the manufacturers get active the better.

The flexible disc record, to which reference has been previously made in these columns, is still a thing "in prospect." According to our information, it is easily and cheaply produced, will be capable of the most elastic contortions, and can be rolled up, placed in a cardboard carton and sent through the post for one halfpenny without fear of damage. A useful innovation! As far as we can gather, it is just possible that this flexible disc, which, by the way, our friend Seymour knows something about, may see the light during 1912, but more it would not be advisable to say at present time.

In the Domain of the Disc.

Under this heading we will refer to both ma-

chines and records. To competition we must certainly ascribe the wonderful value now offered in disc machines. In this respect the past year has seen some really surprising reductions, more especially so on machines "made abroad." As an example we might state that what would have cost, say, £2 in 1910 can now be bought for about 25 shillings. And when we say that a not always unsatisfactory instrument (there are good and bad) has reached the level of anything from 12s. 6d. to 17s. 6d. wholesale it will be recognized that it is possible to have too much of a good thing, for there can be little profit in handling goods priced so low.

We are glad to observe, however, that the demand for really reliable instruments continues to improve. Quality tells in the long run, as is clearly evidenced by the increased sales of instruments priced at £5 and upwards. Beyond saying that better all round value is offered, either in quality or price, no very special improvement of the ordinary machines was to be observed during the past year.

A feature of the machine trade, however, which cannot be overlooked is the remarkable increase of the hornless type. Practically every company now catalogues a series of these instruments, which, it must be admitted, have been wonderfully improved upon since their introduction two or more years ago.

Coming to records, it will be generally acknowledged that great progress has been made in the matter of recording. Without exception, each and every company has developed and put into effect new ideas for the harnessing of nature, and their success is reflected in the lifelike reproductions of vocal and instrumental sound, as interpreted by the leading artists of the day.

Broadly speaking, the average record of to-day is clearer and more pure in tone than those issued twelve months ago. And it is obvious that in this respect manufacturers are fully alive to the discrimination which the public are not slow to exercise.



To T. M. the KING and
QUEEN OF SPAIN



To H. M. the KING
OF SWEDEN



To H. H. the KHEWIVE
OF EGYPT



To H. M. the KING
OF ITALY



To H. M. the SHAH
OF PERSIA



BY APPOINTMENT
To H. M. QUEEN ALEXANDRA

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COPENHAGEN: Skandinavisk Grammophon-Aktieselskab, Frihavnen.
STOCKHOLM: Skandinaviska Grammophon-Aktiebolaget, Ap-
pelbergsgatan 52.
RIGA: The Gramophone Co., Ltd., 33 Alexanderstr., Post-
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PARIS: Cie Francaise du Gramophone, 15 Rue Bleue.



Great Britain: **THE GRAMOPHONE CO., Ltd.**
21 CITY ROAD, LONDON, E. C.

FROM OUR LONDON HEADQUARTERS—(Continued.)

Another aspect of the year was the increased demand for the popular priced 12-inch double record. Evidently there is a clear call for records carrying something like four minutes of music, and quite a number of manufacturers now pay greater attention to the cultivation of this class of trade.

Competition Forces Price Reduction.

Keen competition in the disc record field has forced a reduction of prices in several instances, one notable example being the issue of the 10-inch double Jumbo record at 2s. 6d., as against 3s. in 1910. There is certainly a growing tendency to reduce prices, and this exists in more than one quarter. Of course the temptation to cut below one's competitor is often very strong, but, to our mind, it is really a suicidal policy, for under the present system of trading and the increased yearly working expenditure the present margin of profit to the maker, factor and retailer is none too ample. In view of the many records on this market, one or two price reductions might have the effect of stimulating the demand for those particular makes, but only for a time. Looking facts in the face, it is apparent that other record prices would be forced down and in a short time the trade would find itself on much the same competitive plane as before, only with this difference, that the public, and it alone, would be getting all the milk out of the cocoanut by benefiting solely over the difference in price. Where, then, is there any concrete advantage in upsetting the stability of the industry by lowering present prices?

The exclusive artist proposition is certainly a much more effective way of meeting competition than trying to get a lead on prices. We must bear in mind that in nine cases out of ten it is the artist that sells the record, not the price. At least, the former is the greater consideration apparently, for during the year under review the services of practically all the prominent recording artists have been exclusively secured by one or other of the big companies. The full effect of this will be more noticeable during 1912, and we shall then be in a better position to judge of its value.

With that we pass on to the consideration of the cylinder side of the business.

The Phonograph Trade.

Taking as broad and impartial a view of it as we possibly can, there can be no doubt that, as a commercial product, the popularity of the cylinder is on the wane. Our inquiries in different authoritative quarters fully endorse the unfortunate fact that the sales of machines and records leave much to be desired, and the reason given is that the public invariably show a marked preference for the disc. We do not propose to enter

into a discussion upon their comparative tonal merits, but the popularity of the disc must to a great extent be regarded as due to the more extensive repertoire offered on that class of record, and one must not overlook the great influence exercised by the fact of there being an enormously greater number of discs on the market than cylinders. The disc is predominant everywhere, it is true, but we seriously commend to the notice of those dealers who have, not unnaturally perhaps, shown an inclination to neglect their cylinder trade the fact that cylinder goods will enjoy a very real and substantial demand. Remember that there are thousands upon thousands of phonographs in use to-day and every owner is a constant buyer of new records from time to time. Someone has to meet this demand, and it is the dealers who display energy and enterprise in conjunction with enthusiasm that win out. The bulk of the cylinder business remains, of course, in the hands of the National Phonograph Co., whose effective and widespread advertising demands the support of all live dealers. The various attachment propositions offered by these people have perhaps done more to promote sales than anything else, not to mention the recent lowering of prices for certain of the attachments, which has brought them within the reach of many who otherwise found their enjoyment confined to the standard or two-minute records. These price reductions very considerably widened the trade field for dealers, and we hope that during the present year they will make special efforts to push these attachments, for every one sold means an almost unlimited demand for Amberol records.

Other Aspects of the Year.

Of new firms there were few opened up during the year. Considering the state of competition, this is perhaps just as well, for there can be little scope for the successful marketing of more records.

As far as we can gather from official statistics, the commercial failures were not so numerous during 1911 as in the previous year, and this pleasing condition of things was even more noticeable in the wholesale field.

To Sum Up.

We think it is clearly manifest that the year 1911 has been a most progressive and prosperous one for the talking machine industry. Never before in the history of the trade has there been such general cause for satisfaction, despite the many setbacks in the shape of railway, shipping, transport and other labor troubles. With the exception of the great cotton lockout, which is likely to seriously affect talking machine trade in the disturbed areas for some time, at the moment there seems no occasion to anticipate other trade-disturb-

ing elements to mar the opening month of the new year. And if business proceeds as merrily as it did last January, there will be cause for no complaint on the score of falling sales. For, judging by last year's conditions, the tendency is to prolong the season well into the spring. That it may be even more prolonged this time will be the earnest wish of us all.

The Copyright Bill Becomes Law.

Just prior to Christmas the House of Lords further considered the provisions of the new act, and, after making some unimportant (as far as we are concerned) alterations, finally reported the measure to the Crown Ministers as agreed. Having received the Royal assent (by deputy, His Majesty being in India), the act duly forms part of the statute and will become operative next July.

The question as to who will pay the royalties exacted under the measure would appear to be in no great doubt. It is fairly certain that the public will not be mulcted in this tax of one penny on a two-and-sixpenny double disc, for in that branch of the business competition is so keen that manufacturers would be very loath to increase prices, especially having regard to the fact that there is a strong tendency in some quarters to lower existing prices. But no definite information is available at present. In regard to the ninepenny cylinders, it is expected that these will be increased—possibly a penny retail. No decision has yet been arrived at in respect of the shilling cylinders, but I am in a position to say that with regard to the discs in all probability the penny royalty will be borne proportionately by the manufacturer, factor and dealer.

In the Upper House, clause 17, which relates to posthumous works, was, on the motion of Lord Gorell, amended by the addition of a new subsection providing that the proprietorship of an author's unpublished manuscript after his death should be prima facie proof of the copyright being with the proprietor of the manuscript.

It is not expected that any great amount of royalties will be received by the publishers or composers during the first year or so, at any rate, but after that period the tax must total quite a substantial sum of money.

Bill to Amend Bankruptcy Law.

The text has been issued of the bill introduced in the House of Lords by the Earl of Granard on behalf of the Board of Trade to amend the law with respect to bankruptcy and deeds of arrangement. The most important amendments are as follows:

1. Prosecutions for bankruptcy (and debtors' act) offenses must at present proceed by indictment and be conducted by the Public Prosecutor. While maintaining this procedure for use in the



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FROM OUR LONDON HEADQUARTERS—(Continued.)

graver cases, it is proposed to give courts of summary jurisdiction power to dispose of these offenses, and to enable the Board of Trade to undertake prosecutions before such courts through their solicitor or through the official receivers.

2. Failure to explain disappearance of assets and insolvency brought about by gambling are made criminal offenses. Failure to keep trading accounts is made criminally punishable only in the case of a "trader who has on a previous occasion been insolvent."

3. At present all after-acquired property of an undischarged bankrupt is claimable by the trustee in the bankruptcy. Under the bill (a) protection will be given to bona fide purchasers of real (as is now the case with personal) property of this nature; and (b) if an undischarged bankrupt, his assets acquired since the earlier bankruptcy will be distributed pro rata between the new and the old creditors.

4. All married women engaged in trade are made amenable to bankruptcy proceedings upon a bankruptcy notice following judgment.

5. In regard to marriage settlements, additional restrictions are imposed on the power to place property out of the reach of creditors in case of bankruptcy, by means of covenants in such settlements.

6. General assignments of book debts are to be void against a trustee in bankruptcy unless registered.

7. Numerous safeguards are proposed with a view to secure, as far as possible without introducing official control, honest administration by trustees under deeds of arrangement (outside bankruptcy). Various other provisions are included; it is also proposed to extend the control of bankruptcy courts over foreigners trading in this country through agents or partners, and to take away the power of landlords to distrain after bankruptcy for rent payable in advance.

Pasquariello Makes Pathé Records.

Pasquariello, the popular Italian comedian, who appeared at the London Hippodrome with great success, has, we learn, made some really excellent Pathé 11-inch records.

A Souvenir from T. Edens Osborne.

An exceedingly useful calendar reaches me from Thos. Edens Osborne, of Belfast, and for which I am duly grateful. It is illustrated with the face of a sweet lady, known as Doröthea, reproduced by color photography from an original painting by Henri Roudel.

Big Advertising Produces Results.

Having noticed the extensive amount of advertising which "His Master's Voice" Co. indulged in during December, we were prepared to learn that they had experienced a record month, but this scarcely conveys an accurate idea of the enormously increased demand for their goods. We understand that both machine and record sales far exceeded any corresponding period in the firm's history, and when we received a cartoon depicting the staff in various stages of exhaustion it is clearly evident that "His Master's Voice" had enjoyed a most prosperous time. This was doubtless in part due to the excellent seasonable fare with which the company's dealers were provided, and we notice that the same wise policy of studying the demands of the moment, so to speak, is again manifest in the latest list of records (January) to hand, and which are as follows: "Leonora," overture (No. 3) Part I; "Leonora," overture (No. 3), Part II, and "Leonora," overture (No. 3), Part III (Beethoven), by New Symphony Orchestra. "Pink Lady," Selection I, and "Pink Lady," Selection II (Caryll); "Pink Lady," valse (Caryll), and Haydn's "Toy Symphony," by Mayfair Orchestra. "Drury Lane Pantomime," overture, Part I, and "Drury Lane Pantomime," overture, Part II (arranged by Glover), Glover's Orchestra. "Polonia," overture (Wagner); "Il Conte d'Essex" (Merdante), and "Gaiety Echos" (Monckton and Caryll), by the Band of H. M. Coldstream Guards. "Serenade" (Widor), Renard Trio; "Hush, Dear Heart" (Behrend), Evan Williams; "Morning Hymn" (Henschel), Gervase Elwes; "For I Do

Love You So" (Leoncavallo), John Harrison; "The Farmer's Pride" (Kennedy Russell), Chas. Tree; "A Chip of the Old Block" (Squire), Harry Dearth; "The Birds Go North Again" (Chas. Willeby), Mme. Edna Thornton; "I'll Sing Thee Songs of Araby" (Clay), Miss Ruby Helder; "Beautiful Lady," waltz song ("Pink Lady") (Caryll), Miss Lucy Marsh; "The Harmonious Blacksmith" (Handel), The Minster Singers Quartette; "The Children's Harlequinade" (Robert Hale), Robert Hale (of the Gaiety Theater), and "Christmas in a Mining Camp," also by Robert Hale; "Plumstones" (Worlock), Miss Margaret Cooper; "Nurse, Nurse" (Lee and David), Miss Clarice Mayne (acc. by "That"); "Future Mrs. Hawkins" (Chevalier), Albert Chevalier; "A Fishy, Fishy Story" (Hanray) Tom Clare; "The Hairdresser" (Fred Rome), Alfred Lester (assisted by Miss Buena Bent), and "The Three Trees; or, There, There, There" (Spring Maid") (Dudley Powell), Mark Sheridan.

Lower Parcels Post Rate to States.

H. Samuel, postmaster-general, replying to C. Roberts in the House of Commons recently, said: "I am aware that the postage on parcels sent from the United Kingdom to the United States of America is at present somewhat higher than the postage charged on parcels sent from Germany to the United States of America, and I have been in negotiation with the United States Post-Office Department for some time past with the view of effecting a reduction of the rates from this country. I am glad to announce that the negotiations have been successful, and that, as a result, the rates on parcels sent from the United Kingdom by the official service have been reduced as from Dec. 1. The past rates were: Up to 3 pounds...1s. 6d. Up to 7 pounds...2s. 6d. Up to 9 pounds...3s. 6d. Up to 11 pounds...4s. 6d. The future rates will be: Up to 3 pounds...1s. 3d. Up to 7 pounds...2s. 3d. Up to 11 pounds...3s. 3d.

These new rates compare favorably with those of Germany. With reference to this announcement it is notified that the postage on parcels sent from this country by the semi-official service carried on in the United States through the agency of the American Express Co. will remain unchanged.

Excellent List of Edison Records.

Particular attention is drawn in the Edison Record Supplement for February to three special Amberola records by the very best talent, which have been recorded at great additional expense. To this, and to the fact that the quality of the records are in every way superior, the company has decided to price them at 2s. 6d. each, feeling confident that the trade and public alike will welcome this new departure. The titles are: "Ave Maria" (Bach-Gounod) (soprano solo with violin obligato), Marie Rappold and Albert Spalding; "The Last Rose of Summer," Marie Rappold, and prize song, "Die Meistersinger" (Wagner, Wilhelmj) (violin solo), Albert Spalding. Amberol records: Selections from the "Mousmé" ("The Maids of Japan"), National Military Band; "Let's All Go Mad" (Godfrey and Williams), Billy Williams; "Hearts of Oak" (Garrick and Dr. Boyer), Peter Dawson; "There's Plenty of Room in the Park" (Harrington and Neal), Miss Florrie Forde; "Dreaming Waltz" (Archibald Joyce), Alhambra Orchestra; "The Hymns My Mother Used to Sing" (F. Langford), David Brazell; "It Was Three o'Clock in the Morning" (R. Penso), Jack Charman; "Les Deux Magot's Overture" (Bouillon), Alex Prince (concertina solo); "Kathleen Mavourneen" Crawford and Couch, Ernest Pike; "Baby's Box of Toys" (R. Penso), Stanley Kirkby; "The Em-

peror Passes" (Patrol) (Vollstedt), H. M. Irish Guards' Band; "I Wish I Had Someone to Love Me" (Lauder), Harry Lauder; Three quotations, No. 3, "Nigger in the Woodpile" (Sousa), Sousa's Band; "If All My Dreams Were Made of Gold, I'd Buy the World for You" (G. Evans), Irving Gillette; "That Mysterious Rag" (Berlin and Snyder), Premier Quartette; "Chimes of Normandy Airs," No. 1, Edison Light Opera Co.; "Prelude," Calace op. 45, No. 1 (mandolin solo), Demetrius C. Dounis; "Trust in the Lord," Nevada Van der Veer-Miller; "Kamenoi-Ostrow," American Standard Orchestra; "Come to the Ball" ("The Quaker Girl") (L. Monckton), Joseph A. Phillips and mixed chorus; "Polonaise de Struensés," Garde Republicaine Band; "Kathleen Mavourneen" (F. W. N. Crouch, Venetian Instrumental Trio; "Kil-larney, My Home O'er the Sea" (F. K. Logan), Frank X. Doyle and chorus, and "I Love to Tell the Story" (W. S. Fischer), Edison Mixed Quartette. Special foreign selection, price 1s. 6d., "Fra Diavolo," overture (Auber), Johann Strauss' Orchestra. Standard records: "Won't You Waltz 'Home, Sweet Home' with Me for Old Time's Sake?" Bryan G. Harlan; "That Mysterious Rag" (Berlin and Snyder), Premier Quartette; "The Gendarmes' March" (J. Brandt), H. M. Irish Guards' Band; "Why Can't We Have the Sea in London?" (Godfrey and Williams), Billy Williams; "Just a Wee Deoch-au-Dous" (Morrison and Cunliffe), Miss Florrie Forde; "On the Road to Gagg-a-Zig" (Herman Finck), Alhambra Orchestra; "Sing Something Irish to Me" (F. Godfrey), David Brazell; "O'Brien" (C. W. Murphy), Stanley Kirkby; "Down by the Old Mill Stream" (Tell Taylor), Albert Crawley; "Cap't'n Ginjah, O. T." (Leigh), Jack Charman; "Viva la Joba" (Spanish dance) (P. Marquina), National Military Band, and "The Coulin," W. N. Andrews.

New Companies.

Wolsey & Wolsey, Ltd., musical instrument dealers; capital, £5,000; 15-16 King street, Great Yarmouth.

Music Typewriter Co., Ltd.; capital, £25,000.

Rayflex Co., Ltd., phonograph manufacturers; capital, £32,000. No address given.

Auxetophone at Children's Matinee.

At the annual children's matinee of "Wonderland," given at the Royal Hippodrome, Belfast, T. Edens Osborne gave selections of popular music on the auxetophone, which, we understand, was very greatly appreciated. By this method Mr. Osborne obtains much useful publicity apart from his consistent representation in the local journals.

An Edison Smoking Concert.

R. P. Wykes, of the Arcade Emporium, Northampton, recently conceived the idea of giving an Edison smoking concert and exhibition. Held at the Stagg's Hotel, Northampton, on December 14, an exceptionally strong program was provided.

The decorations of the room were excellent. Garlands of flowers crossed the ceiling in all directions, and a photograph of Mr. Edison, framed in oak, was surmounted by English and American flags. Although the large room had seating accommodation for 200 people there was not even standing room available for the late comers.

Although one or two artistes appeared in person, the phonograph was the principal fun provider, and it got through an extensive program. The most successful selection of the evening seemed to be the "Golden Wedding," which evoked storms of applause. The Edison "Standard" phonograph was used, fitted with Cygnet horn and "O" model reproducer. The first record heard was a "Phonogram" from Paul H. Cromelin, managing director of the National Phonograph Co., Ltd., explaining his inability to attend in person, owing to pressure of business in London, and deputing W. Dunville

MR. RECORDER, do you know my **WAX "P,"**
the best existing recording material for Berliner- (Gramophone-) cut? If
not write for free sample to
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Simons, the company's sales manager, to preside over the proceedings on his behalf. This record quite took the audience by surprise, owing to its novelty, strikingly clear reproduction, and the explanation that it was an ordinary Edison cylinder made on an ordinary machine with an ordinary recorder, and with no special preparations.

Mr. Simons spoke at great length on the advantages to be derived from home recording. A review was given of the recent developments made in Edison products, the Edison policy being at all times one of progression, and that many new developments could be expected.

A telegram was received during the evening from Mr. Edison's representative wishing the concert every success, the reading of which created an excellent impression.

Mr. Wykes and his committee were thanked by the chairman on behalf of the company present and the Edison Co. for their good work in carrying out the concert. Mr. Simons suggested that a society be formed called the "Northampton Phonograph Society," the chief object of which would be to encourage home recording—contests being held from time to time to judge results obtained by its members, and advised them that the Edison Co. would be pleased to co-operate and give every encouragement in that direction.

We are sure it is very pleasing to the trade generally to see the splendid work that has been done by these few enthusiasts. The enterprise of Mr. Wykes is certain to result in increased business.

Dealers could with advantage follow the example set by Mr. Wykes in organizing concerts and "home recording" contests, and thus realize to the full the big advantages to be gained from the sale of blanks, recorders, etc.

Recording Pantomime Hits.

An extraordinary number of really good popular songs are available for the coming pantomimes, and many are certain to become prime favorites during the pantomime run, all over the country. The Edison Co. have been making special efforts this year to include every possible pantomime hit on their Amberol and Standard lists, and the result is that they have produced one of the strongest lists of pantomime numbers ever issued.

Edison Phonograph Equipments Standardized.

In view of numerous suggestions received from dealers the National Phonograph Co. propose to simplify the sale of Edison phonographs by omitting some of the combinations that have been possible in the past.

By this means dealers will be saved the necessity of constant reference to price lists and will be able to reduce to a great extent the varied assortment of stock which they are at present obliged to carry.

Catalogues, giving full and complete description of the new outfits will shortly be supplied to factors.

The machines themselves, we understand, are being rushed through with as much despatch as possible.

The advantages of standardizing Edison equipments will be plainly evident to all dealers. Factors have assured the company that the move is one of the wisest made in recent years and feel that it will go a long way toward counteracting the delay in getting out our new disc line.

New Zonophone Records.

The January list of Zonophone records is an exceedingly strong one, for the titles are all good, and rendered by artists of the first rank. Those to hand include: "Life's Little Troubles" and "Sunny Seaside," Joe Elvin; "Belfry Serenade" and "Carillon in E B," Black Diamond Band, with bells; "Stick to Your Mother, Tom" and "Wanted a Harp Like the Angels Play," Ernest Pike; "Many Happy Returns of the Day" and "The Vacant Chair," Peter Dawson; "If You Should See a Dandy Coon" and "Little Luna Loo," G. H. Elliott, and "I'm Not One That Wants to Say 'Owt'" and "If We Live to Be Ninety-nine," Tom Foy.

The Power of Advertising.

Thomas Edens Osborne, the well-known Edison factor of Belfast, in a recent letter to the company

recounts a distinctly humorous anecdote as follows: "The principal of a very well-known and important educational establishment in Belfast telephoned me on Saturday that he would like to see me to-day, so I waited on him this afternoon, and I was immensely amused, as he was, when he told me that at an examination held last week in one of his class rooms a student had given my name as the answer to (f) of question 8, copy of which I append at foot. The gentleman referred to would not give me permission to specify the school or mention his name in connection with the matter. That is why I am not doing so in writing you. Evidently my advertising the phonograph for so many years is creating an indelible impression upon the minds of the young generation."

8. Whose name is connected with the introduction of each of the following: (a) The printing press, (b) the penny post, (c) the steam engine, (d) wireless telegraphy, (e) the pneumatic tire and (f) the phonograph.

More Music Hall Sketches on Records.

"Five Great Music Hall Sketches" is the endorsement written across the front of the Columbia-Rena January supplement. One is of Lew Lake and his company presented in their latest comic sketch, "In the Bull Rushes."

Another Columbia-Rena disc comprises two of Harry Tate's most famous sketches, to-wit, "Flying" and "Motoring."

In "Matrimonial Bliss" we have two pictures of the blessed state. One depicts "hubby's" return home from the club in the early morn "with the milk," while the other portrays a damsel's position in the breach of promise action.

The fifth sketch is an idyll on coster life as presented to music hall audiences by those popular characters, Duncan and Godfrey. It is the "Coster's Courtship," and the fads and foibles of Jim and his "Liza" are beautifully reproduced in a delightful comedy vein.

An Exceptional List of January Titles.

Other fine Columbia issues are as follows: 12-inch—"Nirvana" (Stephen Adams) and "Mother o' Mine" (Frank E. Tours; words, Kipling), Morgan Kingston; "A Soldier's Song Waltz" and "Dream on the Ocean Waltz" (Jos. Gung'l), Haydn Orchestra, and "Rosamunde," overture, Part I, adante, and Part II, allegro, vivace (Schubert), Court Symphony Orchestra. 10-inch—"Sue" (W. Hargreaves and Sam Poluski) and "Misunderstood" (Poluski Bros.), Poluski Brothers; "In the Shadows" (H. Finck) and "Pretty as a Pink" (bells solos), Wm. H. Ross; "Hush, Here Comes the Dream Man" (Maurice Scott), Charles Holland, and "I Used to Believe in Fairies" (Spink), Edwin Greene; "Billy" (Kendis and Paley), and "All Alone" (H. Von Tilzer), Miss Beth Tate; "Belle of Brittany," waltz (Talbot and Korn) and "Dreaming," waltz (Archibald Joyce), Casino Orchestra; "Bohemian Boys' Lancers" (arranged by Warwick Williams), figures 1, 2, 3 and 4, King's Military Band; "Bohemian Boys' Lancers," figure 5, King's Military Band, and "L'Amour qui rit," polka march ("She Only Started Giggling," with vocal effects, Casino Orchestra; "1912 Panto Hits," Parts I and II, and "1912 Panto Hits," Parts III and IV (arranged by A. W. Kiteley), King's Military Band.

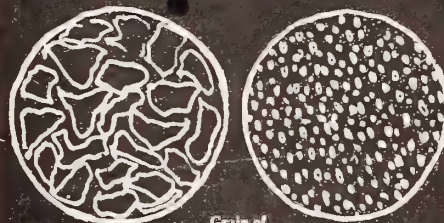
New Columbia-Rena Scottish List.

For a long time Columbia-Rena records have had a strong hold over the border with their repertoire of all-Scottish titles, and now comes the announcement of another twenty-five new Scottish records; this list comprising new titles by every one of those artists who have been the biggest successes of the past.

New "Cadet" Machine a Success.

The success of the Columbia "Cadet"—the hornless graphophone introduced this season—has been so great as to render quite unnecessary any undue flourish of trumpets concerning it. All who have heard admire its breadth and openness of tone, and declare that its principle of construction in which the taper of the tone-arm is gently continued right out to the grille is the correct one.

Don't Buy Needles That Damage Records



Bad Needles

Cleopatra Needles

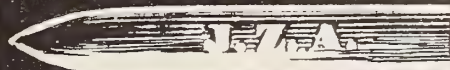
When a needle is running a record, the friction causes the polished surface of the needle to be taken off, while its interior (grain) is exposed and touches the sound waves.

Consequence:

The poorer the polishing and rougher the grain, the more the sound waves are injured!

Only *Cleopatra Needles* are warranted to have always the highest and most perfect polish, smoothest grain. Using them means:

**Finest Reproduction,
No Ruin of Record.**



Sole Manufacturer

JOS. ZIMMERMANN

Needle and Pin Works

AACHEN, GERMANY



**It's safe to say because it's easy to prove
—that the musical product of the Columbia record laboratory maintains an unparalleled high average.**



Columbia Phonograph Co., Gen'l, Tribune Building, New York

DETROIT A BUSY CENTER.

Talking Machines Now Sold to People Who a Few Years Ago Looked Upon Them with Disfavor—Columbia Business for December Forty Per Cent. Greater Than Any Month Since They Engaged in Business in Detroit—Max Strasburg of the Victrola Shop Anxious to Get More Room—Work Nights at Grinnell's to Supply Demands—Many Furniture Stores Handling Talking Machines.

(Special to The Talking Machine World.)

Detroit, Mich., Jan. 11, 1912.

"We are selling talking machines now to men who wouldn't have them in their houses as gifts half a dozen years ago," said city sales manager S. E. Lind, of the Columbia Phonograph Co. today. "In that fact is revealed the secret of why the business is growing in such a truly remarkable manner. It is in the improvement, we might say the perfection, of the talking machines themselves, and in the records. They now are practical musical instruments, not novelties or toys. They are the poor man's piano-player and the rich man's variation of the player-piano, in that they furnish him vocal music as well as instrumental, and do it so perfectly that there no longer is any criticism of quality.

"Our business for December of this year was 40 per cent. larger than that of any month since we have been in business in Detroit—nine years. And our cash receipts were 75 per cent. of our gross business. From that you can get some idea of what the talking machine business has developed into in Detroit. Our trade continually trends to the high priced machine. People come in to look at fifteen dollar ones and buy fifty dollar ones, or go even higher."

The Columbia branch to-day received its first sample of the new "Mignonette," the hundred dollar machine. It gives the Columbia branch a range of prices that will suit any pocketbook and any frame of mind. There also is a style suited to every temperament.

The Columbia branch received a godsend a couple of days before Christmas in the shape of a shipment of nearly seventy-five machines. Orders were on hand for the whole lot, and more, and salesmen were at their wits ends to keep the disappointed patrons smiling. There was quite a run on the \$150 and \$200 machines.

The demand for Columbia records is so great that some of the sub-agencies here are putting in full catalogues. Agents of other lines also are putting in Columbia records.

Fancy cases are beginning to put in an appearance and are attracting much attention, but the good old mahogany remains the favorite in the high grades of instruments.

Max Strasburg, chief of the Victrola Shop, is trying to induce his next door neighbor to move. The Victrola Shop needs the room. "We need just about twice as many demonstrating rooms as we have now," said Mr. Strasburg. "We have taken a long lease on this corner and cannot very well get away from it. It's a first-class corner and we don't want to get away from it, for the location is constantly improving. So we are try-

ing to lease the store next to us and connect the two places. If we had about twelve demonstrating rooms we would be all right." Mr. Strasburg reports that the \$200 Victors are selling best just now. Holiday business was most satisfactory at the Victrola Shop.

Grinnell Brothers, Victor jobbers for Detroit and vicinity state: "We did three times as much business during the holidays as we ever did in a similar period before, and I think if we could have received the machines we could have done a third better still."

"In our wholesale house the men worked until 10 and 11 o'clock at night," said Harry Rupp, "sometimes later, shipping the jobbing orders. A day or two before Christmas we were entirely out of everything priced at less than a hundred and fifty dollars. Right now we have on the floor only one machine between the fifteen and the hundred and fifty dollar prices. We are expecting some big shipments soon, however, that will ease up the situation."

Mr. North, one of the traveling representatives of the Victor Talking Machine Co., dropped in this week.

In Detroit the talking machine is coming to be recognized as a piece of fancy furniture and the furniture stores are making a specialty of them. They advertise them. Victors and Columbias especially can be seen in the windows of many of the suburban stores. While furniture stores play the game the strongest, commercial houses of all kinds carry talking machines as a side line. In some cases the talking machine business does so well it makes the rest of the business the side line. Detroit's suburban growth is very rapid, and generally as soon as a subdivision has been built up and some stores scattered around in it, some one puts in talking machines.

Most of the smaller piano houses also are carrying talking machines now, but the large ones, except Grinnell's, who make a special department of the business, fight shy of them—too much competition for player-pianos, perhaps.

HONESTY IN BUSINESS.

The Raising of the Moral Standard in the Treatment of the Customer—Underhand Methods Usually Result Unprofitably.

It is an old saying that honesty is the best policy, but modern commercialism is supplementing a new practice, honesty is the only policy. That it pays to be honest is meeting with recognition everywhere, and there is a fast growing tendency among the great industrial companies, public service and transportation corporations, as well as private and individual interests, to treat the public fairly and deal honestly, prompted by financial as well as moral reasons.

The raising of the moral standard in the individual has advanced it correspondingly in the commercial world. People never do anything unless they think it for the best. Every action is justified. Customs have prevailed in business to obtain advantages which in the light of an enlightened

conscience nowadays are not only considered uncommercial, but dishonest, and it is becoming a business axiom that to do anything unjust, underhand or dishonest is not only wrong, but will result unprofitably in the end.

There can be but one standard of right and wrong and that applies alike to the individual, firm or corporation, employer or employee, buyer or seller. New laws are making it easier for people to be honest. Stealing has long been under the ban, smuggling and grafting are becoming unpopular, and with a new tax law so all will pay their just share, there will no longer be an excuse for dodging taxes, and universal honesty will be possible. The time is also not far distant when it will be necessary to meet our obligations on time or pay interest. When this custom is enforced it will remove much of the correspondence, evasion and bad feeling now engendered by forcing collections.

The practice of plain honesty will settle contentions between capital and labor, help both debtor and creditor, bring employer and employee together, make life sweeter, and success quicker. Lack of honesty, like other evils, is the result of ignorance, and the enlightenment of conscience through education is the remedy for all humanity.

U-S PHONOGRAPH CO.'S NEWS BUDGET

Wholesale Business Steadily Growing in Volume—Recent Visitors to the Factory—Whaley-Royce & Co., of Toronto, and Winnipeg, Report Big Sales of U-S Machines—Full Force of Salesmen Now on Road.

(Special to The Talking Machine World.)

Cleveland, O., Jan. 9, 1912.

The U-S Phonograph Co. reports business moving along prosperously at the factory, with bright prospects ahead.

Mrs. W. H. Bade, of Battle Creek, spent two days at the U-S Phonograph Co.'s factory last week. She expressed herself as well pleased with the U-S machines and records and confidently expects to quadruple her business during 1912. Mrs. Bade possesses the unique distinction of being the best Phonograph "repairman" in Battle Creek, and it is doubtful if her equal can be found in the whole State of Michigan. She fairly bubbles over with energy and enthusiasm. There are thousands of dealers who could well afford to take Mrs. Bade as an example for up-to-date business getting.

Mr. J. J. Bennett is spending a week at the U-S factory, after a very successful trip through Manitoba and Saskatchewan, and will shortly return to Ontario.

The Hudson's Bay Co. has vigorously taken up the sale of U-S Phonograph Co.'s machines and records.

Whaley Royce & Co., of Toronto and Winnipeg, distributors for U-S Phonos and records, reports a fine holiday trade and prospects for 1912 as most promising.

Manager of Sales G. M. Nisbett, of the U-S Phonograph Co., entertained all the salesmen during Xmas week and the boys have all started out with renewed vim for the ensuing year.

To Business Men

Business men
in every line admit
the value of good
trade papers.

A trade paper must be
original—it must contain a
variety of matter including news
service—technical information—in
fact it must crystallize the entire news
of the special business world, and be a
helpful adjunct to every department of trade.

Scan the columns of the Talking Machine
World closely and after you have completed an
analysis of the contents of this publication see if you
can duplicate its value in any other trade!

The World is a help to the talking machine
business.

It exerts an healthful optimism.

It wields an influence for the good and every man
who sells talking machines, no matter in what part
of the universe he may be located, should receive
this publication as regularly as it is issued. He is
missing a vital business point if he fails to do this.

Thousands of dealers not only in the United
States but in every country on earth consult the
pages of the World regularly.

They draw from the World pleasure and profit.

The talking machine business has a brilliant
future, and this publication is doing much to enlarge
the business horizon of every retail talking machine
man in the world.

To receive this paper annually costs but \$1.00.
All foreign countries \$1.25.

EDWARD LYMAN BILL

1 MADISON AVENUE, NEW YORK



All the way from Demand to Dealers' Discounts, the Columbia line is Decidedly Desirable.



Columbia Phonograph Co., Gen'l, Tribune Building, New York

A JOBBER'S VIEWS FOR 1912.

The Possibilities, Opportunities and Needs of the Industry Are Outlined from the Viewpoint of J. Newcomb Blackman, President of the Blackman Talking Machine Co., New York.

It is fitting at this time of year to make resolutions, predictions and plans to improve conditions in general. The talking machine industry during the past year has been remarkable in many ways, but chiefly to my mind in the respect that it has constantly forged ahead in spite of general business conditions. With the example of the manufacturers in constantly improving their product and advertising incessantly, those jobbers and dealers who have adopted similar policies have, without doubt, profited accordingly.

One of the greatest accomplishments during the past year and one which the writer feels, holds forth a wonderful opportunity for the business, has been the success in introducing talking machines with suitable educational records in public schools throughout the country. It simply shows the broad, almost unlimited variety of accomplishments, and clearly demonstrates to the public that the product moves onward and upward and is deserving of the respect of all as a great educational factor.

Back of this, of course, is the great advertising value, the use of the machines in schools surely produces, and dealers will do well to think deeply on this subject, even though it may be at first extremely difficult to introduce the machines in their local schools.

The grand opera records have done much to educate the ordinary people to better music. The kind that produces a lasting pleasure and becomes a part of, what might be termed, your permanent library of selections. The recognized difficulty in recording and reproducing with remarkable fidelity the voices of the greatest artists is but another evidence of the elevation in the art. It is easy to tear down, but hard to build up, and yet our industry is an example of a steady and successful effort during the past years to sell the higher priced goods because of their merit.

I might mention many other evidences of constant advancement, but will call your attention to a few apparent features of the business that should be looked into with a determined purpose to correct an existing evil.

That old subject, the "Cash and Installment Problem" is becoming more serious, and I predict, must be handled in a manner that will encourage cash purchases, whereas the situation is distinctly otherwise at present.

The talking machine business was founded on a one price system, the essence of which was, "one price to all," and discounts, rebates or anything that would tend to give the benefit of a cut in price was prohibited. This seemed fair for all and placed everybody on an equal footing. Review the competition of the last few years, however, in the sale of the higher priced instruments and a broadcast advertising, asking the purchaser to buy one, making the first payment after a two months' trial, with twenty months to pay in equal amounts

the balance. In other words, the buyer has been told to keep his \$200 and buy the machine on a two years' time at the cash price. Figure the interest that this money will earn during that period, the cost of handling the credit, and depreciation through bad debts. Does this represent anything other than a discount on the outfit? The trade are required, under penalty of suspension, to make all cash sales at the full price, and yet all these inducements are offered to the man who will not pay cash.

The terms quoted above, under the most favorable conditions, make the dealer wait two-thirds of the period before he gets his cost. Indebtedness on these machines run into large amounts quickly. The ordinary dealer simply cannot afford to sell on these terms, and he, therefore, is either compelled to cut the price to get cash, or try and get along on record business only. Unfortunately, many dealers attempt to follow the big department stores and dealers, and expect the jobber to carry their accounts and furnish the capital to do it with. This a jobber not only cannot afford to do, but is prohibited from doing.

I do not cite this condition as a criticism of the large dealer or department store, for it has come about by unrestrained competition in the matter of terms, and I know that several of those who are offering those inducements would prefer some system that would place a limit on terms, making a reasonable distinction that would encourage some cash business.

Dealers and jobbers are allowed a cash discount. Money placed in a bank or borrowed, carries an interest credit or charge.

Every talking machine company that has ever discussed this subject has been fair enough to admit the above facts, but simply threw up their hands and said they could not regulate it. More difficult problems have been handled by these same companies when they arrived at a point where they decided the problem must be solved, the situation must be met.

I feel this time has arrived, and if not soon regulated, price cutting will increase. Dealers will be unable to get the credit they need from jobbers; jobbers deeply entrenched in the business will be forced to go into the retail business until such time as they can discontinue.

It is the ordinary dealer multiplied by thousands, who is constantly a "plugger" and a "producer," and has made big results possible. We must have these thousands of dealers in order to give local record service. We need the "big fellow," and I believe we can adopt a system that will correct the above evil and suit all.

Is it not true that prosperity may have overshadowed, at least temporarily, a proper analysis as to whether the present system is suitable for all times and all business conditions with the future before us to be considered.

Before concluding, I want to impress upon the manufacturers as a whole, that my remarks are not directed to anyone in particular, "unless the shoe fits," and I have avoided specific reference.

Dealers and jobbers for some time have had a feeling of unrest regarding "future policies" of the manufacturers. Many remarks have spread

regarding future restrictive policies which certainly would, at least temporarily, work a hardship and loss upon many of those most vitally interested in the trade and who are large assets to the business.

The present business, its policies, agreements and conditions were not made over night, but represents an evolution. Would it not be well to "make haste slowly" on drastic moves that seem necessary or advisable to meet new conditions?

So far we have been fortunate in avoiding any "trust" action on the part of the Government, and our success in this respect in the future will be best assured through a policy of reasonable harmony, without forgetting the rights of all parties. Every dealer and jobber has a common interest with the manufacturers to work for harmony and with a harmonious organization, strife does not kindle well.

In conclusion, let me say that I have been identified with this industry for fourteen years, giving my entire time and attention to the sale of talking machines, and hope to continue at least that much longer. Past success, however, should not blind us to defects or a proper caution against unfavorable conditions that might arise.

The various makes of goods have sold on "merit" and can do so in the future, and "to lead the nag" rather "than drive him," is often the best plan. After all is said and done, I believe that the talking machine industry of to-day, as a whole, is far ahead of anything similar, that is an article of luxury, although it is becoming more of a necessity, but do not let us "stand pat" when we can "stand improvement." There is some "food for thought" in this article that should not be considered "digested" and "forgotten" at this portion, because it is easy to consider it the end.

J. NEWCOMB BLACKMAN.

THE INTERNATIONAL PHONOGRAPH CO.

The International Phonograph Co., Newark, N. J., has been reincorporated with a capital stock of \$1,000,000, divided into one hundred thousand shares of \$10 par each. Thirty-five thousand shares are preferred stock, while the balance, 65,000 shares, are common. The former capitalization of the company was \$5,000,000. The officers of the company are William Rotter, president, and Louis Hanooh is secretary.

TALKING MACHINE FOR SANITARIUM.

The tuberculosis patients at the St. Louis Quarantine Hospital, known as the Koch Sanitarium, will hereafter have the pleasure of hearing talking machine music. In a recent investigation of the city hospital system it was brought out that the Quarantine Hospital patients had little in the way of amusement, and this so impressed G. H. Larkin that he presented the institution with a machine and a start for a library of records. It is predicted that the library will be quickly added to by friends of the patients.

You cannot get the price unless you have the courage to ask it.

1912 TO BE GREAT YEAR FOR TALKING MACHINE BUSINESS.

Is the Opinion of George W. Lyle, General Manager of the Columbia Phonograph Co., as Expressed in an Interview with *The World*—What Liberal and Judicious Advertising, Good Faith with the Public and an Honest Effort to Improve Its Record Product Accomplished for the Columbia Phonograph Co. During 1911—Review of Plans for Present Year.

George W. Lyle, general manager of the Columbia Phonograph Co., when asked by *The Talking Machine World* to express his views on the business done during 1911, and his opinion as to the prospects for 1912, said he was always pleased to address our readers, and especially so at the close of such a phenomenally successful year as 1911 had proved to be.

He recalled his prediction that 1911 would prove a record breaker for business, and certainly his faith and judgment have been amply justified.

Speaking of his own company, Mr. Lyle said: "From the beginning to the end the year just past had proved a succession of successes. From January to December each month closed with a substantial percentage of increase over corresponding months of the previous year and an aggregate total increase of phenomenally large proportions. It was anticipated that as the summer approached there would be the customary decrease in monthly totals, but as the months slipped into the discard the gratifying fact developed that so far as 1911 was concerned the so-called 'dull' season was a myth. The business continued lively, active and highly profitable, with no symptoms of 'that tired feeling.' As the fall drew nigh it became apparent that ordinary preparations would prove inadequate; that it would be necessary to place the factories on 'capacity' basis months in advance of the usual period. Double shifts of factory force was an old story long in advance of any previous record. The year terminated with the greatest December in the company's history.

"The assuring fact is that the 1911 showing was not accidental or fortuitous, but the direct and logical result of carefully considered and matured policies; quality in product; liberal and compelling advertising judiciously placed; faith in the public's willingness to support the manufacturer in efforts to raise the standard of musical excellence in sound records, and open, frank, good faith and reasonableness in all dealings with the trade.

"The company consistently adhered to its policy of preserving to its exclusive representatives the territory ceded to each; of referring to each all inquiries and prospects from such territory, without any unreasonable or arbitrary restrictions or interference.

"The quality of product was scrupulously maintained and improved upon. The 'Regent family'—hornless machines of the table type, already firmly established in public favor—was increased by several new members, all preserving those same elements of uniqueness, utility and adornment which characterized the original models, which put them in a class by themselves, for which no substitutes could be offered. The 'Favorite' type was also a pioneer and a winner from the start. The great question and the only one with respect to all of these has been 'How fast can you deliver?'"

Mr. Lyle says he is a firm believer in advertising, judiciously placed, because he has tested it. The most convincing copy ever written, he says, will not be productive if your circulating medium be unwisely chosen, and that is one of the many reasons why Columbia ads. are always a feature of *The Talking Machine World*. They always bring results. In this connection Mr. Lyle remarked:

"During 1911 the Columbia advertising was of a character to compel the notice of the public, and the public being interested, the dealer was not long in getting wise to the fact.

"The addition of a number of stars in the grand opera firmament to the Columbia roster of exclusive artists; the fidelity with which their voices were recorded by the recording experts, and the avidity with which these records were seized upon by the talking machine users and the public early stamped the company's progressiveness in this particular with approval.

"It is a significant and gratifying feature of the

Columbia Co.'s 1911 business that it was not confined to any section of the country, but was general. Every branch of the service, including also Europe, the Orient, South America and Mexico, contributing its due proportion."

As to 1912, Mr. Lyle is extremely optimistic. He has been looming ahead and forecasting results. He sees prosperity for all. To put it in his own way: "The talking machine business is coming into its own. It has outgrown the earlier prejudice against it; is now firmly established in the esteem of the musically critical, not alone as a means of distraction and entertainment, but as a very potent, helpful and faithful instructor and educator. The sale of machines and records is now conceded to be a profitable, desirable and in every way unexceptionable business, so much so that the most ultra-respectable music and piano houses are so impressed by its class and distinc-



GEORGE W. LYLE.

tion, to say nothing of its profitableness, that they are vieing with each other in the costliness and the tastefulness with which they equip their talking machine departments. This condition can mean only one thing—continued and augmented success and prosperity for everyone identified with the talking machine industry."

Asked about the Columbia plans for 1912, Mr. Lyle said: "The company will maintain its policy with respect to dealers, assuring them fair and liberal treatment at all times and no unreasonable restrictions or interference in the conduct of their business. They would adhere to this policy because it is fair and right and because it has been demonstrated to the company's satisfaction that it pays.

"The quality and variety of product will be maintained and added to. The company has in course of production at the present time some new models of machines which will create a sensation when announced and constitute selling propositions of irresistible magnetism. Due and timely announcement of these will appear in *The Talking Machine World*.

"Additional contracts have been concluded with grand opera artists of great renown, and records have been secured which will be announced in due course. These records are of a quality and character to insure enormous sale. The public and the user will be kept in line for Columbia production 1912 by an advertising propaganda that for scope, compelling force and power has never been equaled

in the history of the industry. Contracts for part of this publicity have already been placed and others will be placed later."

Mr. Lyle concluded his talk by reiterating his conviction that 1912 is going to be a great year for the talking machine business; by the assurance that Columbia products are going to be right to the fore for twelve months in the year, and that Columbia dealers are going to have their share, and a little over for good measure, of all the good things of 1912.

1911 WILL BE DWARFED BY 1912.

Says the Rudolph Wurlitzer Co. in Speaking of the Enormous Trade of the Past Year and General Conditions in the Talking Machine Business Throughout the West.

(Special to *The Talking Machine World*.)

Cincinnati, O., Jan. 11, 1912.

"Reviewing the talking machine business during the year 1911, we find it was by far the most eventful year in the history of the talking machine business," said the manager of the talking machine department of the Rudolph Wurlitzer Co., of this city, when seen by *The World* correspondent, who added:

"Not only did the sales rapidly increase each succeeding month until they reached their climax in the wonderful business of December, but developments of a far more important nature than the immediate increase of profit took place. These will make the year 1911 go down on record as the beginning of a new era that will stretch into the future with no termination in sight.

"We are at last seeing the consumer gradually awake to the realization of the fact that the talking machine is more than a source of light entertainment, and it is beginning to exercise in a small way some of the tremendous possibilities which must have the appreciation of the public before they can be exercised.

"Those in close touch with the situation have noted this progress and the great volume of business which came as a result. Take for instance the educational feature as applied in the use of the Victor in connection with school work. We have hardly touched on this subject and great results have been obtained.

"What a volume of business can we expect in this field when thoroughly cultivated! Then consider that the educational feature of the talking machine covers a field far more vast than its mere use in connection with school work.

"The future of the talking machine business is so vast in its field of operation as to amaze those who can see the trend of the business and appreciate the possibilities which are just beginning to unfold themselves.

"The year 1911 was a big year, but it will be dwarfed by 1912. The outlook is so good that it ought to make everyone in the talking machine field enthusiastic."

THE COLUMBIA AT PANAMA.

The store of W. P. L. Fellingier at Panama, an exclusive Columbia dealer, and also the Columbia Phonograph Co., General, representative for the Republic of Panama, is producing a gratifying volume of sales. Mr. Fellingier has initiated a system of instalment payments and the returns have been more than encouraging. An idea of its growth may be gained by the fact that it has been found necessary to devote all of one man's time to that side of the business. The "Grafonola Favorite" has been particularly successful with Mr. Fellingier.

CALESTHENICS TAUGHT BY PHONOGRAPH.

Two Pennsylvania schools have discovered a new use for the phonograph. Finding great difficulty in teaching calisthenics to their many foreign pupils who were not proficient in English, these schools have decided to install phonographs with records in foreign languages. While these records are being operated the teachers will perform the proper exercises, thus securing the desired harmony in the drills.—*Edison Phonograph Monthly*.



That little "Pronouncing Dictionary" of ours is making a continuous hit. One dealer sent 400 with his compliments to 400 buyers of high grade records, and has been hearing from it ever since, by letter, in person, and even by telephone.



Columbia Phonograph Co., Gen'l, Tribune Building, New York

THE MAN BEHIND THE GUN.

H. B. McNulty, Who Is Responsible for the Development of the U-S Combination Phonograph, a Man of Broad Experience in the Mechanical Side of the Talking Machine Field.

(Special to The Talking Machine World.)
Cleveland, O., Jan. 10, 1912.

No man in Cleveland has given more earnest attention to, or had larger experience in, the talking machine business than Harry B. McNulty. During his fifteen years in the business he has been



H. B. McNULTY.

salesman, repairer, manager, and all the while devising and working on an invention, which culminated in the production of the U-S Combination Phonograph. This unique inventive achievement was the result of years of studied experiment along original lines of development, Mr. McNulty's object being to produce an instrument conspicuous for its simplicity of construction and operation and perfection in the quality of tone production. Since the inception of the U-S Co. he has been "the man behind the gun," and ever since has been directing and watching the details of manufacture at the factory, where he is in constant daily attendance, supervising and directing in the various departments. Justly he takes great pride in the success of the company in having permanently established the business, and the favor with which the machines and records have been received by the public throughout the United States and Canada.

FIGHT FOR RECIPROCITY.

Exporters Want Retaliation on Countries Barred Against Us.

"Combative Reciprocity" is the new slogan of the American Manufacturers' Export Association, 200 Broadway, which has undertaken a campaign against all discriminators and prohibitory duties that are, or may be, laid upon American-made products by foreign countries. Henry T. Wills, secretary of the association, said:

"The members of our organization represent \$1,000,000,000 of capital and export goods worth over \$100,000,000 a year. A large part of this goes to South America, but Brazil and Argentina especially discriminate against us heavily. In some instances duties have been levied on American specialties by these countries that exceeded 300 per cent. Our association will demand that Congress pass retaliatory tariff legislation against all countries that treat us in this unfriendly way, so that we shall impose on their goods the same discrimination which they impose on ours, extending this even to the free list if necessary."

Among the big exporting firms that have written to the association indorsing this "combative

reciprocity" movement are: The Aeolian Co., Victor Talking Machine Co., The Remington Arms Co., Horlick's Malted Milk Company, Baldwin Locomotive Works, H. J. Heinz Co., American Laundry Machinery Co., and the Westinghouse Electric Co.

SHIPPING AND SALES DATES

Issued as is the Custom Annually by Thos. A. Edison, Inc., for 1912.

In accordance with the usual custom of Thos. A. Edison, Inc., they have just issued the shipping and sales dates for advance records from January, 1912, up to and including December, 1912:

Shipping Dates, 8 A.M.		SALES DATES, 8 A.M.	
January	Wed., 24th	January	Thurs., 25th
February	Fri., 23d	February	Sat., 24th
March	Sat., 23d	March	Mon., 25th
April	Wed., 24th	April	Thurs., 25th
May*	Fri., 24th	May	Sat., 25th
June	Mon., 24th	June	Tues., 25th
July	Wed., 24th	July	Thurs., 25th
August	Fri., 23d	August	Sat., 24th
September	Tues., 24th	September	Wed., 25th
October	Thurs., 24th	October	Fri., 25th
November	Sat., 23d	November	Mon., 25th
December	Mon., 23d	December	Tues., 24th

*Canadian jobbers, May 23.

Any jobber or dealer who makes shipments of records, or places them on sale in advance of the hour specified herein, violates the terms of his agreement, and will be dealt with accordingly.

THE EVIL OF DATING.

A Thorn in the Side of the Credit Man—How Salesmen Can Aid in Checking the Trouble.

Says a merchant of wide experience: "The evil of dating is a contagion which baffles and absorbs the attention of credit men throughout the entire United States. Where it will end and what is to be the remedy is a problem yet unsolved by the brightest commercial minds. Reference to the proceedings of the trade conferences which take place throughout the country from year to year will show, I think, that of all matters brought up for discussion no one thing is so vexatious and so difficult of remedy as that of indiscriminate dating. It is generally conceded that the custom should be abolished, but no one has been able to suggest a way that would bring about this good result. Some credit men go so far as to say that the salesman in his insatiable desire to secure orders very frequently suggests a dating and is principally to blame for the continuance of this evil practice. I am not prepared to say, nor do I believe that this is true, but I am firmly convinced that the salesman is in a position to aid materially in checking the custom if he will but co-operate with the credit office. The salesman should ascertain the policy of his house respecting terms and dating and in his dealings with the customer should adhere to them strictly under all circumstances."

"Yes," said Miss Pasay, "I found a very nice boarding house to-day, but the only room they had to offer me had a folding bed in it, and I detest those things." "Of course," remarked Miss Pert, "one can never hope to find a man under a folding bed."—Catholic Standard and Times.

THE FIRST SLEEPING CARS.

Why the Present Day Traveler Has Much to Be Thankful For.

The first sleeping cars ever designed were used on the old Cumberland Valley Railroad between Harrisburg and Chambersburg, in Pennsylvania. They were built in 1838 and ran on this line for several years before other roads thought it necessary to provide accommodations for their passengers. In these first sleeping cars one-half of the space was arranged as an ordinary day coach, with its cross seats. The other half was fitted up with eighteen sleeping berths, or, rather, bunks they were in these antique cars. In daytime the bunks were shifted and stowed so as to convert them into omnibus seats on the side of the cars. Our ancestors bunked in them at night and rode in them in great state in the daytime, considering themselves true aristocrats. There were three lengths of berths and three tiers on each side of the car. The top tier hoisted on a hinge and was secured by rope supports to the ceiling of the car. The middle tier consisted of the back of the omnibus seat, hinged and supported in the same manner. The lower tier was the day seat. In those happy days there was no extra charge for the sleeping accommodations.

NEW COLUMBIA DEALERS.

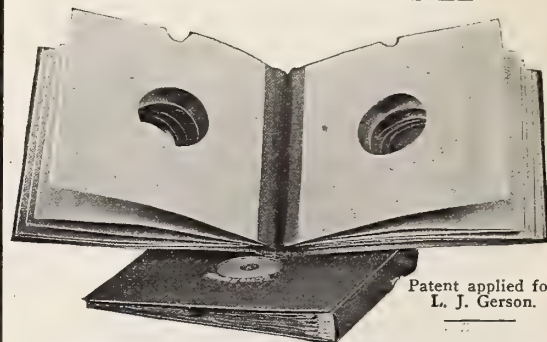
H. A. Yerkes, of the wholesale department, Columbia Phonograph Co., General, announces A. N. Winstandley, Bedford, Ind., and A. J. Meyer, Madison, Ind., as new dealers to handle the Columbia line exclusively. Mr. Yerkes states that business is excellent at all branches. The Regent Table line, an exclusive Columbia feature, is enjoying exceptionally heavy sales.

Now to break last year's sales records.

Echo Record Albums

FITS DISC RECORDS

EVERY MAKE AND SIZE



Patent applied for
L. J. Gerson.

If you send your name and address, a sample 1911 Album Booklet, illustrating the latest style Echo Albums for both single and double-faced records, with discount sheet, will be mailed you. Echo Albums are indexed 1 to 16 with index in front and fit all record cabinets after slats are removed. Also, can be substituted for the old-style filing cases in Victrolas. If your jobber does not carry Echo Albums remit \$1.00 to us for a sample 10-inch Echo Album, mailed postpaid. Regular discounts to dealers.

ECHO ALBUM CO., 926 Cherry St., Philadelphia, Pa.

PREDICTS 25 PER CENT. INCREASE IN VICTOR BUSINESS.

Louis F. Geissler, Upon Return from Trip to Pacific Coast Announces That He Looks for That Percentage of Increase During 1912—Conditions in 1911 Summarized—Wage Earners the Real Spenders—Worry Little of General Conditions—Many Opportunities Open for the Live Talking Machine Dealer—New Year Greetings Extended to World Readers.

(Special to The Talking Machine World.)

Philadelphia, Pa., January 10, 1912.

Louis F. Geissler, general manager of the Victor Talking Machine Co., arrived to-day at his desk, after a restful two weeks spent in San Francisco, his old home, where he went exclusively for a few days' rest from the rather trying exactions of the most strenuous business year in the company's history, among old friends and duck shooting partners, and in a chat with The World on the general business situation, he said:

"Our company predicted in the early spring of 1911 that it would prove our banner year. We

conditions, strong American financial conditions and the further strength to be added by crops and exports, will give them plenty to do and an excellent scope for their enterprise to bring their wares to the attention of millions of people well able to buy them, for, through a condition that prevails in all new or comparatively new countries, the enterprising man has an enormous average—very much the largest percentage of people—to deal with, who are willing to spend all they earn for the luxuries and necessities of life—with an accent on the luxuries.

"These are our wage earners—money makers and spenders—most of whom take little note of influences at work to change their financial conditions. Therefore, why worry about the Sherman law or the interpretation of it; how much money J. P. Morgan can sway, or whether the Standard Oil Co. is a good or bad thing.

"Very large manufacturers must, of course, consider these things, but let the ordinary talking machine merchant attend to his business; advertise; carry the stock and work hard to sell same; to see the opportunities lying around on all sides of him and not be so ashamed of his job that he cannot go outside and solicit trade, either at wholesale or retail, and he will soon make money enough to join the classes of men who have to worry about the Sherman Anti-Trust law and assume other troubles which prosperity invariably brings.

"I wish a very Happy New Year to all your readers and firmly believe that a very prosperous one is in store for them."

ALPHABET FOR SALESMEN.

Attempt just as much, or more, than you can well do.

Be careful not to overestimate the fine points of your line.

Count well the cost of a night "out with the boys." Don't make personal remarks about your competitor.

Endeavor to have each month's sales show an increase.

Find the weak spot in your man, and then attack it. Get down to business the moment you meet your man.

Hold your word as sacred as your oath.

Indifference is not independence.

Jump at conclusions only when the conclusion is in sight.

Keep close to the trade.

Let nothing shake your faith in yourself.

Make friends, but no intimates, in the trade.

Never practice deception—it will be found out.

Observe rigidly every rule of your house.

Place your confidence cautiously.

Question not the wisdom of houses's orders.

Repeat strong points of your selling talk occasionally.

Study your prospects before beginning your argument.

Talk earnestly and always to the point.

Utilize every peculiarity of your customer to appeal to him.

Venture suggestions cautiously.

Watch your customer's face while you talk to him. X-tend to all a friendly greeting.

You must be ever on the watch for new schemes. Zeal and industry will surely be rewarded.

—F. E. Boden in the Macey Monthly.

CLEANRITE BRUSHES FOR COLUMBIA DISC MACHINES.

The popularity of the Cleanrite brushes has caused a considerable demand among Columbia jobbers, dealers and users, for this brush to attach to Columbia machines. A new model known as the No. 20 is now ready for delivery and attention is directed to the advertisement of the Blackman

Talking Machine Co., who manufactures this brush, which will be found on page 19. Free samples will be supplied to any dealer or jobber who writes on his business letter head.

VICTORS IN LAUTER BRANCHES.

Has Met with Such Success with This Line in Its Newark Store That Victor Departments Have Been Opened in All Branch Stores.

Piano dealers who at first were rather indifferent to the value of the talking machine as a trade promoter are now giving serious consideration to these very popular products and during the past year there is hardly a section of the United States where piano dealers have not fallen in line and taken the agency.

The Lauter Co., the well known manufacturers and retailers, has been so well pleased with the success of its venture as Victor dealers at its headquarters in Newark, N. J., which is in charge of E. B. Potts, formerly of the Greenville Talking Machine Co., that it has now been decided to open talking machine departments in Jersey City and the other various Lauter branch stores, in which the Victor line will be handled exclusively.

In view of the splendid equipment of the Lauter Co. it goes without saying that this latest venture will be a decided success.

RE-ELECT SAME OFFICERS.

The American Graphophone Co. Hold Annual Meeting on January 8.

The annual meeting of the stockholders of the American Graphophone Co. was held at the office of the company in the city of Bridgeport, Conn., on Monday, January 8, at 1.30 p. m. The board of directors elected for the ensuing year is the same as that which served in 1911. Routine business was transacted. Officers to serve the ensuing year are: Edward D. Easton, president; George W. Lyle, general manager; Marion Dorian, treasurer; C. W. Woodop, secretary and assistant treasurer.



LOUIS F. GEISSLER.

made all the preparations to take care of the largest business that it was possible for us to consummate. The predictions were more than fulfilled, and we pass into 1912 with the largest unfilled order list, in both machines and records, that it has ever been our good fortune to have on hand.

"I predict an increase of 25 per cent. in 1912 over 1911, and am unable to predict more for our company, simply because that will be about all we can increase our capacity.

"We, as a company, are indeed grateful—as should be all Victor distributors and dealers—for the degree of prosperity that is not only gratifying but bids fair to be surpassed by that which we shall enjoy in the future.

"The year 1911, as most of your readers have observed, carried throughout in general among merchants, away up over their heads, the spirit of uncertainty and dissatisfaction with political, legislative and financial conditions, which was not pleasant; still, for the year past, totals have been brought forward, and we find again, as usual, that it was a better year for most everybody than pessimists thought it would prove.

"The year 1912, I fear, will pass through an atmosphere charged with many of the same elements, but to our merchants selling talking machines I can only say that my belief is that the fundamental

"TIZ-IT"
(Trade Name)



**Improved
All-Metal
Ball-Joint
Horn Connection**

For all Types Straight Horn EDISON Phonographs
Send for descriptive circular and price list.
Retail Price, 50 Cents
(Regular discounts to the Trade.)



**STRAIGHT-TUBE
"TIZ-IT"**
(Trade Name)

For All Types Edison Phonographs

equipped with Model "O" Reproducer and Cygnet or Music Master Horn.

This Connection Completes the Equipment!

Retail Price, 75 Cents
(Regular discounts to the Trade.)

Manufactured by
Kreiling & Company
North 40th Avenue and
LeMoine Street
CHICAGO, U. S. A.



Let the Columbia Demonstration Record speak for itself and it will speak for *you*. Good music and good argument. *Only ten cents, mind you!*

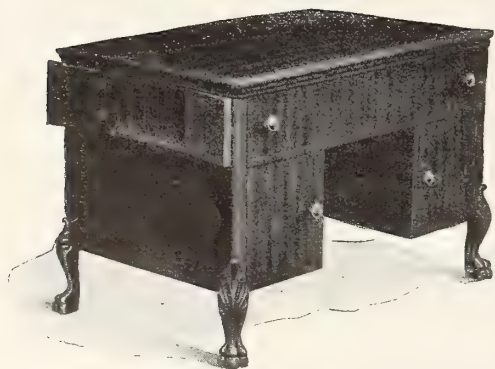


Columbia Phonograph Co., Gen'l, Tribune Building, New York

SUCCESS OF GRAFONOLA "REGENT."

Three Models of Table Grafonolas Arouse the Enthusiasm of the Dealers and Public—Some of the Real Advantages of the "Regent" Model—A Recent Letter to the Trade Containing a Warning Against Possible Patent Infringements in Connection with the Grafonola "Regent."

The Columbia Phonograph Co., General, Tribune building, New York, is enthusiastic over the immediate success of the "Columbia Grafonola Regent," the table type of talking machine. The instrument is built in three styles, shown by the accompanying illustrations, "Regent," at \$200, the "Regent Junior" at \$150, and the "Baby Regent" at \$100. It is a complete library or living-room table for every-day use with the additional attraction of being a complete musical instrument of unexampled versatility and matchless tone. The musical and mechanical equipment is entirely concealed, and the instrument presents as its table-surface an unbroken expanse of clear mahogany, the top measuring 29 by 46 inches. To insert a



GRAFONOLA "REGENT."

record, a smoothly sliding drawer at the end is opened—bringing the turntable, tone arm, reproducer and needle trays into convenient access. After moving the starting lever, one can close the drawer or leave it open—the operation of the instrument is not interfered with. Extending to the other end of the table from the tone arm in this drawer is the tone chamber through which the tone waves are led and poured in magnified volume out of a grille, and increased or decreased at will. At both ends of the table, and forming an integral part of the complete instrument, are the record compartments, where space for an extensive repertoire of 10-inch and 12-inch double-disc records is provided. A handsome loose leaf index book, alphabetically arranged and leather bound, is furnished with the "Regent" to enable the keeping of records properly indexed. The motor mechanism is exceptionally powerful and very silent. The speed is regulated from a graduated dial.

The Regent family have rapidly grown in popularity and the demand has assumed huge proportions. General Manager George W. Lyle has forwarded the letter herewith appended, under date of December 29, 1911, to the various Columbia store managers with the idea of forestalling any possible infringements of the "Regent" patents: "Our 'Regent' Grafonolas are an unqualified success.

So firmly are they now established in public favor that non-Columbia dealers have been forced to recognize their merits not only as unique, useful and



"REGENT JUNIOR."

highly ornamental sound reproducing machines, but as a line for which no substitutes will be accepted. They have been powerful advocates in converting many dealers to the Columbia faith, and they will prove more effective in this respect as a result of our great advertising propaganda for 1912.

"We originated and control these table types of Grafonolas. We are protected by valuable patents granting us the exclusive rights. We intend to enforce these and protect ourselves in every lawful manner.

"Like every other good and successful article, these tables will be imitated and copied if we do not prevent it. We do not propose to permit any infringements of our patent or other rights.

"Keep a constant lookout for anything in the nature of a table Grafonola not of our manufacture and promptly report to us all the information you



"BABY REGENT."

can secure, including name of manufacturer, for whom made, by whom sold or offered for sale, name or type designation, price, etc. Take no steps involving legal expense until authorized by this office."

"DOING BUSINESS" HERE.

Foreign Corporations Must Keep Stock Books Open Here if They Sell Things.

The law requiring a foreign corporation other than a moneyed or railroad corporation doing business in this State to keep its stock book open daily in its office here has been construed by the Appellate Division of the Supreme Court to in-

clude a corporation which merely has a selling force here and keeps only enough money for stamps and petty expenses.

The question was raised in a suit of Leroy F. Hovey against the De Long Hook and Eye Co., a Pennsylvania corporation, to recover penalties because he wasn't permitted to see the company's stock book in its office here. In directing a judgment for the plaintiff the Appellate Division ruled that a corporation coming into the State to do business can be made subject to the same regulations which the State imposes on its own corporations.

In a dissenting opinion Justice Miller said that the mere employment here of salesmen and an agency incident to conducting its business in another State does not constitute "doing business" within the meaning of the statute.

GOOD YEAR FOR U-S PHONOGRAPH CO.

Says George N. Nisbett, Manager of Sales for That Company—The Outlook for 1912.

George N. Nisbett, manager of sales of the U-S Phonograph Co., Cleveland, O., in summing up business for 1911 and the prospects for 1912, said to The World: "The past year has been one that has caused us considerable gratification, not only on account of the marvelous growth of our business, but because we have been able to make great strides in the quality and quantity of our product—the growth of our business is therefore but a natural reward for our efforts.

"The prospects for 1912 look good to us, and we can see no reason why it should not prove to be our banner year. To all of our jobbers and dealers the U-S Phonograph Co. extends best wishes for a happy and prosperous New Year."

ANENT THE EDISON COMPANIES.

All of Them to Be Under the Control of One Holding Concern.

(Special to The Talking Machine World.)

West Orange, N. J., Jan. 2, 1912.

A step in the process of merging all of the companies which have developed here out of the enterprises given birth by Thomas A. Edison's inventions was announced at the factory to-day. It was given out that the capital stock of the Edison Manufacturing Co. has been reduced in nominal value from \$100 to \$2 a share, cutting the aggregate capital stock from \$500,000 to \$10,000.

Thomas A. Edison, Incorporated, is the name of the holding company. It was formed nine months ago when the Edison Phonograph Works and the National Phonograph Co. were absorbed. Ultimately one company will control all the Edison output, including the storage battery, moving picture and phonograph.

Do not forget that you are "in business for yourself," even though you are on the payroll. You are building up your own character and developing your own powers. If you do this conscientiously you are sure of "recognition."

FROM OUR CHICAGO HEADQUARTERS

ROOM 806, NO. 37 SOUTH WABASH AVENUE, E. P. VAN HARLINGEN, MANAGER.

Interesting Review of Trade Conditions by Leading Members of Jobbing Trade in Chicago.

(Special to The Talking Machine World.)

Chicago, Ill., Jan. 10, 1912.

The World representative decided to let the trade review the past year and prophesy the future for itself. A letter was therefore sent out to Chicago jobbers with this end in view and also asking for comment on specific problems or tendencies that might occur to the recipients. The replies are here printed in full:

The Talking Machine Co., A. D. Geissler, General Manager.

"There is no doubt in the writer's mind that a very pertinent influence on the increased talking machine business of this winter has been the inability of the factory to supply the goods.

"This sounds paradoxical; however, let the demand for any article of national reputation be increased to the point where the factory can't take care of its orders, and it is a fact that the customer is made that much more anxious to get that particular thing.

"The distributor sees his orders piling up fast; he is only able to take care of a certain portion of that increase in business; he feels he is losing business; however, a good portion of that distributor's increased business is caused by his receiving orders from all over the country. These same orders may have been placed with several other distributors.

"While, during the latter part of 1911, it was hard to be seemingly losing business, at the end of the year, when we figured up the net results, our business in general showed an enormous increase over 1910.

"Undoubtedly the new Victrolas have proved a stimulus to business. Many complaints were heard at first against giving the name 'Victrola' to any machine less than the \$200 instrument. However,

results have proved it an excellent idea. The new Victrolas seem to have opened up a new field for themselves. The sale of the \$200 Victrola has shown the same percentage of increase as the Victor business in general.

"Another innovation is the interesting of the educational department of the public schools in the Victor. Mrs. Clark's work in this department has been successful. Thousands of machines have been put out in public schools, and when you consider that each machine plays to its fifty or one hundred pupils; that the entertaining qualities of that machine are impressed firmly on the mind of those pupils, and thence carried to the home, one begins to realize the immense advertising value of this innovation.

"The dealers are also just beginning to appreciate the Victor Co.'s window display department. The window—the eye of one's store—is the most valuable asset connected with the property we pay rent for. Location determines our rent. Location is good or bad as compared with the number and class of the people who pass one's door. Why should we neglect that portion of the store which borders on the space we pay rent for? The Victor Ready-made and Automatic Window Displays have made it easy to use this space advantageously.

"The ruling which has put us all on an even basis is the new dictum put forth on the matter of terms—goods to be sold for 2 per cent. ten days, net thirty days from date of statement. This, in the main, has been received cordially by the trade at large, and removes that old bugbear the dealer used to have that possibly his competitor was able to grant better instalment terms and more inducements to a customer on account of longer terms he was receiving from his distributor.

"You ask me what I think of the prospects for 1912. Big—no doubt of it. It is true I have talked with some merchants who offer crop conditions, election year, etc., as excuses for being pessimistic. The talking machine trade must feel confident.

"The Victor factory has thousands of machines and records in its unfilled order files. Distributors can't clean up their back orders on machines for months. The main feature is that the factory, instead of following the usual precedent of manufacturers in cutting down its advertising appropriation when the factory reaches a point where it is running full tilt and has orders ahead, it seems to be increasing its appropriation. This, after all, is the most important influence of our business.

"Personally, the Talking Machine Co.'s business was over 30 per cent. ahead of 1910, and with the continued co-operation of our dealers we expect to show a like increase for 1912."

Lyon & Healy, L. C. Wiswell, Manager.

"Nineteen hundred and eleven was a period of striking irregularity in trade and industry, but despite evidence of a widespread caution and repression, a fair volume of business was done.

"Relative to the talking machine business, a record business was done, the year starting out auspiciously, and as the summer months came on, the trade declined only to recover strongly, reaching a climax in the closing months. The volume of business done during December everywhere surpassed any other December in the history of the talking machine industry.

"A number of piano and music merchants who also handle the talking machine line stated to me personally that their talking machine business was far greater than the business done in their other lines. One merchant remarked that he only sold two pianos for Christmas delivery, where he sold more than fifteen high-priced—\$150 and \$200—talking machines.

"One of the most notable features as the year closed was the air and conservative cheerfulness in evidence. While there is testimony as to this having a solid basis in actual improvements already registered, it is plain that some of it has had its rise in the feeling that there has been many worse years in the country's past history, and in the apparent belief that some of the year's doubtful questions have been settled.

"Regarding the present year—1912—let us view it optimistically.

"Stocks of talking machines in the dealers' hands everywhere throughout the year, as well as the stocks of other merchandise have been down to hardpan. This fact cannot be denied. Now, any change after the years of depression, 1908 and 1909, with a steady slow recovery in 1910 and 1911, is more than likely to be in the direction of expansion. This should especially be true of the talking machine industry for many reasons—one is that the manufacturers are ever on the alert to stimulate the business by constantly improving their product. Manufacturers who have accomplished wonders; yes, miraculous things, during the past years, still have the ability and resources to keep apace with the times, bringing out innovations from time to time as conditions warrant.

"So I say, problems have been met and there are still many more to be met and solved. Still, the present cheerfulness of the trade at large as well as the people augurs well for safer methods of trade expansion, which means large and increasing business.

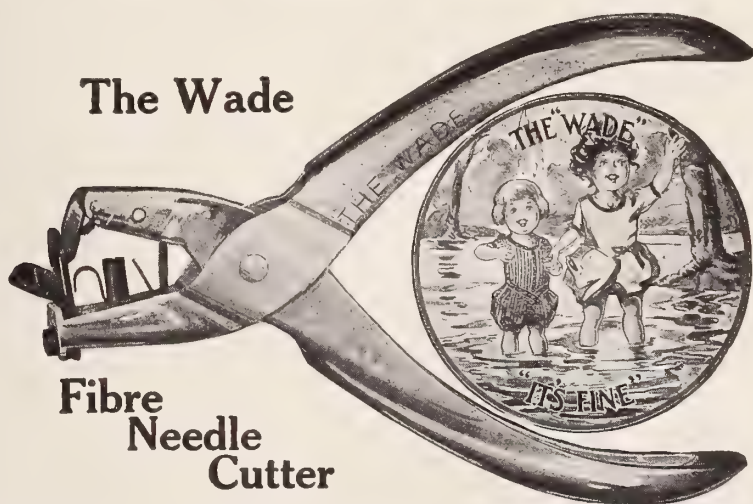
"Summing conditions up, I predict that the present year, 1912, will produce the largest volume of talking machine business of any other year in the history of the trade."

Columbia Phonograph Co., Chas. F. Baer, Manager.—"This has been a great year in the talking machine industry. Commencing with January, 1911, it and each succeeding month has shown an increase over the same month in the previous year. Our December, 1911, sales in retail doubled those of December, 1910, and there was a 75 per cent. increase in the wholesale sales. I will predict that business in 1912 will show even a greater increase than that of 1911 over 1910.

(Continued on page 44.)

\$1.50 \$1.50 \$1.50 \$1.50 \$1.50 \$1.50

The Wade



**Fibre
Needle
Cutter**

SELL THE "WADE" AND INCREASE YOUR TRADE

"WADE" Cutter users buy more Fibre Needles. Your best Fibre Needle customers are your most enthusiastic Record customers.

The "WADE" is { made by skilled mechanics,
constructed of best materials,
simplest in operation,
most perfect in results,
guaranteed to give satisfaction.

You BUY all this when you BUY the "WADE."

You SELL all this when you SELL the "WADE."

Order from your regular Distributer—we sell to Jobbers only.

WADE & WADE

1227 East 46th Street, CHICAGO, ILL.

\$1.50 \$1.50 \$1.50 \$1.50 \$1.50 \$1.50

FROM OUR CHICAGO HEADQUARTERS—(Continued from Page 43.)

"The disc talking machine of to-day and the player-piano rank side by side as the leading musical instruments, and I look for a closer association of the two instruments than ever before, for the reason that I believe that the player-piano manufacturers will shortly see the great advantage to be gained by cutting the music rolls to conform with the Columbia records, the association of the two instruments in this way will be of great benefit to both the player-piano and the talking machine industry. It is needless to expatiate further, for anyone in the trade can see the advantage that the public will derive in the form of entertainment from such an association."

Babson Bros., F. K. Babson—"All that we can say is that the past year has been satisfactory as far as we are concerned, but we do not feel capable of even making a good guess as to what the future has in store for us."

Rudolph Wurlitzer Co.—Chicago Branch: "The year just passed has been one of varying conditions as to business. It started off briskly and continued so for three or four months, then came a season of inconsistency for five or six months with its occasional spurts and setbacks."

"About the time the new hornless machines were introduced a general increase in business was immediately noticeable. The demand for the new types became greater and greater and several weeks before the holidays we were simply overwhelmed with orders and without stock, excepting possibly two of the higher priced types. While it was thought for a time that the less expensive machines would upset the demand for the higher priced types, it did not prove so; indeed, these higher priced machines sold remarkably strong as the holiday season drew to a close. Whether the general business conditions were responsible for it or not is a hard matter to determine, but it has been noticed that there have been a greater number of time sales this year than heretofore, although the machines were bought by responsible parties who in all probability could have paid cash had they felt inclined to do so. When conditions are anything but normal it is a well known fact that the public tightens up its purse strings. The fact, however, that talking machines have been bought under these conditions speaks well for their popularity."

"As to the future of the talking machine industry, there can be no question as to its permanency. It has been founded along substantial lines governed by well defined policies and should continue to increase and prosper."

U-S Phonograph Co.—Chicago Branch:

"The talking machine business is humming in at our big store at 219-225 West Washington street and a careful review of the conditions in the entire Central West forecasts a tremendous demand during the present year."

"The many exclusive features and points of superiority in construction and operation of the U-S combination phonographs and indestructible everlasting records have hit a popular chord with the great public, and despite our immense facilities for the manufacture and distribution, we have found it utterly impossible to meet the enormous demands for our product. It is pleasing and satisfying to state, however, that arrangements have been completed whereby we will now be enabled to make prompt deliveries."

"Our line successfully appeals to all the people from the humblest to the most opulent and for that reason it is in a separate class."

"We produce strong, sturdy well finished instruments capable of the most perfect detail and expression, appropriate in price to the possibilities of the day laborer and cover the whole field of phonograph desires, including the most fastidious millionaire. By marketing instruments in handsome plain cases and in cabinets of the most exquisite design and architecture to be sold at a wide range of prices, we thus meet every possible requirement."

"For every one, everywhere, we manufacture the U-S indestructible and everlasting records which are a marked improvement over any cylinder or disc record ever offered. Our records produce a purity and brilliancy of tone absolutely devoid of

artificiality or mechanical suggestion. Our present list of records represents great scope in entertainment possibilities and we are constantly in closest touch with the musical and entertainment world to procure new subjects. This record feature particularly appeals to all the people, as our dealers sell the two and four-minute standard records at the fair price of 35 and 50 cents each, respectively, and also a great repertory of beautiful grand opera selections at the modest price of 75 cents each. Such a combination of facts in connection with instruments and records has been fairly irresistible."

"The dealers were quick to recognize the reasonableness of our unique selling plan and they are all enthusiastic."

Opens Tenth Floor Store.

George Vining, formerly retail manager for the Schaeffer Piano Manufacturing Co., has leased crystal front quarters on the tenth floor of the Republic building, and will go into business for himself specializing on Victor machines and records and on perforated music rolls. He will also handle pianos and player-pianos.

Encourages Monthly Bulletin Recitals.

V. B. Taylor, Victor salesman for Northern Illinois and Southern Wisconsin, is doing good work in urging dealers with whom he comes in contact to hold regular recitals on the 28th of each month, the opening day of the following month's records. Acting in accord with Mr. Taylor's suggestions a number of the dealers sent out invitations announcing two Victor recitals, one for the afternoon and one for the evening of the 28th. The monthly records are played at both concerts and good results accrue.

"This system," said Mr. Taylor in a chat with The World, "saves the dealer much time in playing over the list to various individuals at different times. It also obviates the necessity of sending many records on approval. Further than this it results in sales that would otherwise not be made. This is particularly true in the case of the 'fair sex.' Mrs. So-and-So, for instance, hears the records and was impressed with certain ones, which she buys. But this is not all. She hears other mesdames, who are a little above her, at least so she imagines, in social position or wealth, express their liking for certain numbers. She immediately echoes their exclamations of admiration and adds the subjects thereof to her collection. Therefore the dealer in holding these recitals plays legitimately on the foibles of the gentler sex. I may add that this is not theory on my part, but cold facts, and has been demonstrated as such time after time."

"I can heartily recommend monthly record recitals to dealers everywhere as being time and labor saving and productive of good business results."

Worked a Skin Game.

The following letter written by H. H. Niehaus, talking machine dealer at Quincy, Ill., to C. F. Baer, manager of the Chicago office of the Columbia Phonograph Co., is self-explanatory. The letter is reproduced as written with the exception of one or two minor but justifiable expurgations and modifications:

"Friend Baer—Just want to say that I had a terrible experience. The wife of a young friend of mine had the misfortune to be terribly burned, and it was up to some of their friends to come across with a quantity of skin. Well, I was one of the pikers and maybe you think I ain't sore. The doc peeled me for thirty pieces. This happened last Saturday, and while it didn't trouble me much then it is causing me much woe to-day. When you see Everly tell him that I have been up against a skin game and that we cut up to beat the band."

It should be stated that the martyr above referred to has and is recovered. He is now resting serene in the consciousness of "duty well done."

New Local Accounts.

I. S. Purcell, piano dealer, 10 North Western avenue, has added Victor talking machines.

A. P. Miller, formerly in charge of a graphophone department in the store of B. F. Carr & Son on 63d street, has resigned and is now in business for himself on 63d street, about three blocks from his former location, opening Decem-

ber 16. His store, which is known as Miller's Grafonola Shop, is advantageously located, being near a station of the South Side "L" road and directly across the street from the Jackson Park Post Office. He has opened to fine business. He carries Columbia goods exclusively.

B. F. Carr & Son, pianos, etc., 848 East 63d street, is going into the talking machine game more extensively than hitherto. In addition to Columbia goods the firm has just signed up with the Victor Co. and will put in a good stock of the latter's goods.

The Horner Piano Co., 705 West North avenue, has added the Victor line.

T. M. Co.'s Travelers Confer.

H. S. Conover, who travels Iowa and Illinois for the Talking Machine Co.; B. C. Wilt, covering Wisconsin and the Northern Peninsula, and George P. Cheattle, who makes Michigan and Indiana, were "in" all of December helping to handle the big business with which the company was blessed. Of course, they conferred at odd moments with General Manager A. D. Geissler and Sales Manager R. J. Keith regarding the things that were past and the things that are to come. On the evening of Monday, January 1, the three travelers were entertained at dinner at the College Inn by Mr. Keith, and afterward were tendered a box party at the Colonial, where they heard Christie McDonald, who has made some fine records for the Victor. And the next day they left.

Some Columbia Notes.

Everly, Cooke and Zerkle, the triumvirate of youth and beauty, who, which, or what covers surrounding territory for the Chicago office of the Columbia Phonograph Co., were in during the holidays, conferred, enjoyed themselves and got. W. C. Fuhri, district manager, is now on a trip among the company's Southern branch offices.

Rosa Olitzka, who has made some mighty good records for the Columbia Co., has long owned a Mignon. She bought a Mignonette and a Favorite as Christmas presents for friends from the local office.

Caroline White, who is appearing with the Chicago Opera Co., has been added to the Columbia list of artists. Her first records will arrive at the Chicago office in a few days.

History via Talking Machine.

The new year was made noteworthy for the Chicago Historical Society by the adoption Tuesday evening of this week of the talking machine as a means of supplying interesting historical data to posterity. There was no opposition when the plan was presented to the board of directors at the regular monthly meeting.

The society first considered the advantages of the talking machine as a part of its equipment last November. At a monthly meeting held December 9 it was decided to learn what the venture would involve. A report was made last evening by the committee, consisting of Dr. O. L. Schmidt, chairman; George Merriweather, and Seymour Morris. The action of the directors was the authorization of the special committee to add the talking machine equipment to the society's properties during the present month. It appears that Mayor Harrison is to be asked first to talk into the reproducer an interesting part of one of his messages to the council. Miss Jane Addams will be the second to be invited. Then there will be a health talk by Dr. W. A. Evans and short sermons by Archbishop Quigley, Bishop Fallows, and Dr. Gunsaulus.

The society also gave approval to proposals for an all-Chicago celebration of the one hundredth anniversary of the Fort Dearborn massacre, August 15, 1812. The Cook County Real Estate Board also has favorably considered the centennial.

The outline of the centennial includes a great parade and an accurate re-enactment of the massacre. All the members of the Fort Dearborn garrison were slaughtered by Indians.

Lyon & Healy After the Coast.

L. V. B. Ridgway, who has traveled Illinois as special talking machine salesman for Lyon & Healy for the past three years, has been promoted and will hereafter cover far Western territory begin-

(Continued on page 46.)

"BEST WISHES for NINETEEN TWELVE"



¶ We made money last year—our business was great—immense!

¶ We've certainly appreciated the co-operation of our Dealers.

¶ It's a fact the shortage was keen and we realize how many more machines could have been sold, had there been enough to go around, but in spite of that our business so far this Winter has doubled.

¶ Mr. Dealer, this increase is because of our service. When the market goes short, the man who needs the goods naturally turns to the **EXCLUSIVE WHOLESALER.**

¶ We've reaped a wonderful harvest and for it we're grateful. We're going after your Victor business—**all of it**—this year harder than ever before. You give us half a chance and we'll "make good."

¶ May the year Nineteen Twelve hold much in store both for you and ourselves.

THE TALKING MACHINE CO.

137 N. Wabash Avenue *Chicago Illinois*

FROM OUR CHICAGO HEADQUARTERS—(Continued from Page 44.)

ning at Denver and embracing the entire Pacific Coast. He is a popular man among the dealers of this State and commands the respect of the trade. He is well known on the coast and will no doubt make a big success in his new deal.

J. B. L. Ryde, who has been with Lyon & Healy since boyhood, in the small goods department, succeeds Mr. Ridgway as Illinois traveler.

Recent Visitors.

Mr. Wookey, of the Wookey Piano Co., Victor and Columbia dealers, Peoria, Ill., was in Chicago the latter part of last week, accompanied by his wife. They came up primarily to attend the production of the "Messiah" by the Apollo Club at the Auditorium.

O. M. Keyes, manager of the Wookey talking machine department, and well known in Chicago, was a local visitor a fortnight ago.

Among recent visitors of the Talking Machine Co. are Mr. Ostebrook, manager South Bend (Ind.) branch of the Straube Piano Co.; R. G. Chappell, secretary and manager O. T. Johnson Co., Galesburg, Ill.; C. F. Wilkenson, Wilkenson Piano Co., Joliet, Ill.; C. F. Collins, of D. D. Young, Aurora, Ill.; S. N. Swan, Freeport, Ill.; O. A. Gressing, Indianapolis, Ind.; Joseph Potts, Kenosha, Wis.; C. G. Schulz, Kenosha, Ill.

Also Martha Louise.

Wafted and enwrapped on and in clouds of love-laden incense so thick and warm she felt not the cold of the December air through which she passed on her journey earthward from the realm where all is good, including the babies, little Martha Louise Geissler made her advent into the home of A. D. Geissler. The little lady awoke to the earth life with something of a jar, it is true, as she found her newly-discovered brethren, Allen Moore Geissler, aged five, and Kenneth Duval, three and a half, engaged with boxing gloves in an interesting sparring match. Now, Martha at the moment of her terrestrial debut, weighed exactly ten and one-half pounds net, NET; consequently she possessed an inherent sympathy with all things athletic. Did she cry? Did she wail? Did she even twist up her mouth and pout? She did NOT. She simply cooed a little coo, which to the ears of the Victrola in an appropriately shined corner of the Geissler apartments sounded much like the strains of "Ich Liebe Dich." The whole Geissler family, including Arthur D. and his beautiful wife, are doing well.

L. F. Geissler, general manager of the Victor Talking Machine Co., spent last Sunday in Chicago on his return home from a trip to the Pacific Coast. He O. K'd his new granddaughter.

THOMAS A. EDISON IN CHICAGO.

Makes Trip West for the Purpose of Attending Dinner Given in His Honor and Is Eulogized by Leading Men in Many Lines of Business.—Responds to Toast by Presenting Note to Be Read to Guests—Arranges for Use of New Storage Batteries in New Illinois Central Terminal—Leaves Some Epigrams Behind Him—Given Much Space in the Newspapers.

(Special to The Talking Machine World.)

Chicago, Ill., Jan. 9, 1912.

Thomas A. Edison spent about thirty-five hours in Chicago the latter part of last week. In that time he did fully as much work as he ever did in a similar period in his life. That means that Mr. Edison was very, very busy. When he was not being feted and eulogized by leaders in the electrical world he was being interviewed by various and divers reporters on all sorts of sane and insane and scientific subjects. When he was being neither interviewed or dined he was proving himself a benefactor to Chicago by making arrangements for the electrification of railroad terminals.

Mr. Edison's visit to Chicago was primarily for the purpose of attending a dinner arranged by H. M. Byllesby in Mr. Edison's honor in the Congress Hotel Friday night. This dinner was held in connection with the celebration of the tenth an-

niversary of the founding of H. M. Byllesby & Co. Mr. Byllesby was an employe of Mr. Edison years ago and has always had a helpful and loyal friend in the wizard of Menlo Park ever since.

At one end of the banquet hall was a fully equipped wireless telegraphic apparatus which from time to time snarled forth a fictitious message, while real letters and telegrams were read from some of the best known men in the country expressing their regret that they could not attend the banquet.

Mr. Edison adhered to his determination, long since formed, not to speak at a banquet, but when Mr. Byllesby, acting as toastmaster, proposed a toast to Mr. Edison, every diner was on his feet like a flash with upraised glass, and the cheers fairly waved the flags that swung around the banquet hall.

When Samuel Insull, president of the Commonwealth Edison Co., rose to respond to the toast for Mr. Edison, the latter put into his hand the following note, which was read to the four hundred attentive guests:

"To the young men here to-night I would say: When you get a job, pitch into your work and pay no attention to the clock or to time. Think of nothing, talk of nothing but shop, and when the boss comes around pay no attention to him, but to your work, and my word for it, when you want to leave for some other job the old man won't let you go, but will likely take you in as a partner."

Mr. Insull then said: "I am proud to do honor to the greatest citizen of the race, to tell briefly of the marvelous fidelity and capacity of the man who has done so much for the world that his name will go down through the ages."

"From his early days, when he astonished the electrical world with his perfection of telegraphy, down to the present wonderful development of electrical energy, he has surpassed every one, or, at any rate, nearly every one in that line."

"Long before many of you were born, when he was but twenty-six years old, forty years ago, by his development of the phantom telegraphic circuit he had done enough to assure for himself a niche in the hall of fame, and to-day he is working with the enthusiasm of youth, despite his wonderful activities in the intervening time."

"Let it suffice for me to-night to say that he has done the most marvelous work of the generation in the line of electrical illumination. One cannot install a lighting plant, one cannot install any plant, whether of lighting or motive power, without going back to some principal developed by his engineering ability."

"In the Patent Office at Washington are the plans and specifications prepared by him many years ago. To-day when you wish to enter the field of electricity, when you start to institute a power plant, you must take those same plans and specifications as your basic groundwork."

George M. Reynolds dwelt upon the benefits that have accrued to the world through the inventions of Mr. Edison and declared that the wealth resulting from those inventions has benefited every one.

"Every invention that has been the product of this master mind," said he, "has resulted not only in bringing light and joy and pleasure to mankind, but has also been the means of providing employment to thousands."

"Everywhere, in doors and out, in the home, the factory, the office, on the street, in the mountains and on the plains; above, on and under the water, are to be seen the results of this tireless energy, this wonderful ingenuity, this endless capacity."

The other speakers were Governor Eberhart, of Minnesota; C. A. Coffin, of New York, president of the General Electric Co.; Charles G. Dawes, and the Rev. Herman Page. Among the guests were J. M. Klingelsmith, manager of the Western business of the storage battery department of Thomas A. Edison, Inc., with office in Chicago, and H. G. Thompson, in charge of the railway department of the storage battery department at Orange, who happened to be in Chicago at the time.

Circling the edge of the balcony were the names, spelled in letters of incandescents, of twenty-three of the world's greatest electricians, among them being those of Ohm, Faraday, Volta, Franklin, Shallenberger, Morse, Westinghouse, Ferranti, and in the center, surmounting all, in a reproduction of his own signature, were letters of fire, spelling the name of Thomas A. Edison.

Mr. Edison was given vast space in all the dailies, and the articles and interviews were embellished with photographs of the great man, showing him in about every attitude he could possibly assume. Reporters seemed particularly interested in concrete houses and furniture, and the new talking pictures and, of course, the new battery and motor construction. Following are excerpts on the various interviews:

Tells of "Talk" Pictures.

His new invention of talking pictures was discussed by Mr. Edison with great enthusiasm. "We are making 200 of them now," he said. "It has been an extremely difficult proposition, but at the rate of progress we are making I will have them ready for use in the Presidential campaign in the event Taft, La Follette, Wilson, Harmon and the other proposed candidates care to employ them at meetings which they cannot personally attend. "Within a few days we will give a demonstration of the talking picture at Menlo Park. It will create a sensation."

When asked about his recent trip abroad the inventor said that he admired the French people more than many others with whom he came in contact.

"They know how to live," he said. "They do not practice the Roosevelt theory of having large families of children regardless of whether they can support them. It was Napoleon's idea to encourage large families among the French in order to provide troops for his armies, but the nation is wiser now. I suppose Roosevelt got his idea from Napoleon."

The culmination of Mr. Edison's visit to the city as viewed by the public was found in the conference Saturday afternoon between the inventor and officials of the Illinois Central Railroad. As a result of this conference the announcement was made that the I. C. would proceed to electrify its Chicago terminal. No deadly third rails will be used in the electrification of the Illinois terminals if present plans are carried out; no unsightly trolley poles and trolley wires, either.

To Use Storage Battery.

The Edison new storage battery, one of the latest products of the busy and fertile brain of the greatest inventor of the age, will furnish the motive power for the electrified road.

"I can and I think I will be able to electrify this line with the battery system," said Mr. Edison. "I have just completed a conference with three men representing the railroad and they are about ready to go ahead with the experiments."

Mrs. Edison and Miss Madeline Edison, daughter of the inventor, came to Chicago with Mr. Edison. They stopped at the Blackstone while here and left Sunday morning for the East.

The wizard's fame as an epigram maker is almost on a par with that he enjoys as an inventor. Among the crystallized bits of wisdom to which he gave utterance while in Chicago were the following: "It pays to be a live wire. All the dead ones are made up into door mats."

"Don't worry over loss of money. It plays a very small part in our lives. I've made a couple of millions several times and lost it. Keep doing something worth while and your life will be happy."

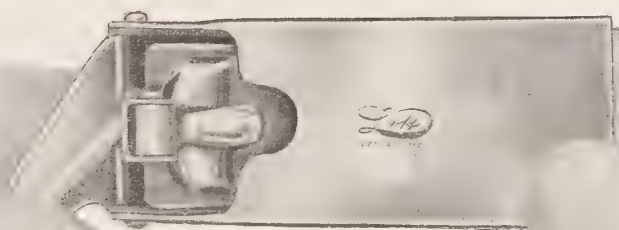
"Chicago is an unprepossessing place to look at, but a good place in which to do business."

"No one should be such a fool as to believe in atheism. Every person who thinks must believe in a supreme intelligence."

A three dollar record is as easily sold as a sixty-five cent one if you go at it in the right way, and ten chances to one will give better satisfaction to the purchaser.

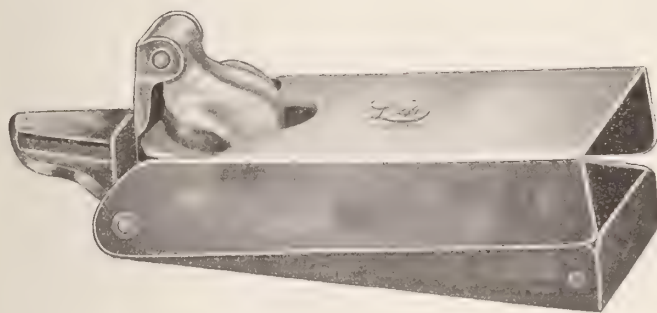
THE LYON & HEALY FIBRE NEEDLE-CUTTER

SIMPLE
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EASY
TO
OPERATE

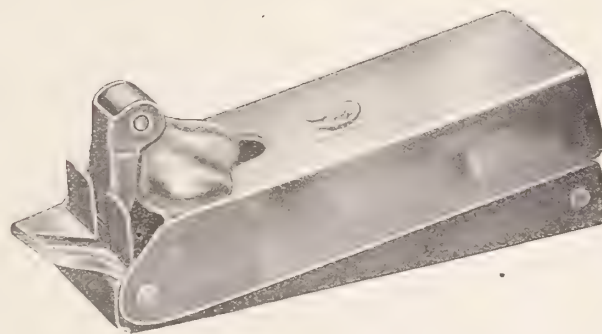


CORRECT
LEVERAGE
FOR A
PERFECT
CUT

FINEST TOOL STEEL



GUIDE
WHICH
SAVES
ALL
WASTE



The L. & H. Needle-Cutter or Fibre Repointer we now offer to the user of Fibre Needles is the result of four years' exhaustive experiments and we feel safe to assert, NONE BETTER CAN BE MADE.

The lover of GOOD music will find this cutter invaluable. The upper blade being pivoted above and back of cutting edge insures perfect contact with lower blade. Both of these blades are made from finest tool steel and properly tempered and with ordinary usage will last for years, without sharpening or renewal.

The cutter has a self-acting stop, which prevents cutting away more than enough, thus a pin can be played twelve or fifteen times before becoming too short.

We give our absolute guarantee with every cutter sold.

RETAIL PRICE \$1.50

GET YOUR ORDERS IN NOW. LIBERAL DISCOUNT TO TRADE.

Lyon & Healy

CHICAGO

SALTER MFG. COMPANY

337-343 North Oakley Avenue

CHICAGO

Exclusive Manufacturers of

**Salter's Patent Felt
Lined Shelf**

Cabinets

**Our latest Catalogue showing
our entire line will be sent on
application.**

WRITE FOR IT TO-DAY



No. 788.



No. 776.

**WE MANUFACTURE THE MOST COMPLETE LINE OF HIGH-GRADE CABINETS FOR THE
LATEST STYLES OF VICTOR, COLUMBIA OR EDISON MACHINES**

MUSIC AND NEWS BY PHONE.

**New Company in Newark, N. J., Preparing to
Start Unique News Service for Telephone
Subscribers—Special Music Programs Pro-
vided For—A Sample Daily Program—
Demonstration Proves a Success.**

The New Jersey Telephone Herald Co., Essex building, Newark, N. J., are launching something new and unique for the amusement and entertainment of busy New Yorkers and Jerseyites. In the quiet of your home, in any room or in every room, you may receive news by telephone, music by telephone, sermons by telephone, vaudeville by telephone, lectures, theatrical performances, operas, happenings of all sorts and the general news of the world. Not in squeaky, nerve-jarring sounds, but clear and melodious tones, the human voice itself reaching you over the wires. In fact, information, inspiration and amusement are continually on tap—at night by your own fireside.

In the editorial department of the company there is installed a complete staff, editors, sub-editors, reporters, etc., collecting and receiving by telephone, telegraph and investigation, the news of the world. This news, instead of being printed, will be carefully edited and told over the wire circuits to subscribers by men called "stentors," speaking into specially sensitive microphones. There will be fixed hours during the day for each class of news.

The amusement department is in charge of a competent director, who will bill all attractions, for instance, lecturers, noted travelers, musicians, vocalists, etc., who will speak, sing or play to the subscribers from a sound-proof concert room which is equipped with a concert grand piano, a Mason & Hamlin organ, and microphones for the perfect transmission of sound. Arrangements have also been made with various theaters, opera houses, churches, concert rooms and lecture halls so that when desired their music, dialogues or sermons may be heard by patrons. To make this possible microphones are installed in the pulpits, on the lecture platforms and stages which catch every sound, even to a footfall or the applause of an audience, transmitting them directly to the subscribers in their homes.

The above is not an experiment, for it has given universal satisfaction in the intellectually critical cities of Europe—London, Paris, Budapest. In Budapest, its original home, the system is to be found in the rooms of the better hotels, in doctors' and dentists' waiting rooms, barber shops, etc.; in fact, everywhere that people have to wait and want to be amused while waiting. It comes with a message of cheer for the hard working housewife and the invalid, for it immediately puts them in touch with the big, hustling outside world.

The first demonstration of the Telephone Herald was given in the rooms of the company at 110 West 34th street some time ago. A large audience enjoyed instrumental and vocal music, bulletins of news and a brief lecture, all by telephone.

The cost of The Telephone Herald is five cents per day, with no additional charge for installation.

Following is a copy of the daily program, which apparently covers most every thing to be desired:

DAILY PROGRAM.

Noiseless—disturbs nobody. When you wish to hear, you take the receivers in hand and hold them to the ears.
8:00—Exact astronomical time.
8:00-9:00—Weather, late telegrams, London and Paris exchange quotations, chief items in the morning press.
9:00-9:30—Special sales at the various stores. Social program for the day.
9:30-10:00—Local personals and small items.
10:00-10:30—N. Y. exchange quotations and market letter from W. B. Franklin & Co., 111 Broadway, New York.
10:30-11:30—Foreign news.
11:30-12:00—New York miscellaneous items.
Noon—Exact astronomical time.
12:00-12:30—Latest general news, naval, military and congressional notes.
12:30-1:00—Midday New York exchange quotations.
1:00-2:00—Repetition of the half-day's most interesting news items.
2:00-2:30—Foreign telegraphic dispatches.
2:30-3:00—Trenton and Washington news.
3:00-3:15—New York exchange closing quotations and market letter from W. B. Franklin & Co., 111 Broadway, New York.
3:15-3:30—Weather, theatrical, fashion and sporting news.
3:30-5:00—Music, readings, lectures.
5:00-6:00—Stories, talks for the children.
8:00-10:30—Vaudeville, opera, concert.
11:00-1:00—Orchestral music.
NOTE.—(a) 8:00-10:30 p. m.—News will be given between the numbers.
(b) Two buzzing sounds on the receivers will indicate that a News "Xtra" is about to be given out.
(c) A special program will be arranged for Sundays. (Subject to change.)
NOTICE.—Twice a week, Tuesdays and Thursdays, 5 to 6 p. m., language lessons, French and German.

EVERY LITTLE HELPS.

Little drops of water poured into the milk
Give the milkman's daughters lovely gowns of silk.
Little grains of sugar mingled with the sand
Make the grocer's assets swell to beat the band.
Little bowls of custard, humble though they seem,
Help enrich the fellow selling pure ice cream.
Little rocks and boulders, little chunks of slate,
Make the coal man's fortune something fierce and great.
Little ads. well written, printed nice and neat,
Gives the joyous merchant a home on Easy street.

ISSUE TWO POPULAR HITS.

"That Mysterious Rag" and "When Sunday Rolls Around" are two recent popular hits recorded by the Columbia Phonograph Co. on a 10-inch Columbia double disc record and sold under the catalog number A1086. The first-named is sung by Albert Campbell, tenor, and Arthur Collins, baritone, orchestra accompaniment. The

second by Ada Jones, soprano, and Walter Van Brunt, tenor, orchestra accompaniment. Both songs are catchy and already favorites with the public.

GREETINGS IN ORIGINAL FORM.

**J. C. Roush Favors Friends with Characteristic
Christmas Card.**

One of the original of the many cards bearing holiday greetings that have been received at the office of The Talking Machine World is that from Joseph C. Roush, whose clever work as secretary of the National Association of Talking Machine Jobbers is well known to the trade at large. The text of the card is characteristic and reads as follows:

My Dear Brother Outlaw:

'Twasn't such a bad clean-up after all—1911.

The books show a fairly good getaway for the year—

Therefore—

As Partners in Crime, let's congratulate each other.

Here's wishing you a Restful Christmas and a Busy New Year!

And while we're soliloquizing—laying plans—scrambling for a seat in the water wagon—while the Victor Band plays "The Outlaw," let's both join in the chorus. Yours sincerely,

Pittsburgh, 12-25-'11. JOSEPH C. ROUSH.

The card also bears the following poem:

The Outlaw.

When my loop takes hold on a two-year-old,
By the feet or the neck or the horn,
He kin plunge and fight till his eyes go white,
But I'll throw him as sure as you're born.
Though the taut rope sing like a banjo string
And the latigoes creak and strain,
Yet I've got no fear of an outlaw steer
And I'll tumble him on the plain.

For a man is a man and a steer is a beast,
And the man is the boss of the herd;
And each of the bunch, from the biggest to least,
Must come down when he says the word.

When my legs swing 'cross on an outlaw hawse
And my spurs clinch into his hide,
He kin r'ar and pitch over hill and ditch,
But wherever he goes I'll ride.
Let 'im spin and flop like a crazy top,
Or flit like a wind-whipped smoke,
But he'll know the feel of my rowelled heel,
Till he's happy to own he's broke.

For a man is a man and a hawse is a brute,
And the hawse may be prince of his clan,
But he'll bow to the bit and the steel-shod boot
And own that his boss is the man.

When the devil at rest underneath my vest
Gets up and begins to paw,
And my hot tongue strains at its bridle-reins,
Then I tackle the real outlaw;
When I get plumb riled and my sense goes wild,
And my temper has fractious growed,
If he'll hump his neck just a triffin' speck,
Then it's dollars to dimes I'm throwed.

For a man is a man, but he's partly a beast—
He kin brag till he makes you deaf,
But the one, lone brute, from the West to the East,
That he kaint quite break is himse'f.

TRADE NOTES FROM INDIANAPOLIS.

Musical Echo Co. Take on the Columbia Line in Addition to the Victor—This Company Extends Its Business and Opens a New Store on Virginia Avenue—Chas. Koehring's Success—Udell Works Closes a Great Year—New Designs in Cabinets for 1912—Kipp-Link Co. Reports Large Edison Business—Trade Reports From Leading Houses Most Satisfactory—The Outlook Is Excellent.

(Special to The Talking Machine World.)

Indianapolis, Ind., Jan. 9, 1912.

One of the most important deals in the talking machine business in Indianapolis in some time, was the taking on of the Columbia line by the Musical Echo Co. This change, made within the last month, gives this company two lines of machines—the Victor and the Columbia. Heretofore the Musical Echo Co. has been a jobber and retailer for the Victor line; now it will retail both the Victor and the Columbia. The advantage of this is seen when it is known that no other jobber or retailer in the city handles more than one line of machines.

With its added line of machines, the Musical Echo Co. will extend its business. Already the company has established a new store in Virginia avenue, where it has even more selling and storage room than it has in its downtown store in North Pennsylvania street. The new store was opened during the Christmas week, and a number of further improvements are to be made. It is not known who will be the permanent manager of the new place.

Charles Koehring, of Charles Koehring & Bro., proprietors of the Musical Echo Co., is one of the most experienced talking machine men in the city. Several years ago he had the temerity to open up in the talking machine business in the down-town section when there were no other dealers there. His business has prospered since then, and the North Pennsylvania street store is now one of the best equipped in the city.

Mr. Barringer, manager of the talking machine department of the Wulschner-Stewart Music Co., reports that the Christmas business of the store in his line was the best in the history of the company. This company handles the Victor line exclusively, and it was reported that the feature of the Christmas trade was the sale of high priced machines. "The trade for Christmas was good," said Mr. Barringer, "and in fact the trade for the entire year has been good. Next year we expect to double it. The trade since Christmas has been good."

The word at the Udell Works is that the music cabinet business is to be pushed hard this year. The factory was shut down between Christmas and New Year's for the annual invoice. During the present year the company expects to put out some new designs in cabinets. "It shall be our purpose during this year as last year to protect our jobbers," was the statement made by the manager of the department. "We expect to send out a lot of literature to the retailers, but they will all be referred to the jobbers in their respective localities. If we sell direct to any retailer, the jobber in the district of that retailer shall have the credit for the sale." The cabinets manufactured by the Udell Works are suitable for the records of any kind of talking machines and a good demand has been found for them.

Thomas Devine, of the Columbia Phonograph Co., reported an unusually heavy sale of high-priced machines at Christmas time. Mr. Devine believes the more modern equipment of machines and the improved records are contributing to the increase in the sale of the high-priced machines, and he believes the big business of the future will be in the better class of machines. The Columbia Co. before Christmas sold machines to a number of prominent people of the city and the State.

The Columbia Co. arranged an attractive window for the holidays. Two large columns covered in white and lighted with many electric lights were placed in the rear of the window, and these were used to display the table machines and also the cabinets. The window was designed by C. P.



SOLID WOOD (NOT VENEERED)

Mr. Dealer:

**THE OWNERS OF THE SOLID
WOOD HORN TALK**

**MUSIC
MASTER**

Solid Wood Horn



**All the
Name
Implies**

We step aside and let those who are fortunate enough to own the **MUSIC MASTER SOLID WOOD HORN** talk.

Because—they are satisfied; they have proved our claim that this Horn produces a better and clearer reproduction of sound waves than any Wood Horn or Hornless Machine manufactured. The lover of **GOOD** Music will find the Horn invaluable.

The Trade Mark you see Marked *Music Master* is your safeguard.

It is the **ONLY** Horn Guaranteed.

Should your jobber be unable to supply you, write us.

SHEIP & VANDEGRIFT, Inc.
PHILADELPHIA, PA.

Herdman, assistant manager of the Indianapolis store of the Columbia Co.

Claude Cunningham, who sang at the New Year entertainment of the Maennerchor, makes records for the Columbia Co., as does Pasquale, who appeared here recently in the People's concerts. The Columbia Co. are featuring the Nordica records, as Mme. Nordica will appear here at the Shubert Theater this week. Her appearance in this city has been widely advertised in the newspapers.

The Kipp-Link Co., which handles the Edison line, reports a good business both in a retail and a jobbing way. As has been the case with most other companies, this company has had a good demand for machines even since Christmas. The company is getting ready to establish more agencies in all parts of the State.

THE CREED OF OPTIMISM.

"Have a cheery creed. The people who believe that this world is a splendid place, that the majority of mankind is on the up grade, that the present minute affords us as good chances as

ever were found, that success is sure to the fellow who keeps at it, have a fountain of inspiration right in their own hearts. It is not necessary nor wise to indulge in fanciful dreams. We are not in a Garden of Eden, but in a workaday world. Success is not to be picked up on the street like pebbles, nor is it always safe to trust the disinterested professions of a new acquaintance who wants you to buy mining stock. But after all, this world is a good enough place so that you may formulate a cheery, optimistic creed, without violating the truth."

"THE BOY'S LIFE OF EDISON."

William H. Meadowcroft, a member of Thomas A. Edison's laboratory staff, has just issued "The Boy's Life of Edison," citing hitherto unpublished facts concerning the great inventor's life, through Harper & Bro., New York City.

Wealth—What all men seek and few acquire; and which consists, not in having great possessions, but in having few wants.



A talking machine store with no records by Mary Garden, or Bispham, or Nordica, or Fremstad, or Nielsen, is like a cigar store with only one brand of cigars. That one brand may be good cigars, but what's the sense in limiting your income?



Columbia Phonograph Co., Gen'l, Tribune Building, New York

BRISK TRADE IN WISCONSIN.

Trade Most Satisfactory—Enormous Demand For Victrolas of All Styles—Discount for Cash Proposition—Clever Window Displays—Auxetophone at People's Concerts—Talking Machine Jobbers to Meet in Chicago—Victor Machines in Public Schools—New Branch for Wisconsin Talking Machine Co.

(Special to The Talking Machine World.)

Milwaukee, Wis., Jan. 13, 1912.

Wisconsin talking machine men were more than pleased with the holiday business this season. Sales came up to expectations in both the retail and wholesale field, and, best of all, cash payments seemed to predominate more than had been the case a year ago. Conditions in a general way about the State have been improving since November, and while business in some lines is still far removed from the normal, the situation might be a great deal worse. Money is more plentiful in the country districts and smaller cities and towns of the State and trade reports from these sections of the State have been highly favorable.

Although the rush of the holiday trade is over with, the predictions of several dealers that business would be good during January are being fulfilled to the letter and sales are expected to far exceed the similar period a year ago.

"The holiday business was more than satisfactory," said J. H. Becker, Jr., manager of the talking machine department of the Hoeffler Manufacturing Co. "Sales in Victrolas XIV and XVI were in the lead and I believe that dealers will meet with a big business in these machines during the coming year. There still seems to be considerable demand for horn machines and we sold quite a number of these in the Victor, Edison and U-S lines. Record sales were also unusually heavy during the holiday period this season and we had to order daily to keep pace with the demands of the trade.

"I believe that the Victor Talking Machine Co. should establish a time and cash proposition on machines," continued Mr. Becker. "There ought to be a 5 per cent. discount for cash and I believe that such an arrangement would work out favorably for both the dealer and the company. There is one practice that dealers ought to be careful about and that is in giving too long trials on machines and records. I have found that this abuse may in time make a prospect skeptical and tend to make him think that he is securing a second hand outfit."

The Hoeffler Manufacturing Co.'s display window during the holiday season was, as usual, the most attractive. Manager J. H. Becker had a large Christmas tree, electric lighted in the center, surrounded by Victrolas, Edison and U-S machines and records, while scattered about were various original display cards, such as the following: "This home made happy; why not yours. A Victor did it—75 cents per week." Another card conveying the information that several styles of the Victrolas could be purchased at the rate of \$1 per week brought in the prospects.

Lawrence McGreal, Edison jobber for Wisconsin

and president of the National Association of Talking Machine Jobbers, was probably the happiest man in Milwaukee on Christmas as a result of his having played the role of Santa Claus to fifty deserving families in the Fourth ward, that portion of the city in which the McGreal retail and wholesale stores are located and where he has been acquainted for the past ten years. With the aid of the Milwaukee Journal, Mr. McGreal remembered fifty families, each home securing a basket containing a hefty chicken, a peck of potatoes, half a dozen oranges and two pounds of candies. And with each basket went Mr. McGreal's best wishes for a Merry Christmas and a Happy and Prosperous New Year.

The Sunday afternoon People's concerts which are being held in the Auditorium during the winter by Prof. Christopher Bach's orchestra are proving more popular and are drawing larger crowds this year, largely as a result of the attraction offered by the Auxetophone, which Lawrence McGreal is allowing the committee in charge to use. At a recent concert the program included the sextet from "Lucia" and the Rigoletto quartet, as sung by Caruso, Scotti and Mmes. Abbott and Homer.

Following the suggestion made recently by Jeremiah Quin, a prominent Milwaukeean, the voices of well-known citizens of this city, members of the Old Settlers' Club, have been preserved for future generations. About fifty of the leading pioneers of Milwaukee spoke into a phonograph on New Year's day, the records then being laid away in the club vaults. Every New Year's day in the years to come these voices will be produced for the edification of future members of the organization. Frederick Layton, millionaire philanthropist; Geo. W. Young and Jeremiah Quin were among those who spoke into the phonograph. Although several short addresses were made, most of the remarks made were of a jovial nature.

Emil O. Schmidt, 310 Grand avenue, well known piano dealer, who installed a complete Victrola line on December 1, has placed Otto F. Leidel in charge of his talking machine department. Mr. Leidel has had considerable experience in the talking machine field. During the month of December he succeeded in disposing of twenty-six Victrolas, a rather unusual record, considering the fact that the line had just been taken up by Mr. Schmidt.

Miss Gertrude Gannon, head of the Wisconsin Talking Machine Co., jobbers of the Victor line, reports that the holiday trade was the best which she has experienced since her connection with the talking machine business. Miss Gannon will spend a portion of January in the East, where she will visit the factories of the Victor Talking Machine Co. and the Thomas A. Edison Co., Inc.

The new Opera style Edison made its appearance at the McGreal store recently and is meeting with a brisk demand. Edison dealers all over the State are anxiously awaiting the appearance of the new Edison disc machine.

Lawrence McGreal, president of the National Association of Talking Machine Jobbers, has announced that there will be a meeting of the executive committee of the association held in Chicago on January 28, probably at the Congress Hotel.

A. G. Kinde, proprietor of the Columbia store, 516 Grand avenue, did a large holiday business with the several new styles of Columbias. An unusually fine January business is now being secured by the Columbia store.

A fine list of sales of Victor V machines to the Milwaukee School Board for installation in the various city schools is reported by L. C. Parker, manager of the talking machine department of Gimbel Bros. Business is proving so good with the Gimbel department during January that the increased sales force, taken on before the holidays, is being maintained. The daily Victrola concerts given in the Victor recital hall by Mr. Parker and his assistants during the holiday season proved decidedly popular. The Angelus player was used as an accompaniment.

J. G. Erwin, Milwaukee representative of the Edison business phonograph, has been making some good sales in his line. The J. B. Bradford Piano Co. has just added two of the machines to its office equipment.

Lawrence McGreal, Mrs. McGreal and family, together with Miss Gertrude Gannon, head of the Wisconsin Talking Machine Co., spent the Christmas holidays at Dixon, Ill., with relatives.

Frank Hochmuth, 311 Chestnut street, a music dealer, who also carries a talking machine line, was made the victim of a daring hold-up in his store recently. After binding and gagging Mr. Hochmuth and leaving him lying in the rear of the store, three young men rifled the cash drawer and safe of over \$300. No arrests have been made as yet.

Announcement will be made next month by Miss Gertrude Gannon, head of the Wisconsin Talking Machine Co., jobbers of the Victor line, of a new branch store which will be opened in Milwaukee within the next week or so. The company now maintains some remarkably successful branch stores, which have done much in increasing the Victor business.

Several good Victrola sales are reported by Joseph Flanner, head of the Flanner Music House, who recently spent several hundred dollars in enlarging and remodeling his talking machine department. Florian F. Flanner, son of Joseph Flanner, and secretary of the Flanner-Hafsoos Piano Co., will now devote considerable of his time to the talking machine and musical merchandise departments of the Flanner store.

SCIENTIFIC SAVING OF WASTE.

"Scientific management," says an expert, "or the development of efficiency, has just one end to attain and this end is the prevention of waste. Most of the active development of the efficiency idea, during the past ten years, found its application to the providing side of business where wastes are most apparent and where savings are most readily computed. It is safe to say that the distributing side is far behind the other activities in bringing about the development of that kind of efficiency based primarily upon the elimination of waste, and hence, at this time it holds promise of large rewards for those constructive spirits who are willing to devote their efforts to this class of conservation work."

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

(Specially prepared for the Talking Machine World.)

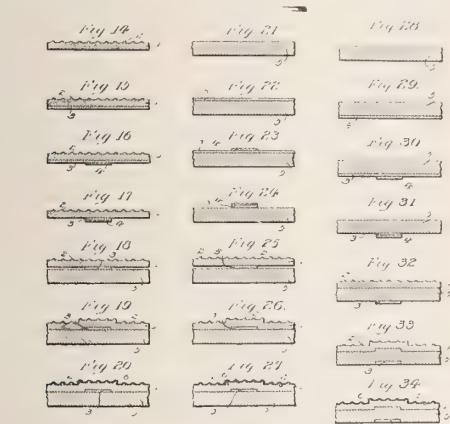
WASHINGTON, D. C., Jan. 7, 1912.

METHOD OF MAKING SOUND RECORDS AND THE MATRICES FOR FORMING SOUND RECORDS. James W. Owen, Philadelphia, Pa., assignor to the Victor Talking Machine Co., Camden, N. J. Patent No. 1,011,838.

The object of this invention is to produce a commercial sound record which cannot easily be duplicated or dubbed without either impairing or injuring the sound record formed thereon, or indicating the source of origin of the original record.

A further object is to produce a sound record or a matrix from which sound records may be pressed having identification marks distinct from the record groove or ridge located upon the recorded portion of the record. A further object is to form the said marks in the matrix, from which records may be pressed, by an etching process.

In the drawings forming a part of this specification in which like characters are used to designate the same parts throughout the various views, Figs. 1 to 7 indicate diagrammatically various steps formed in carrying out the invention; Figs. 8 to 13 indicate in a similar manner a modification of my process; Figs. 14 to 20 indicate a further modification of the process, and Figs. 21 to 27 another modified method of forming marks upon



the recorded surface of the matrix, and Figs. 28 to 34 a still further modified method of carrying out the improved method. Figs. 35 and 36 are fragmentary plan and sectional views respectively of a sound record formed in accordance with the invention.

PHONOGRAPH RECORD AND PROCESS OF MAKING THE SAME. Thomas Eynon, Chicago, Ill. Patent No. 1,011,421.

This invention relates to phonograph records or records for any similar mechanism for the reproduction of sounds here grouped under the head of phonographs, and it is to be understood that the term "phonograph" is intended to embrace any form of talking or sound-reproducing mechanism employing wax or similar records.

An object of the present invention is to produce means whereby an unlimited number of records may be produced from a master record by transferring the record produced upon the master record to the wax record.

A further object of the invention is to employ a hard metal master record coated for the purpose of production only with a thin layer of wax, the wax being removed at places by the action of the needle of the phonograph and the parts uncovered by such action being etched out of the metal by or-

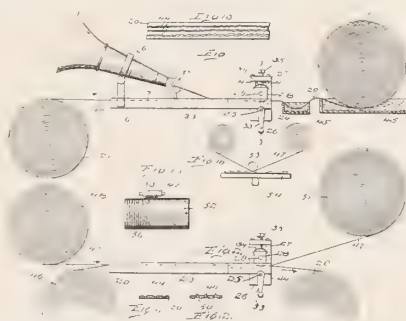
inary etching process whereby the record is produced in the metal which is later transferred to the wax record.

A further object is to provide a hard metallic record and to employ a soft metal to produce a negative from the hard metal record, which negative is adapted to reproduce the record upon a wax body.

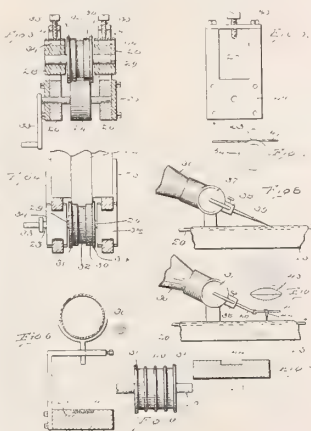
A further object is to provide means for employing a pencil of heat rays for removing the wax from the coated metal instead of employing a metallic needle for mechanically removing such wax.

A further object is to provide an apparatus adapted to employ the wax covered hard metal and to move the same in position for being acted upon by the phonograph and later to transfer the record from such metal to a soft metal, from which the record is finally produced.

In the drawings: Fig. 1 is a view in side elevation of an apparatus for carrying into effect the present invention, and showing the wax covered metal ribbon being operated upon by the phonograph. Fig. 2 is a view in side elevation of the mechanism showing the completed master record



ribbon being run through a machine when associated with a soft metal ribbon to produce the negative. Fig. 3 is a vertical, sectional view through the rolls of the devices as on line 3-3 of Fig. 1. Fig. 4 is a top plan view of the rolls with part of the framework broken away as on line 4-4 of Fig. 1. Fig. 5 is a view of part of the framework in side elevation. Fig. 6 is a transverse sectional view through the bed and horn supporting member as on line 6-6 of Fig. 1. Fig. 7 is a transverse sectional view of the bed as taken on line 7-7 of Fig. 1. Fig. 8 is an enlarged view in side elevation of the phonograph needle engaging the master record ribbon. Fig. 9 is a conventional view in side elevation showing the employment of the sun's rays and a burning glass to remove the wax from the master record ribbon. Fig. 10 is a view in side elevation of a roller employed for transferring the record from the master record to the negative. Fig. 11 is a

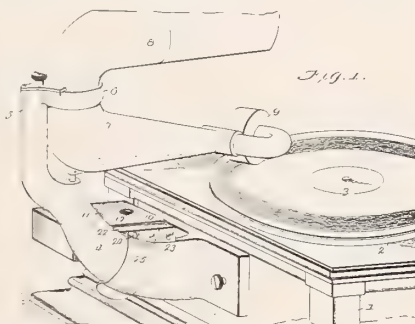


view in transverse section of a master record tape etched with three records. Fig. 12 is a view in transverse section of one of the negatives with three records transferred thereto. Fig. 13 is a view in plan of either the master record ribbon shown at Fig. 11 or the negative shown at Fig. 12. Fig. 14 is a view in end elevation of a conventional means for transferring the record from the negative to a wax cylinder. Fig. 15 is a view in side elevation of the transferring means shown at Fig. 14. Fig. 16 is a conventional view of an apparatus for transferring the record from the negative to a disc record.

NEEDLE RECEPTACLE FOR TALKING MACHINES. John C. English, Camden, N. J., assignor to Victor Talking Machine Co., same place. Patent No. 1,011,420.

This invention relates to receptacles for holding needles, and particularly to receptacles adapted to be attached to talking machines. One of the objects of the invention is to construct a needle receptacle which will facilitate the separate storage of used and unused needles, and which may be easily attached to a talking machine in such a position as to be at all times accessible to the operator.

Further objects of the invention are to provide a needle receptacle adapted to be attached to the supporting bracket of a talking machine, having a readily accessible compartment for the unsold needles, and also a compartment for worn needles, and having a convenient means for the removal of worn needles; and to provide other improvements as will appear hereinafter.



In the accompanying drawings, Fig. 1 is a perspective view showing a needle receptacle constructed in accordance with this invention, secured in convenient position on a talking machine; Fig. 2 is a perspective view of said needle receptacle detached; Fig. 3 is a central vertical longitudinal section of said needle receptacle taken on the line 3-3 in Fig. 2; Fig. 4 is a transverse vertical sectional view of said receptacle taken on the line 4-4 in Fig. 2; Fig. 5 is an inverted plan view of said receptacle showing the swinging door or closure for the receptacle in its closed position; and Fig. 6 is a view similar to Fig. 5, but showing the swinging door in its open position and the locking screw removed.

(Continued on page 52.)

THE BEST TRADE MAKERS ON THE MARKET ARE THE LINE OF
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As a side line for Talking Machine Dealers they are unequalled. They mean easy money and big profits. We will send the arguments that will convince you and your customers.

Write for Catalogs, Prices and List of Perforated Music Rolls. You will be interested.



No musical organization with such an active authority as Mr. Henry Russell, of the Boston Opera, associated with it, could stagnate. The Columbia list hasn't had a dull month.



Columbia Phonograph Co., Gen'l, Tribune Building, New York

TALKING MACHINE. John C. English, Camden, N. J. Patent No. 1,011,419.

This invention relates to talking machines, and particularly to those parts of talking machines known as the sound reproducing and sound conveying apparatus, and has for its object to provide means for modifying the quantity of the sound reproduced by the talking machine.

In talking machines such as herein shown and described it is well known that the intensity of the vibration of the diaphragm of the reproducing apparatus is always substantially constant and variations thereof cannot be obtained by manipulation of the sound box, record, or record carrier.

This invention supplies means in connection with the sound conducting portions of the reproducing apparatus which will enable the quantity of the sound passing therethrough to be varied at the will of the operator.

Briefly, this invention comprises the combination with a sound conducting tube of a talking machine, of means for reducing the amplitude of the vibrations passing longitudinally therethrough, by al-

lowing free lateral communication between the interior and the exterior of the tube, whereby a part of the energy of the vibrations within the tube will escape and be absorbed by air surrounding the tube, and consequently the amplitude of the vibrations within the tube will be diminished, resulting

in a diminished intensity of the sound issuing longitudinally from the tube.

In the accompanying drawing illustrating one form of the invention, Fig. 1 is a side elevation of the main parts of the usual parts of the usual talking machine showing the invention applied thereto. Fig. 2 is a longitudinal sectional view of the sound conducting mechanism employed in this form of the invention on a somewhat enlarged scale; Fig. 3 is a transverse sectional view taken substantially upon the line 3-3 of Fig. 2; and Figs. 4 and 5 are detail views of the parts of the invention detached from the other parts of the talking machine and showing the parts in two different positions relatively.

SOUND REPRODUCING AND RECORDING INSTRUMENT. Henry G. Wieder, London, England. Patent No. 1,011,298.

This invention relates to improvements in sound reproducing and recording devices such as gramophones, phonographs and the like, and especially relates to the sound box and tone arm employed in such devices.

The main objects of the invention are to improve the swivel connection of the sound arm

which carries the diaphragm, to provide improved support for the carrier of the diaphragm lever and needle and to provide an improved resilient mounting for the element which carries the diaphragm and needle support.

The invention further consists in pivotally connecting the portion of the sound pipe which carries the sound box to the rest of the sound pipe in such a manner that the two portions of said sound pipe are coaxial at the joint in their normal working position, and whereby the gradual taper of the sound pipe may be continued to the sound box itself.

According to another part of the invention the needle carrier and diaphragm are mounted on a bar having two projecting knife edged arms bearing in suitable grooves formed one on a pin extending from the sound box, and the other on a pin carried by a bracket attached to said sound box, said knife edges and their corresponding grooves being oppositely turned with respect to each other, and so arranged that the movement of the record against the needle tends to hold the bar more firmly in its bearings.

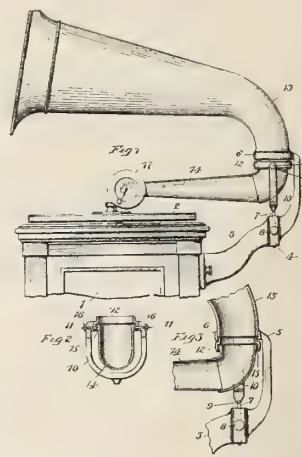
The invention further consists in mounting a diaphragm and needle carrying element upon the end of the sound tube resiliently in such a manner that it may move somewhat relatively to said end in a circumferential direction but may not move out of its normal plane. By this method of mounting the entire movement of the needle in the direction which affects the diaphragm is transmitted to the diaphragm instead of some of the movement being absorbed in moving the diaphragm carrier out of its proper plane, as occurs in apparatus of this character at present in use.

The invention further consists in an improved diaphragm for sound reproducing and recording instruments consisting of a thin disc of wood, composition or the like, with a circular flange or ridge some distance within the periphery, the portion of the diaphragm within this flange or ridge being thickened.

Referring now to the drawings, Fig. 1 is an elevation of a sound pipe having a continual taper; Fig. 2 is part section of Fig. 1, showing an improved swivel joint; Fig. 3 shows an enlarged view of an improved needle mounting; Fig. 4 is an elevation of an improved diaphragm carrying element with part of the back cover removed; Fig. 5 is a section on the line C-C of Fig. 4; Fig. 5a is a section on the line D-D of Fig. 4. Fig. 6 is a section through an improved diaphragm.

TALKING MACHINE. Julius Jetter, Camden, N. J., assignor to the Victor Talking Machine Co., same place. Patent No. 1,013,170.

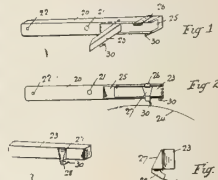
The main objects of this invention are to provide in a talking machine an improved sound-box arm and mounting therefor; and to provide other improvements as will appear hereinafter. In the accompanying drawings Figure 1 is a side elevation of a talking machine embodying this form of the invention. Figs. 2 and 3 are views illustrating details of construction, certain parts being shown in section.



STYLE BAR FOR PHONOGRAPHS. Edward E. Meadowcroft, Hobart, Tasmania, Australia. Patent No. 1,013,198.

This invention has been devised for the purpose of utilizing two styles on the same style bar in phonographs and like machines, so that it may be possible to play ordinary two-minute and also the long four-minute records without altering the bar except to bring the required style into contact with the record.

Referring to the accompanying drawings, Figure 1 is a perspective view of the style bar, according to the present invention, showing an additional style bar attached thereto and in open, inoperative position. Fig. 2 is a side elevation of the same showing the additional style bar in closed operative position. Fig. 3 is a perspective view of the additional style bar, detached, and Fig. 4 is an end view of the same.



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RECORD BULLETINS FOR FEBRUARY, 1912

THOMAS A. EDISON, INC.

THREE SPECIAL EDISON AMBEROL RECORDS.
28005 Ave Maria (Bach-Gounod). Soprano Solo with violin obligato. Marie Rappold and Albert Spalding
28006 The Last Rose of Summer. Soprano Solo. Marie Rappold

28007 Prize Song—"Die Meistersinger" (Wagner-Wilhelm). Albert Spalding
Violin Solo, with piano accomp. by Andre Bernst.

SPECIAL AMBEROL RECORDS OF NEW YORK MUSICAL "HITS."
903 There's a Girl in Havana—"The Never Homes". James F. Harrison and Mixed Chorus
904 To the Land of My Own Romance—"The Enchantress". Elizabeth Spencer and Mixed Chorus
905 Just as Father Used to Do—"The Quaker Girl". Billy Murray and Mixed Chorus
906 I Want to Sing in Opera—"The Siren". Bob Roberts
907 Come to the Ball—"The Quaker Girl". Joseph A. Phillips and Mixed Chorus
923 I Love Love—"The Red Widow". The Frank Croxton Quartet

OTHER NEW EDISON AMBEROL RECORDS.
894 Pirates of Penzance—Selection. National (London) Military Band
895 I Hear You Calling Me. Charles R. Hargreaves
896 Chimes of Normandy Airs—No. 1. Edison Light Opera Co.
897 Prelude—Calace Op. 45, No. 1. Demetrius C. Demis
898 Trust in the Lord. Nevada Van der Veer-Miller
899 Waiting Down by the Mississippi Shore. Campbell and Gillette

900 Kamenoi Ostrow. American Standard Orch.
901 The Chase—Hunting Song. Joseph A. Phillips
902 Spring Voices Waltz. Guido Gialdini
908 Polonaise de Struensee. Garde Republicaine Band
909 Uncle Josh in a Barber Shop. Cal Stewart
910 I Want "a Regular Pal" for a "Gal". Walter Van Brunt

911 Kathleen Mavourneen. Venetian Instrumental Trio
912 Killarney, My Home O'er the Sea. Frank X. Doyle and Chorus
913 I Love to Tell the Story. Edison Mixed Quartet
914 Extase—Reverie. Tollefson Trio
915 Still, Still with Thee. Weber Male Quartet
916 Happy Days. Elizabeth Spencer
917 Oh, That Navajo Rag. Premier Quartet
918 The Singing Girl—Selection. Victor Herbert and His Orch.

919 Hurry Up Those Wedding Bells. Billy Murray and Chorus
920 Ah, Moon of My Delight—"In a Persian Garden". Reed Miller
921 Oh, You Beautiful Doll. Premier Quartet
922 Ramshackle Rag. New York Military Band

EDISON STANDARD RECORDS.
10536 Dance of the Priestesses of Dagon. Victor Herbert and His Orch.
10537 Do It Now. Ada Jones and Billy Murray
10538 There's a Dixie Girl Who's Longing for a Yankee Doodle Boy. Walter Van Brunt
10539 That Mysterious Rag. Premier Quartet
10540 The Navy March. National (London) Military Band

COLUMBIA PHONOGRAPH CO., GEN'L.
12-INCH SYMPHONY DISC RECORDS.
Double disc. First Records by Bernice de Pasquali.
A5349 Hamlet Mad Scene—Part I.—Thomas. Soprano Solo in Italian, orch. accomp. 30876
Hamlet—Mad Scene—Part II.—Thomas. Soprano Solo in Italian, orch. accomp. 30877
A5350 Linda di Chamounix—O Luce di Quest'Anima Donizetti. Soprano Solo in Italian, orch. accomp. 30880
Pearl of Brazil—Aria, Thou Brilliant Bird—David. Soprano Solo in English, orch. accomp. 30875
10-INCH DOUBLE-DISC BLUE LABEL RECORDS.
A1092 Alma, Where Do You Live?—Alma—Jean Briquet. Soprano Solo, orch. accomp. Truly Shattuck
Alma, Where Do You Live?—Sail Home—Jean Briquet. Soprano Solo, orch. accomp. Truly Shattuck

A1093 White Wings—Banks Winter. Counter-Tenor Solo, orch. accomp. Will Oakland
Only to See Her Face Again—James E. Stewart. Counter-Tenor Solo, orch. accomp. Will Oakland
A1097 Sun of My Soul—P. Ritter. Tenor and Bass Duet, orch. accomp. Harry McClaskey and Frank Croxton
Hark, Hark, My Soul—H. Smart. Vocal quartet, male voices, unaccomp. Mendelssohn Quartet
A1102 Honey Man—Al. Fiantadosi. Contralto Solo, orch. accomp. Dolly Connolly (Mrs. Percy Wenrich)
Oh, That Navajo Rag—E. Van Alstyne. Contralto Solo, orch. accomp. Dolly Connolly (Mrs. Percy Wenrich)

A1103 On the Banks of Allan Water—Lewis. Soprano Solo, orch. accomp. Grace Kerns
Irish Lullaby—Alicia A. Needham. Soprano Solo, orch. accomp. Beulah Gaylord Young
A1104 The Little Millionaire—O, You Wonderful Girl. Geo. M. Cohan. Baritone Solo, orch. accomp. Andrea Sarto
Oh, You Beautiful Doll—Nat. D. Ayer. Vocal Quartet, Male Voices, orch. accomp. Columbia Quartet

12-INCH DOUBLE-DISC BLUE LABEL RECORDS.
A5342 Elijah—O, Rest in the Lord—Mendelssohn. Contralto Solo. Margaret Keyes
The Messiah—He Shall Feed His Flock—Händel. Contralto Solo. Margaret Keyes
A5343 Martha—Solo, Profugo (Alone, proscribed). Flotow. Tenor and Baritone. Duet, orch. accomp. Carlo Cartica and Cesare Alessandrini
La Forza del Destino—Soleanne in Quest' Ora—Verdi. Tenor and Baritone. Duet, orch. accomp. Carlo Cartica and Cesare Alessandrini
A5344 Out on the Deep—F. N. Lohr. Bass Solo, orch. accomp. Frank Croxton
Thy Sentinel Am I—M. Watson. Bass Solo, orch. accomp. Frank Croxton
A5345 Festival Overture—E. Lassen. Russian Symphony Orchestra
Sleeping Beauty—Waltz—Tchaikowsky. Russian Symphony Orchestra

A5348 Queen of Sheba—Lend Me Your Aid—Part I. (Recitative)—Charles Gounod. Tenor Solo, orch. accomp. Chas. W. Harrison
Queen of Sheba—Lend Me Your Aid—Part II. (Aria)—Charles Gounod. Tenor Solo, orch. accomp. Chas. W. Harrison
10-INCH DOUBLE DISC RECORDS.
A1094 My Old Town—M. Klein. Vocal Quartette, Male Voices, orch. accomp. Columbia Quartette

When the Nightingale is Singing in the Moonlight—J. Heinzman. Tenor Solo, orch. accomp. Henry Burr
A1095 Hungarian Dance, No. 5—Johannes Brahms. Prince's Orchestra
Hungarian Dance, No. 6—Johannes Brahms. Prince's Orchestra
A1096 Russian College Yell—Svenka. Arkaloff Russian Balaika Orchestra
Shining Moon—(Chwita Michich)—Brilati. Arkaloff Russian Balaika Orchestra
A1098 In Ragtime Land—T. Sherman. Baritone and Tenor Duet, orch. accomp. Arthur Collins and Albert Campbell
One O'Clock in the Morning—Berlin and Snyder. Tenor Solo, orch. accomp. Walter Van Brunt
A1099 The Never Homes—There's a Girl in Havana—A. B. Sloan. Soprano and Tenor Duet, orch. accomp. Caroline Vaughan and Henry Burr
The Red Widow—I Love Love (I Love You, Dear)—Charles J. Gebest. Caroline Vaughan and Henry Burr
A1100 Flirtation Caprice—Arthur Campbell. Prince's Orchestra
Willow Grove March—F. Sorrentino. Prince's Band
A1101 Just Plain Folks—Maurice Stonehill. Soprano Solo, orch. accomp. Ada Jones
You Will Have to Sing an Irish Song—A. von Tilzer. Soprano Solo, orch. accomp. Ada Jones

12-INCH DOUBLE DISC RECORDS.
A5346 Minstrel Record, introducing "In the Morning by the Bright Light," opening chorus; "Everybody Whistles Like Me," solo by Arthur Collins, with Chorus, and "Melancholy Mose," Closing Chorus. Minstrels, orch. accomp. Columbia Minstrels
Working On the Farm—Golden and Hughes. Vaudeville Sketch, unaccomp. Golden and Hughes
A5347 Gipsy Love, Waltz—F. Lebar. Prince's Orchestra
The Enchantress—To the Land of My Own Romance—Victor Herbert. Soprano Solo and Chorus, orch. accomp. Beulah Gaylord Young and Chorus

THE VICTOR TALKING MACHINE CO.

BLACK LABEL RECORDS.

Arthur Pryor's Band.
No. Record Title. Size.
31853 Hänsel and Gretel—Prelude. Humperdinck 12
By Lyric Quartet.
5867 Carmen—Vocal Waltz. Walton-Wilson 10
Harry Macdonough and Lyric Quartet.
5868 I Love Love (I Love You, Dear) (from "The Red Widow") (Gebest). Lyric Quartet 10
By Victor Light Opera Co.
41851 Gems from "It Happened in Nordland". Victor Herbert 12
31852 Gems from "Naughty Marietta". Young-Herbert 12
By Victor Mixed Chorus.
31854 Songs of America, No. 1. Victor Opera Chorus. 12
31846 Bridal Chorus from Lohengrin. Wagner 12
17020 Everybody's Doing It Now (Irving Berlin). Collins and Harlan 10
Darktown Poets (Darky Specialty). Golden and Hughes 10

17021 That Flying Rag (Pryor) (Arr. by Laurendeau). Arthur Pryor's Band 10
Ramshackle Rag (Ted Snyder) (arr. by Schulz). Arthur Pryor's Band 10
17022 Babillage (The Gossips). Characteristic (Gillet). Arthur Pryor's Band 10
Swing Song (L'Escarpolette) (Eitel Barns). Arthur Pryor's Band 10
17023 Elizabeth Ann (A Southern Love Song) (Esrom-Morse). Campbell and Burr 10
In the Days of Girls and Boys (Merrill-Edwards). Byron G. Harlan 10
17024 Looking This Way (Van de Vetter). Anthony and Harrison 10
Close to Thee (Crosby-Vail). Anthony and Harrison 10

88329 Barbiere di Siviglia—Largo al factotum (Room for the Factotum) (Act I). Rossini 10
88338 Otello—Brindisi, "Inaffia l'ugola" (Chink the Cannikin) (Act I) (with Sig. Bada, Sig. Setti and Metropolitan Opera Chorus). Verdi 10
Alma Gluck, Soprano. 10-inch. In Italian.
64225 Bohème—Addio (Farewell) (Act III). Puccini 10
Ernestine Schumann-Heink, Contralto. 10-inch.
87094 A Child's Prayer—In English. Brandon-Harold 12-inch.

88336 The Cry of Rachel—In English. Reese-Salter 10
88337 Sei still (Be Still)—In German. J. Raff 10
Charles Dalmores, Tenor. 12-inch. In French.
88330 Ninon. Paolo Tosti 10
DE PACHMANN PLAYS HIS FAMOUS "RIGOLETTO." Vladimir de Pachmann, Pianist. 12-inch.
74261 Rigoletto—Paraphrase de Concert. Verdi-Liszt 10
Edmond Clement, Tenor. 10-inch. In French.
64226 Ca fait peur aux oiseaux (piano accomp. by Frank La Forge). Maud Powell, Violinist. 10-inch.
64227 Largo (piano accomp. by Waldemar Liachowsky). Har del 10
Frances Alda, Soprano. 10-inch. In English.
87090 Cradle Song (Wiegenglied). Humperdinck 10
MAGYAR KETOLDALAS LEMEZEK. Victor Fele. Hungarian Records. 10
63528 (a) Táncz csárdások, játsza. Kapossy K. cigány zenéje 10
(b) Sirassatok engem orgona virágok, éneklí (cigány zene kíséret mellett). Heltay Vilma 10

(Continued on page 58.)

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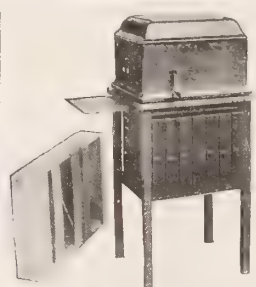
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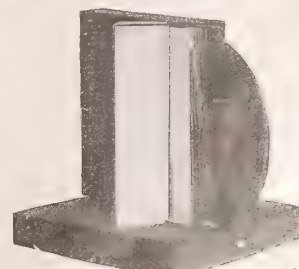
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No. 401.
Mahogany or Oak. Any Victor Finish.



Record Box.

RECORD BULLETINS FOR FEBRUARY.

(Continued from page 53.)

- 63549 (a) A templomban Vasárnap sem mentem, éneke (Fráter Loránd) (czigány zene kíséret mellett).....Heltay Vilma 10
 (b) I. Van Nekem egy ima könyvem (Lakatos Ferenoz). 2. Rászeg vagyok rózsám, éneke (czigány zene kíséret mellett).....Dr. Kálmán József 10
 63550 (a) Szavalhatsz Vecsésig, remek kuplé, éneke (a budapesti "Folies Caprice" v. tagja).....Erdélyi Emil 10
 (b) Rácsos kapu, rásos ablak, utána, Nem tudják csak azt mi ketten, éneke (Balázs Árpád) (czigány zene kíséret mellett).....Heltay Vilma 10
 63551 (a) Azért csillag, hogy ragyogjon, jáasza.....Kaposy Károly czigány zenéje 10
 (b) Ha kimegyek a temető árkába, utána csárdás, játsza.....Kaposy Károly czigány zenéje 10
 63558 (a) Kün a pusztán, szántók-vetek, éneke (Bodrogi Zsigmond) (czigány zene kíséret mellett).....Dr. Kálmán József 10
 (b) Pali, Pali, Palikám, remek kuplé, éneke (a budapesti fővárosi orfeum v. tagja).....Thury Ilona 10
 63573 (a) A zsidó házi tanító, előadja és éneke (a budapesti "Folies Caprice" v. tagja).....Erdélyi Emil 10
 (b) Taps kuplé, éneke (a budapesti fővárosi orfeum v. tagja).....Thury Ilona 10
 63574 (a) Paprikás noták, remek kuplé, éneke (a budapesti fővárosi orfeum v. tagja).....Thury Ilona 10
 (b) Nem vagyok én kofa asszony, éneke (a budapesti fővárosi orfeum v. tagja).....Thury Ilona 10
SKIFVOR PA SVENSKA.
 Swedish Records.
 63575 (a) Soldatens flammour ur Skadespelet "Färrik Stals Sagner" (Olson-Ellis).....Elis Olson-Ellis 10
 (b) Roda hafvet—Kuplett (Carl Cederstrom-Elis Olson-Ellis).....Elis Olson-Ellis 10
 63576 (a) Ja' e'en Stackars bonnadrang—Svensk Bondvisa—(Englund).....Elis Olson-Ellis 10
 (b) Att vara full i tusa' e'en i veungen—Svensk Bondvisa—(Englund).....Elis Olson-Ellis 10
 63577 (a) Alls ingen flicka lastar ja'—Gammal Svensk Folkvisa.....Elis Olson-Ellis 10
 (b) Livfets saga (August Westling).....Elis Olson-Ellis 10
OBOUSTRANNE REKORDY.
 Bohemian Records.
 63578 (a) Kukcka Valcik (Dvorák).....Kryl's Bohemian Band 10
 (b) Devcatko Darovalno Mi Prstymek.....Bohumir Kryl with Band 10
POLSKIE REKORDY.
 Polish Records.
 63579 (a) Polonez (Op. 87, No. 3) (Kurpinski).....Rybowski's Orch. 10
 (b) Nie szukaj Prawdy (Herbert).....Karol Wachtel 10
 63570 (a) Węstku Przemija (Campana) (with piano accom.).....B. Wawrzynska-B. Rybowski 10
 (h) Lulajze Jezuniu (Arr. J. Gall) (Piesn na Boze Narodzenie).....Chopin Conservatory Male Quartet 10
 63571 (a) Marsz Sokolow (Turner's March) (with piano accom.).....S. Kuzniewicz 10
 (b) Kto sie w opiekę (Piesn na Boze Narodzenie).....Chopin Conservatory Male Quartet 10

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 1227 "There's a Girl in Havana" (from "The Never Homes").....Jas. F. Harrison
 1393 Lord, Have Mercy on a Married Man.....Bob Roberts
 1222 Mine.....H. H. McCleskey
 1387 "Music Caressing of Violins" (from "The Siren").....Miss Barbour and Mr. Young
 1305 Du Du (Cornet Solo).....Bohumir Kryl Band Accom.
 1230 Count of Luxembourg Waltzes.....U. S. Symphony Orch.
 1224 When Sunday Rolls Around.....Ada Jones and W. Van Brunt
 1390 "The Waltz Lesson" (from "The Kiss Waltz").....Miss Smith and Mr. Hindermeyer
 1391 Flanagan's Troubles on a Trolley.....Steve Porter (orch. accom.)
 1394 "Any Place the Old Flag Flies" (from "The Little Millionaire").....Walter Van Brunt
 1396 Nearer, My God, to Thee.....Peerless Quartet (unaccom.)
 1392 The Snowy-Breasted Pearl.....Geo. W. Ballard
 1411 Oh, You Beautiful Doll!.....Burr and Campbell
 1389 The Rooster and the Hen (Descriptive).....Collins and Harlan
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TWO-MINUTE RECORDS.
 443 American Republic March.....U. S. Military Band
 444 Bonnie, My Highland Lassie.....John W. Myers
 420 Russian Dance (Piccolo Solo).....Frank Mazziotto (orch. accom.)
 445 Everybody's Doing It.....Collins and Harlan
 446 Ragtime Violin.....Arthur Collins
 449 Slippery Hank.....U. S. Military Band

GRAND OPERA.

ENGLISH.

- 36015 The Heart Bowed Down (from "The Bohemian Girl").....Henri Scott

ITALIAN.

- 33026 Eri Tu (from "Un Ballo in Maschera").....Cesare Alessandrini

FRENCH.

- 35015 Carmen! Il Est Temps Encore (Finale "Carmen").....Mlle. M. Borschneck and Jose Erard

FOREIGN.

GERMAN.

- 21253 Still Wie Die Nacht.....Emil Muench

SPANISH.

- 21808 La Madrilena—Danza (Solo de Pandurria).....Jose Ramirez

- 21813 La Reina Fr Ls Vsnrls (Rumba-Dialogue).....Lopez and Colombo

HUNGARIAN.

- 21470 Azt Beszekik a Falusa—Ez Es a Masik—New Yorki elise senekara ha kimegyek a temeto arkaba (Holupa Pali).....N. Y. First Hungarian

RUSSIAN.

- 21772 Solovej (Russian Folk Song).....Emanuel Hollander

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 5844 A—Marche Militaire.....C. Gounod
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 5845 A—Blue Bells of Scotland—Waltz on Scotch Melodies.....Theo. M. Tobani
 B—Ahmeen—Intermezzo Indienne.....Sidney Gilbert
 Zon-o-phone Orchestra.
 5846 A—The Quaker Girl Valse—Melodies from "The Quaker Girl".....Lionel Monckton
 B—In Yankee Land—Characteristic Two-Step.....Frank I. Sherman
 Vocal Selections with Orchestra Accompaniment.
 Billy Murray.
 5847 A—The Gaby Glide—From the New York Winter Garden production "Vera Violetta".....Louis A. Hirsch
 B—Come Out in the Garden with Me.....Robert Hood Bowers
 Ada Jones.
 5848 A—My Counterfeit Bill.....Harry Von Tilzer
 B—Candy, You're a Dandy.....George Walter Brown
 Byron G. Harlan.
 5849 A—In the Days of Girls and Boys.....Leo. Edwards
 B—Dan.....May Irwin
 Ada Jones and Billy Murray.
 5850 A—Huckleberry Pie.....George Botsford
 B—How Would You Like to Try a Honeymoon with Me?—The "Leap Year" Song.....Herman A. Wade
 Al. Campbell and Arthur Collins.
 5851 A—The Rooster and the Hen.....Wm. McKenna
 B—Dar's a Watermelon Spoilin' Down at Johnson's.....J. W. Wheeler
 Miscellaneous Vocal Selections with Orch. Accom.
 5852 A—My Old Town, from New York Hippodrome production "Around the World" (Henry Santrey).....Manuel Klein
 B—Roses, Roses, Everywhere (Harvey Hindermeyer).....H. Trotère
 5853 A—Rum Tum Tiddle, from New York Winter Garden production (Billy Murray).....Jean Schwartz
 B—Dreaming, Dreaming—Moon Song (Helen Clark).....Reginald De Koven
 5854 A—Ragtime Violin (Arthur Collins).....Irving Berlin
 B—Call Around on Sunday (Walter Van Brunt)
 Alfred Aarons
 5855 A—Come to the Ball, from "The Quaker Girl" (Henry Burr).....Lionel Monckton
 B—Out on the Deep (William F. Hooley).....Frederic N. Löhr
 5856 A—Your Smile (Elsie Baker).....Dorothy Forster
 B—Mine (Wm. H. Thompson).....Alfred Solman
 5857 A—I Love Love (I Love You, Dear) from the musical comedy "The Red Widow" (Beulah G. Young and Henry Burr).....Chas. J. Gebest
 B—Just Because (Wm. Wheeler).....H. T. Burleigh
 5858 A—Love Never Dies, from Henry W. Savage's production "Little Boy Blue" (Inez Barbour and Harry Anthony).....Henri Bereny
 B—Mattinata (Inez Barbour).....F. Paolo Tosti

GIMBEL DEPARTMENT MOVED.

Talking Machines Now Shown on Eighth Floor of Building and Adjoining the Piano Department—Some of the New Features.

The talking machine department in the New York store of Gimbel Bros., formerly located on the balcony, is now settled in new quarters on the eighth floor, adjoining the piano department, the small goods and sheet music departments being placed in close proximity. An even dozen of handsomely fitted up demonstration rooms have been placed in the north side of the space originally given over to an auditorium and the stock of machines, which includes a complete assortment of all the various styles of Victrolas, takes up a large section of floor space. The new line of Pooley disc record cabinets is featured in the department and is meeting with much success. A special device in the form of a wheeled box is used for delivering the larger styles of Victrolas, the instrument being

covered with a flannel-lined waterproof case and strapped into the box in the department. The covering and box are not removed until the Victrola is placed in the home of the purchaser, and thus all danger of scratching the case or otherwise damaging the instrument is obviated.

"TALKERS" IN OUAKER CITY SCHOOL

To Be Used in Instruction of Foreign Children in Philadelphia—How Plan Is Developed.

(Special to The Talking Machine World.)

Philadelphia, Pa., Jan. 6, 1912.

The talking machine is the latest innovation to be placed in the public schools of Philadelphia to assist in the instruction of foreign children. The School Committee of the Board of Education, at a meeting held in Room 296, City Hall, recently, decided to install talking machines and records in the new Southwark public school, Tenth and Reed streets, and the night school at the Falls of Schuylkill, to instruct the pupils who cannot understand English, the orders in learning the art of calisthenics.

Records in foreign languages will be run off on the machine and the teachers will go through the proper exercises, the children following and listening to the orders from the machine at the same time.

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Means That a Man Really Works for His Employer and Is Paid Accordingly.

How often have you heard in the social hour a remark passed by some young person derogatory of the firm that employs him:

"I work for that skinflint company—Brown Bros. They're as hard on you as they can be. I believe they'd split a cent in two, rather than add it on your salary."

And the crowd titters over the jesting judgment passed upon Brown Bros. by one of the young men who pretends to work for them.

We know not what salary the jester is receiving, but almost any sum is a little too much for him. Unless he has a clear understanding of his own situation, with reference to the financial interests of his firm, he should refrain from passing any such kind of public judgment, and least of all when he is the only representative of his firm in the society. The difference between the ten-dollar-a-week men and those whose salaries are double and treble is as much a question of loyalty as one of ability.

No workman can do a good job for a master he hates.

The greatest good that exceptional men do for their fellows lies not in the actual accomplishments of such men, but rather in the example they afford and the proof they give that human power is not so limited as most of us think.

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AND
NOVELTY
NEWS

Published Each Month by Edward Lyman Bill at 1 Madison Avenue, New York, February 15, 1912



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The Talking Machine World

Vol. 8. No. 2.

New York, February 15, 1912.

Price Ten Cents

TALKING MACHINE CHEERS LEPER.

Mrs. Eldridge R. Johnson, Wife of President of Victor Talking Machine Co., Sends Machine and Big Supply of Records to Exiled Chinaman in Pennsylvania—Gift Proves a Revelation and Great Source of Pleasure.

Yee Sui, the Chinese leper, knelt in his little shack on the pesthouse reservation one day recently and poured forth to his new-found Christian God a prayer of thankfulness.

A little box rested on the bare table in the one room in which Yee Sui eats, sleeps and—lives, if life to him until now has been living. The little box was a present to Yee Sui, and there is a long story about it. As was his habit, Yee Sui had daily watched Yee Tang trudge up the hill. But last week a boy accompanied Yee Tang, and the boy bore a package. Yee Tang made greetings and spoke a word of comfort. Then he laid aside the wrappings of the package.

The little box with polished sides and glistening trimmings was revealed. Yee Sui wondered, for Yee Tang had not spoken of that which he brought. From a smaller package Yee Tang drew a black disc. Anyone but Yee Sui would have seen that it was a talking machine, but Yee Sui knew not of such things. With increasing wonderment he saw Yee Tang turn a handle.

The record was one made by the choir of Trinity Church of New York, and the famous old hymn was exquisitely rendered. Yee Tang said afterward that the beauty of the hymn had seemed to transform the bare, little room into a thing of beauty, for both had stood as in a trance, as men in a higher realm.

Yee Tang had the song sung again; he translated to Yee Sui, and Yee Sui chanted in his native tongue to the accompaniment of the singers. The next selection was one of Sousa's marches. To Yee Sui it was a sort of shift from the sublime, but it enraptured him. As the music would wax softer until there was scarcely a murmur, Yee Sui would look anxiously, child-like. As it flowed swiftly into a crescendo, finally ending in a magnificent crash, Yee Sui smiled: "It is like a beautiful flower suddenly bursting into bloom," he said to Yee Tang.

Though these two pieces were a superlative delight, there still was a climax waiting, thanks to Yee Tang and a new found friend of Yee Sui's. It was Mrs. Eldridge R. Johnson of "The Chimneys," Merion, Pa., and wife of the president of the Victor Talking Machine Co., who brought this sunshine into the life of the outcast Chinaman, says the Pittsburgh (Pa.) Gazette-Times.

Not only was there with it excellent variety of records—hymns such as "Oh Come, All Ye Faithful," "Joy to the World," "Praise Be the Father" and "Onward Christian Soldiers," and Sousa concerts, comic operas, quartets, duets, solos and the like—but there was a score of records in Chinese.

These records—though often they are kept in stock—were made specially for Yee Sui. They are chants and songs with stringed accompaniment. They arrived at the company's store last week and were turned over to Yee Tang.

It was one of these records that Yee Tang had saved for the climax of his entertainment. Suddenly he started the machine and there rolled out a song favorite with China's sons. Perhaps it brought memories of more happy days, days among loved ones in a faraway land, perhaps many things—but the shock was almost too much to be borne. Yee Sui cried; but Yee Tang's comforting finally prevailed. Yee Sui wanted it played again, and he seemed to grow wonderfully young. He danced about in delight as Yee Tang played the others to him. Then Yee Tang played them all over again. Afterward Yee Sui learned how to adjust the machine and then he played one all by himself.

PHILADELPHIA DEALERS MEET.

For the Purpose of Forming an Organization Composed of Handlers of Victor and Edison Machines—Permanent Officers to Be Elected.

(Special to The Talking Machine World.)

Philadelphia, Pa., Feb. 8, 1912.

An association composed of dealers handling Victor and Edison talking machines has just been organized in this city at a meeting held in the Parkway building, 119 North Broad street. A fair attendance of dealers attended the initial gathering. After a long discussion temporary officers were elected, and it was decided that the next meeting shall be called for the evening of February 14, to which most of the dealers of Philadelphia and vicinity will be invited and when, it is expected, the election of permanent officers will follow.

TALKING MACHINE EXPORTS.

The Figures for December Presented—Reports Show Falling Off for the Month.

(Special to The Talking Machine World.)

Washington, D. C., Feb. 9, 1912.

In the summary of exports and imports of the commerce of the United States for the month of December (the latest period for which it has been compiled), which has just been issued by the Bureau of Statistics of the Department of Commerce and Labor, the following interesting figures relating to talking machines and supplies are set forth:

The total exports of talking machines, records and supplies for December, 1911, amounted to \$215,262, as compared with \$254,085 for the same month of the previous year. The twelve months' exportation of talking machines, records and supplies amounted to \$2,847,573.

THE POPE AND THE TALKING MACHINE

A Delightful Story Showing How a Record of the Bells of San Marco Brought Memories to His Holiness of His Old Home in Venice.

A report from Rome tells of a visit made to the Pope by a parish priest from Venice, where the Pope was formerly a Bishop. For the entertainment of his visitor, the Pope placed in a talking machine a record made from the sound of the bells when first they rang from the reconstructed Campanile of San Marco. "Close your eyes," said he, "and listen; you will feel that you are back in dear Venice."

It is, of course, the familiar human story of the millionaire who would like to hear the tinkling cowbells on the farm again; of the far-wandering mariner that longs to hear across the water the sound of the port bells of his native town. Not always in the Vatican is the weariness of the Pope to be cheered by the mighty music of organs and trumpets and the voices of tuneful choristers. There are times when he would like to be a parish priest and listen to the bells of his old home town, as a writer in the World says. Dr. Holmes used to insist that memory is more responsive to perfume than to anything else; that old songs, old drums and old joys are brought back to us on the invisible wings of the odors of jasmine and rose and violet. Against that dogma stands a great array of poets bearing witness to the compelling power of bells. Every literature has its bell songs and bell stories, every heart its Venice to be recalled by them.

C. E. GORE JOINS DE MOLL & CO. FORCES.

(Special to The Talking Machine World.)

Washington, D. C., Feb. 5, 1912.

C. E. Gore, who for the past seven years has been manager of the wholesale talking machine department of the E. F. Droop & Sons Co., this city, has severed his connection with that company to

take over the management of the Victor department of O. J. DeMoll & Co. at Twelfth and G streets, N. W. Before becoming connected with the E. F. Droop & Sons Co. Mr. Gore spent nine years in the factory of the National Phonograph Co. in Orange, N. J.

TEAM WORK IS ESSENTIAL

To the Success of Any Business—Developing the "All-Together" Spirit—United Effort Lightens All Labor and Has a Good Effect Upon Customers.

Team work is that element of co-operative force that enters into every organization, making for success. It is the cement between the blocks that makes the structure "stick together" and stand strong 'gainst the battering power that tests for good, for fair, for indifferent and weak! Team work must prevail in every line of work; the harmonious development of any project demands that "all-together spirit"—the faithful execution of each individual's work so as to fit perfectly into that of those "above and below" to bring on the perfect working out of the whole!

There's no place for dry rot when team work is on tap—its powerful and "make good" influence creates the standing of any enterprise! Team work and "making good" are blood relations; they are dependent upon each other and either would be an invalid without the strong arm of protection of the other. Team work means more than the mere doing of one's work—yes, indeed, millions more. It signifies the whole-hearted effort of the individual employe, a personal application of his or her efforts so as to leave no "bad taste" or "unpleasant after-effects"—it means the leaving of a clear, clean right-of-way to the fellow employe following and the pleasing, perfect execution of his or her share of the work as a prideful deposit in the Bank of Intelligent Service!

Team work must not be superficial; the employe's attitude toward each other in the accomplishment of their work must be deep-seated, sincere, pleasant, with a realization that "the all-for-one-and one-for-all spirit" brings all over the tape in a grand finish to the goal of mutual results! Team work must reflect action; every effort to each employe, representing a unit, must ring with that cheerfulness and good nature which alone can demonstrate the good intent and sincerity of the doer! Team work, like the waves of the sea, must be ever-moving, "always on the job," as inaction means stagnation and the bone yard!

The spectacle of a team trying to make a steep grade, one horse pulling steadily and the other jerking indifferently, is distressing! Such lack of concerted effort, such wasted energy is the strongest sermon on the lack of "pull-togetherness" so often apparent when intelligent, harmonious team work is so essential for "making the hill!" It is an everyday exhibition of team work backwards! Team work and "make good" play leading parts in the drama of merchandising; the perfect performance of one must be supported by the keen exhibition of the other—there must be no distinguishing lines; the "audience" (the great critical public) must not know where the one starts and the other stops; their interlocking must be a perfect union to make for a happy and successful finish!

The existence of team work is made known to the customer as soon as the doorway is passed on the way in—it starts with the pleasant co-operation between each employe in each department, from the doorman's agreeable "make-yourself-comfortable" greeting right down and up the line through the department salespeople, managers, officers and management! The customer must be able to sniff and be made to feel the team work and "make good" throughout the store; it must be in the air and carry with it that soothing salve of courtesy and intelligent service to cover "bad impressions" that might exist in the customer's imagination!

WITH THE TRADE IN CINCINNATI.

Demand for Talking Machines of All Styles Keeps Up in Excellent Shape Throughout January—Trading Small Instruments for Victrolas—Columbia Manager Pleased with Conditions—Can't Keep Some Styles of Machines in Stock—What the Various Dealers Are Doing to Attract Attention.

(Special to the Talking Machine World.)

Cincinnati, O., Feb. 8, 1912.

The immense amount of business done during the month of December by Cincinnati talking machine dealers had a direct bearing on the volume of the January record and machine sales. Every Victrola sold during December apparently is in active use and is doing its missionary work in promoting the further sales of Victor Victrolas.

The record sales have been very large and both retail departments of the Rudolph Wurlitzer Co. have been crowded with record buyers every day, irrespective of the weather conditions.

A great portion of the smaller style instruments have been traded back on large Victrolas, and this trend of the business is all the more satisfactory on account of the shortage of the cheaper Victrolas. Trade conditions are extremely bright with every outlook for a record-breaking spring business.

Rudolph Wurlitzer spent Sunday of last week in Chicago, attending a meeting of the executive committee of the Talking Machine Jobbers' Association. Arrangements were made for the annual meeting, to take place at Atlantic City on July 1, 2 and 3.

R. J. Whelen, manager of the Columbia Phonograph Co., reports a very interesting business in January and is highly pleased over results, there being a substantial increase over all previous Januarys, and this steady climb every month is very gratifying. He states: "Business was very good in all departments, the leading proposition of the month being the 'Favorite' outfit, with a supply of double-disc records, for \$59, which was featured in local newspapers and created a sensation among prospective buyers both in the city and in the surrounding States, many deals being closed. We are looking forward to a very interesting grand opera season this month, when the Chicago Grand Opera Co. will be here, among its artists being Mary Garden and Carolina White, who both sing exclusively for our company, and the demand for their records will be enormous.

Harry Brower, of C. F. Brower & Co., Lexington, Ky., exclusive Columbia dealers, spent a day with us in the store talking over prospects for the coming year and ordering goods to replenish his stock, which was literally sold out during Christ-

mas. He lodged one very serious complaint against the \$150 'Nonpareil,' and upon our asking him what it was he stated, 'We can't keep it in stock, our customers insist upon buying them as fast as we can get them.'

J. "Dictaphone" Westervelt, of our New York Dictaphone department, spent a couple of days with us in January, giving every one some of his Dictaphone enthusiasm; after being in Cincinnati several days, he took a trip through different Ohio cities visiting selling agents in the field, giving every one of them a real Dictaphone "boost."

J. E. Poorman was in New York City last month, attending the annual meeting of bicycle dealers. While there he met John MacNabb, of the Zonophone Co., who came over from Philadelphia for the purpose of having a chat with Mr. Poorman relative to local conditions. The record business at the latter's place has been exceptionally good since the holidays.

John Arnold, Fifth avenue and Elm street, makes the surprising statement that his machine and record business during January excelled December's volume.

A beautiful mosaic Victrola XVI, artistically displayed in one of the windows of the Milner Musical Co., has been attracting a great deal of attention during the past week. This is the first Victrola of this most expensive type that has been exhibited in this city.

Cyrus Lawson, who has been with the Milner Co. some time has been placed in charge of the talking machine department. He is very enthusiastic over the results this month. One week he specializes on the higher priced Victor and Edison goods; the next he endeavors to attract the bargain hunters and those interested in less expensive machines. "Business is O. K. with us," said Mr. Lawson. "We are right after the November and December customers for prospects; I make a special effort to get a list of their friends, the ones who have enjoyed an evening's entertainment at their homes, and then the friends hear from us."

TO CLEAN OUT PRICE CUTTERS.

In The Voice of the Victor for February the Victor Co. take the opportunity of emphasizing the necessity of dealers not only observing the clauses of their own contracts, but of keeping their eyes open for violations of the clauses on the part of competitors, especially the sections governing price-cutting and the giving of discounts. The company reiterates its intention to aid the dealer in fighting cut-throat competition in every instance where such a state of affairs is brought to its attention, either by its own employees or by the dealers. Special attention is also called to the "misleading advertise-

ment" clause in the contracts and examples given of what advertising is considered as coming under that head and the reason why it works against the interests of the dealer.

TALKER AIDS PULPIT SPEAKER.

St. Paul Preacher Dictates Sermon to Talking Machine to Judge Proper Speed for Delivery to Congregation.

(Special to the Talking Machine World.)

St. Paul, Minn., Feb. 8, 1912.

Determined not to remain a "pulpit chauffeur," his congregation unable to understand him because of the rapidity of his delivery, Rev. Ernest A. Oldenberg, pastor of the East Presbyterian Church, has slackened his speed, to the delight of himself and parishioners by the use of an ordinary phonograph. It came about this way:

Rev. Mr. Oldenberg realized that the never a stop, never a variation, never a paragraph manner of his address was one that was not wont to please his hearers. In the quiet and undisturbed recesses of his study at the home, 730 Earl street, he struck upon the ingenious idea of using a phonograph.

Purchasing several blank records Rev. Mr. Oldenberg, by listening to his own voice in an andante tempo, has been able to improve his oratory, and with the phonograph running as slowly as was practical has succeeded in producing a record in the more entertaining style used by William Jennings Bryan.

The pastor's invention has served a two-fold purpose, being both a benefit to himself and to his parishioners, who at times are unable to attend any of the regular sermons. After the record is made any one who asks may borrow it for his own use and then pass it on to another so that the sermons can be heard right in the home.

POOLEY CABINET POPULARITY.

The fame of the Pooley talking machine cabinets is constantly growing and their merits are the subject of commendation in many forms. In the Furniture World of recent date we noticed the following reference in its Philadelphia letter: "The Pooley Furniture Co. is advertising the music record disc cabinet manufactured by that concern by window demonstrations in many of the important local stores. An attractive young woman is now demonstrating the good points of this cabinet in the large show window of Weymann & Sons, 1010 Chestnut street. In the system of this cabinet each record is numbered and placed in a separate compartment, while an index is kept of each disc. By the pulling of a lever opposite the number of the record desired the disc slides out from its compartment right to the hand of the user."

WRITE US FOR INFORMATION AND PRICES NOW

EDISON

Headquarters for
NEW ENGLAND
MACHINES
RECORDS AND SUPPLIES

Sound Box Controller for Victor Record Albums at Right Prices. A New Oak Disk Record Cabinet at a Very Attractive Price for Victrolas IV., VI. and VIII. :: :: ::

AND ABOVE ALL

VICTOR

Distributors
Largest, Most Complete Stock
East of the Factory

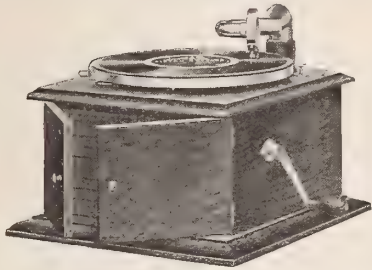
YOU SHOULD KNOW ALL ABOUT OUR
NEEDLES . . . **"Grand Opera"** . . . NEEDLES

EASTERN TALKING MACHINE COMPANY

177 TREMONT STREET

BOSTON, MASS.

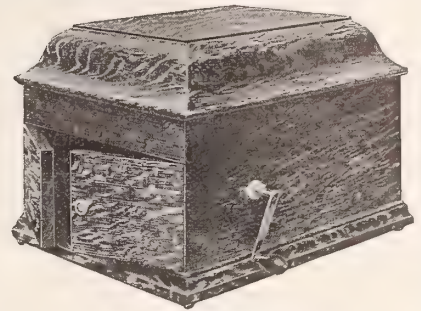
FOR SIXTEEN YEARS AN EXCLUSIVE TALKING MACHINE HOUSE



Victor-Victrola IV
Oak, \$15.



Victor-Victrola VI
Oak, \$25.



Victor-Victrola VIII
Oak, \$40.

The influence of the Victor-Victrola

The Victor-Victrola has accomplished wonders in arousing interest in music throughout the United States.

It has given to the people a thorough understanding of the world's musical masterpieces.

It has made classical music and grand opera as easily accessible as the lighter forms of music, and has stimulated the best musical taste.

It has injected new life into the musical instrument industry.

Dealers everywhere reap the benefits and the Victor-Victrola is today one of their biggest assets.



Victor-Victrola XIV
Mahogany or Oak, \$150.



Victor-Victrola XVI
Mahogany or Quartered Oak, \$200.



Victor Talking Machine Co., Camden, N. J., U. S. A.

Berliner Gramophone Co., Montreal, Canadian Distributors.

Always use Victor Records played with Victor Needles—there is no other way to get the unequalled Victor tone.

VICTOR DISTRIBUTORS

Albany, N. Y. Finch & Hahn.
Atlanta, Ga. Elyea-Austell Co.
 Phillips & Crew Co.
Austin, Tex. The Talking Machine Co. of
 Texas.
Baltimore, Md. Cohen & Hughes, Inc.
 E. F. Droop & Sons Co.
 H. R. Eisenbrandt Sons.
Bangor, Me. Andrews Music House Co.
Birmingham, Ala. E. E. Forbes Piano Co.
 Talking Machine Co.
Boston, Mass. Oliver Ditson Co.
 The Eastern Talking Machine
 Co.
 M. Steinert & Sons Co.
Brooklyn, N. Y. American Talking Machine Co.
Buffalo, N. Y. W. D. Andrews.
 Neal, Clark & Neal Co.
Burlington, Vt. American Phonograph Co.
Butte, Mont. Orton Brothers.
Chicago, Ill. Lyon & Healy.
 The Rudolph Wurlitzer Co.
 The Talking Machine Co.
Cincinnati, O. The Rudolph Wurlitzer Co.
Cleveland, O. W. H. Buescher & Sons Co.
 Collister & Sayle Co.
 The Eclipse Musical Co.
Columbus, O. Perry B. Whitsit Co.
Denver, Colo. The Hext Music Co.
 The Knight-Campbell Music
 Co.
Des Moines, Ia. Chase & West.
 Harger & Blish, Inc.
Detroit, Mich. Grinnell Bros.
Dubuque, Iowa. Harger & Blish, Inc.
Duluth, Minn. French & Bassett.

Elmira, N. Y. Elmira Arms Co.
El Paso, Tex. W. G. Walz Co.
Galveston, Tex. Thos. Goggan & Bros.
Grand Rapids, Mich. J. A. J. Friedrich.
Honolulu, T. H. Bergstrom Music Co., Ltd.
Indianapolis, Ind. Wulschner-Stewart Music Co.
Jacksonville, Fla. Florida Talking Mach. Co.
Kansas City, Mo. J. W. Jenkins Sons Music Co.
 Schmelzer Arms Co.
Lincoln, Neb. Ross P. Curtice Co.
Little Rock, Ark. O. K. Houck Piano Co.
Los Angeles, Cal. Sherman, Clay & Co.
Louisville, Ky. Montenegro-Riehm Music Co.
Memphis, Tenn. E. E. Forbes Piano Co.
 O. K. Houck Piano Co.
Milwaukee, Wis. Wisconsin Talking Machine
 Co.
Minneapolis, Minn. Laurence H. Lucker.
Mobile, Ala. Wm. H. Reynolds.
Montreal, Can. Berliner Gramophone Co., Ltd.
Nashville, Tenn. O. K. Houck Piano Co.
Newark, N. J. Price Talking Machine Co.
New Haven, Conn. Henry Horton.
New Orleans, La. Nat'l Auto. Fire Alarm Co.
 Philip Werlein, Ltd.
New York, N. Y. Blackman Talking Machine Co.
 Sol. Bloom, Inc.
 Emanuel Blout.
 C. Bruno & Son, Inc.
 I. Davega, Jr., Inc.
 S. B. Davega Co.
 Chas. H. Ditson & Co.
 Landay Brothers, Inc.
 New York Talking Machine Co.
 Silas E. Pearsall Co.
 Benj. Switky.

Oklahoma City, Okla. Schmelzer Arms Co.
Omaha, Neb. A. Hospe Co.
 Nebraska Cycle Co.
Peoria, Ill. Putnam-Page Co., Inc.
Philadelphia, Pa. The Talking Machine Co.
 Louis Buehn & Brother.
 C. J. Hepp & Son.
 Penn Phonograph Co., Inc.
 H. A. Weymann & Son, Inc.
Pittsburg, Pa. C. C. Mellor Co., Ltd.
 Standard Talking Machine Co.
Portland, Me. Cressey & Allen.
Portland, Ore. Sherman, Clay & Co.
Richmond, Va. The Corley Co., Inc.
 W. D. Moses & Co.
Rochester, N. Y. E. J. Chapman.
 The Talking Machine Co.
Salt Lake City, Utah. Consolidated Music Co.
San Antonio, Tex. Thos. Goggan & Bros.
San Francisco, Cal. Sherman, Clay & Co.
Savannah, Ga. Phillips & Crew Co.
Seattle, Wash. Sherman, Clay & Co.
Sioux Falls, S. D. Talking Machine Exchange.
Spokane, Wash. Eiler's Music House.
 Sherman, Clay & Co.
St. Louis, Mo. Koerber-Brenner Music Co.
 The Aeolian Company of Mo.
St. Paul, Minn. W. J. Dyer & Bro.
 Koehler & Hinrichs.
Syracuse, N. Y. W. D. Andrews.
Toledo, O. The Whitney & Currier Co.
Washington, D. C. E. F. Droop & Sons Co.
 Robert C. Rogers Co.

TALKS ABOUT BUSINESS BUILDING

By F. A. Sheldon, Formulator of Science of Business Building and Editor of "The Business Philosopher."

TALK No. 7.

The fourth and last success injunction is, Apply your knowledge of yourself, of the other fellow, and of your business.

In other words, **USE YOUR WILL. GET ACTION.**

Since health is a requisite of success, keep well. To do this you must obey the laws of physical well-being.

Since knowledge of human nature is a big success asset, acquire it.

To do this you must study.

Since knowledge of your business is an essential, master its technique.

To do this diligent application is necessary.

If you have done this you are ready now to enter the business or professional world. Its rewards will be yours, if you **APPLY THE KNOWLEDGE ATTAINED CORRECTLY—GET THE RIGHT KIND OF ACTION.**

Thousands of books are written that will never be published.

There are thousands of inventions will never bring aught to their makers.

There are thousands of industrious lives that will end in despair and defeat.

Why?

Because, while many people act, they do not act in the right way to succeed.

Edison says, "Genius is not inspiration, but perspiration."

Edison is partly right—but partly wrong.

It is more than perspiration—hard work.

It is hard work and plus and plus.

Is it hard work plus knowledge?

Is that a satisfactory definition to your mind?

It is not to mine.

My definition would be, Genius is hard work,

plus knowledge, plus initiative. It is a combination of energy, acquisition and constructive imagination.

Hard work only never made a man a genius or a success.

Knowledge only never made a man a genius or a success.

Initiative only never made a man a genius or a success.

So Edison did not utter a real truth, but a half truth only. We forgive him because of the humor of his remark.

You can work hard, and waste your energies, because you lack the knowledge to apply your energies in the proper channels.

Your mere knowledge may make you a book-worm, and a book-worm is not a success.

You may have initiative, but lacking the proper knowledge and the energy to acquire this knowledge, your initiative will be impracticable.

You must know what to do—how to do it—and then know how to do it in a better way than the other man—that is, in a new, more original way—if you want to make a **BIG SUCCESS.**

Keep on the beaten track and you will attain only **MEDIOCRITY.**

Get off the beaten track too much and you will be **ECCENTRIC.** The world might be amused at you, but it would distrust you.

Do not desert the beaten track entirely, but add new branches—open up new avenues for achievement—and you will be a **SUCCESS—A GENIUS.**

The world is always looking for a better way to do things.

The world is willing to pay—and pay high—if the new way proves the better way.

Don't dress your window like your competitors Brown or Green. Find a novel way to place things—some way that will make the passer-by stop and draw near your window.

Why so many men fail to make successes of their business is because they are afraid of a new idea. They refuse to use their imagination in new combinations. They hold to the old, while the world is crying for the new.

Novelty! novelty! novelty! cries the bored world, and you display your goods in your window in the same old way that you did five years ago; do you wonder that the world passes you by?

Do you know your intellect does three things?

It thinks.

It remembers.

It imagines.

Since it can do three things, don't you think you had better use it in three ways?

Since memory is a law of success, are you not wronging yourself by having a poor memory, especially when there are methods of improving it?

Think how important a memory of faces and names is. What patron does not like to be recognized by you—especially by name—when he calls the second or third time.

Great men like Caesar, Napoleon and Grant owed a part of their success to their accurate memories for faces and names.

There was a time when it was thought that imagination was useful to poets and artists only. Now, however, the professional and commercial world is awakening to a sense of its value.

It is Edison's powerful imagination that makes him the wonderful inventor he is—his power of combining one idea with another in a new way.

The phonograph, the vitascope, the electric car, the flying machine were at one time mere mental pictures of the imagination in the inventors' minds. They would have remained so yet had they not used their initiative to make the picture real.

The sewing machine at first stood a confessed failure. There seemed no way to stop it from breaking the thread. But a man of genius came along in the person of Howe. He applied his imagination—figured out a way to bring the thread down to the shuttle and back again without having it cut. His imagination pointed out to him that if a slit was made along the side of the needle this could be done.

Wasn't this use of the imagination on a practical triumph?

The great fortunes of the Rockefellers, the Vanderbilts and the Goulds, and many other of our millionaires, are the results of practical imaginations.

There are great fortunes yet to be made by the men with the right kinds of imagination.

Get busy; use your imagination more than you have done in your profession or in your business. See if you cannot hit upon better ways of doing things.

Do not let such splendid gifts as your power to acquire knowledge, your memory, your imagination grow rusty for lack of use.

Exercise is the secret of strength for both the mind and the body.

It takes work to keep well—either mentally or physically.

But does not the glorious health that gives you an appetite to enjoy the good things of the world; that makes the sunshine seem brighter, the air seem purer, the people you meet "good fellows, despite their faults"—does it not, I say, repay your toil a hundredfold—a thousandfold?

What splendid reserve power a healthy man has! The happy view he takes of things is a "MOTOR POWER" for **SUCCESS.** He feels braced for the battle. He feels he can do what is to be done—and more, too. That is half of the fight for success.

The reserve power of knowledge, what a power that is, too! How splendid it is to feel that you have more than the occasion demands; that you have mastered your technique; that you are ready to grasp the opportunity!

Start the Battle for Success with the proper reserve power of knowledge and strength and you will win.



Won't You Have a Lesson in Spanish?

It's so easy to learn by the I. C. S. system—and a knowledge of Spanish is so useful nowadays.

The I. C. S. system of language instruction by means of the phonograph makes easy the mastering of a foreign language, and appeals with compelling power to thousands. The dealer in phonographs who does not carry I. C. S. Language Outfits is neglecting a quick and sure way to increase his business. The new \$35 Language Outfit of the I. C. S. is a marvel. It represents the highest art in the teaching of languages, and embodies a method that has won the warmest praise of thousands qualified to speak authoritatively. The Spanish, French, and German Embassies at Washington, as well as the leading colleges, have cordially indorsed the I. C. S. method of teaching languages.

The I. C. S. Language Outfit consists of an Edison Gem Phonograph made especially for language work; small horn; headband hearing tube; oil can; and 25 Conversational Records teaching pronunciation guaranteed to be absolutely correct, with native intonation and inflection. In addition to these Conversational Records there are pamphlet Instruction Papers teaching the theory of the languages. The new Outfit is at one and the same time the best and cheapest ever offered—the price being only \$35.

If you want to increase your business, write to-day for full particulars.

International Correspondence Schools

Box 918, Scranton, Pa.



Think of a list of great singers without Mary Garden, Lillian Nordica, Olive Fremstad, Alice Nielsen, David Bispham, or any one of the others in the "exclusively Columbia" series!



**Columbia Phonograph Co., Gen'l
Tribune Building, New York**

You will if you start with the right kind of Action, and keep up the right kind of Action.

A word in conclusion: I trust I have made you see that to be a success the composite man must be a success.

You must nourish and use your mind.

You must nourish and use your body.

You must nourish and use your feelings.

You must nourish and use your will.

Do those four things and you will be a success.

YOU ARE GOING TO DO THEM. I FEEL SURE OF THAT.

ACTIVE TRADE IN BIRMINGHAM.

Columbia Phonograph Co. Store Destroyed by Fire—Fresh Stock Installed in Attractive New Quarters—Little Loss of Business—Edison Line for Department Store—Weekly Concerts Serve to Attract Business—Columbia Machines for Public Schools.

(Special to The Talking Machine World.)

Birmingham, Ala., Feb. 8, 1912.

On January 14 fire destroyed the Cable building, entirely wiping out the Columbia Phonograph Co.'s Birmingham store. The Columbia people who were occupying quarters with the Cable Piano Co., had only a few months previously opened this store, and had gone to big expense in handsomely fitting up their demonstrating rooms and in generally equipping the store. The loss was about \$15,000, fully covered by insurance. Manager William Parks, who is in charge of this end of the Columbia business, nothing daunted by the set-back he had received, began over again. Splendid quarters in the heart of the retail section were secured, stock ordered out by express, and now business is proceeding as if nothing had happened. The promptness with which business was resumed shows that Mr. Parks is not to be put out of business by a little thing like a fire that wipes out the first six months of his efforts here.

The Talking Machine Co. has just succeeded in landing an order from Drennen & Co., one of Birmingham's largest department stores, for a complete line of Edison machines and records. This is one of the largest talking machine orders taken in the South in some time. Manager Woolf, of the Talking Machine Co., reports that business in January proved most satisfactory, both in the retail and wholesale departments. Sales showed a large gain over the corresponding month of last year.

Loveman Joseph & Loeb, who recently put in complete lines of Victor and Columbia goods, are giving weekly concerts that are drawing large and appreciative audiences. The concerts afford the opportunity of hearing only the higher class music, and at other times, the numbers are all lighter music. Since taking on these lines, this concern has had big success, and no expense has been spared in fitting up the talking machine department. Manager Broyles, an experienced talking machine man, is determined to set a sales mark for the older houses to shoot at.

The Columbia people have sold several machines to the public schools in Birmingham. Mov-

ing picture machines have also been secured by the schools, showing that both of these marvelous inventions are taking important places in educating the young folks of the country.

SONGS AND LEGENDS OF THE INDIANS

Successfully Perpetuated by Means of Records, Which Are Now Being Used to Illustrate Lectures of Rapidly Disappearing Race.

At the Hudson Theater in New York recently Edward S. Curtis gave a very interesting lecture on the primitive race of the Western world, the interesting feature of which was the presentation of Indian themes taken by means of the talking machine direct from the lips of the red men and subjected to artistic arrangement by a Boston musician, Henry F. Gilbert. In speaking of his music of "A Vanishing Race," Mr. Gilbert says: "The music which I have composed to accompany Mr. Curtis' stirring pictures is entirely based upon melodic fragments derived from the songs and ceremonial music of the various Indian tribes. Most of the Indian themes have been transcribed from original phonographic records which have been made by different members of the field staff of the North American Indian in the Far West. In certain numbers, as in the prelude, Sitting Bull's war song, the Cheyenne sun dance, the music which accompanies the series 'On the Shore of the North Pacific,' and that of the 'Woman Dancer with the Skulls,' the Indian tune has been quoted verbatim.

"Sitting Bull's war song is especially interesting. It was sung, or rather yelled, by Chief Sitting Bull when the mounted warriors sat awaiting the word to charge. Riding back and forth along the hill line, he would repeat the song in a high, shrill voice, concluding with these words rapidly spoken: 'Earth-all-over they name me, I am doing all I can; you must do your best.' In the 'Woman Dancer with the Skulls' I have simply used the original tune with which the Indians accompany the dance. I have not even harmonized it, in order that it might be heard in all its native barbarism."

A solemn Iroquois song opens and closes the series. It is typical of the sadness and pensive melancholy which come to an old man in reviewing his past life filled with glorious action. The warlike motive is taken from the Omaha invocation to the god of war. The religious motive is one of the ceremonial songs of the Sioux.

If the talking machine had done nothing else than perpetuated the songs and legends of the now rapidly disappearing Indian race it should occupy a place of distinction. These records cover the various tribes and form permanent and valuable records of the Indian races.

TALKING MACHINES FOR CONVICTS.

(Special to the Talking Machine World.)

St. Paul, Minn., Feb. 3, 1912.

According to a local attorney who has just returned from a visit to the State prison at Marquette, Mich., that institution is more on the order of a pleasant hotel run with strict regard to the comfort and convenience of the prisoners than a place for confining law breakers. The attorney

states that talking machines are freely distributed among such prisoners as desire them, each convict is supplied with an oil stove in his cell so that he can do light housekeeping, and that there is a co-operative store within the prison enclosure where the prisoners may make purchases with special money issued only for circulation in the prison.

PREPARING FOR LARGE BURDENS.

Shouldering small burdens strengthens the bearer for larger ones. Many young men who are working in large establishments resent what they term the unloading of the bosses' burdens upon their shoulders, when in reality the cheerful shouldering of these burdens fits them for better things. Many lazy managers, who want to shirk their own work, do shift their duties to other shoulders, and this same thing is often done by the hardest working and most competent managers, who want to bring out the strong qualities in the young men under their charge, and see what they amount to when weighed in the balance.

MOVING PICTURE SECRETS.

Many persons are puzzled by the endless variety of illusions to be seen at a living picture hall. Quite a common picture is the airship rising rapidly in the clouds; but few know how this picture is procured. The airship is really a tiny model suspended on a thread in front of a canvas painted to represent clouds. This sheet is attached to two rollers, one of which has a handle. When the handle is turned to the left or right the sheet moves up or down. The cinematograph camera is placed in position and started; at the same time the sheet is wound downward, the airship remaining stationary on its thread. The picture thus obtained when produced gives a realistic representation of a monster airship rising rapidly in the clouds. If a picture is required of an airship falling to earth the roller is reversed to wind the sheet upward.

HOWARD TAYLOR MIDDLETON MARRIED.

Howard Taylor Middleton, whose contributions to The Talking Machine World have enlightened and interested readers for many years, has fallen a victim to Cupid's dart, and on Saturday, January 27, Miss Marie Louise Heydorn, of Moorestown, N. J., became his bride. After a short honeymoon Mr. and Mrs. Howard Taylor Middleton took up their residence at Hainesport, N. J. The World extends sincerest congratulations and good wishes to the happy couple.

Kansas was in a decline. A famous prescription was ordered: "Raise more corn and less h—." The Kansans took the hint and to-day are the greatest agriculturists in the world. Let the business man who complains about trade take this advice: "Advertise more and complain less," and the result will be the same as with Kansas.

You can't enlarge your business when you are carrying a needless burden.

Pushing the Edison Phonograph

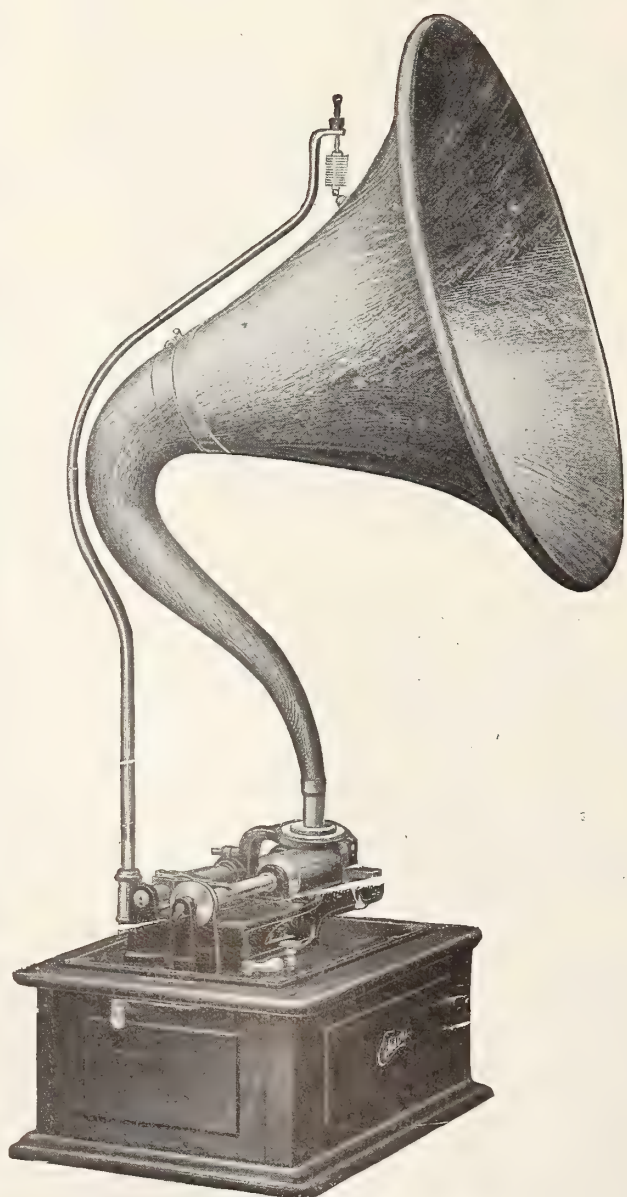
is like rolling a hoop down hill.
The hoop is already started—
all you have to do is to keep
it going in the right direction.

Everybody in your territory knows what the Edison is—everybody wants it. The real missionary work has been done and is being done all the time by the hundreds of thousands of Edison Phonographs already sold and by our persistent advertising in the great national publications.

We are constantly telling **your own people** about the Edison's great advantages—how it carries all the best, the greatest and the latest music and other entertainment right into their midst—how its sapphire reproducing point never needs changing, doesn't wear the records, and brings out the very life of the tones in exactly the right volume for the home. We are reminding them of the fact that with the Edison they can play both Standard (two minute) and Amberol (four minute) Records—and explaining the delights of making records at home.

We are doing everything to send these people to you. Don't let them **wonder where** they can get an Edison Phonograph. Hook up your local advertising and selling campaign with our national campaign by using the ready-made newspaper ads that we furnish free, by taking advantage of the window displays we have prepared, and by working your mailing list to the limit.

Keep the hoop rolling—steer it for your store.



Thomas A Edison
INCORPORATED

59 Lakeside Avenue, Orange, N. J.

Don't be satisfied with making the Edison Phonograph

a mere present profit producer. Every Edison you sell is an income producer, and the size of the income depends entirely upon you.

As long as the world is creating good music and clever vaudeville—as long as there is a Sousa, a Slezak, a Sylva, a Lauder, a Stella Mayhew—or any star of magnitude in any line—the people to whom you have sold Edison Phonographs will look to you for a steady stream of Edison Records.

But if you're only selling Edison Standard and Amberol Records you're not getting all the income the Edison is capable of making for you.

Go out after the rest of it—the home recording end. See to it that every Edison Phonograph in your vicinity is equipped with a Recorder, and keep the interest in home record making right up to the bubbling point. See that a Recorder and supply of blank Records go with every sale you make.

Play the game from every angle and the Edison will pay you bigger dividends every month.

Your Edison Jobber is a good man to keep in constant touch with. Look over your stock and write him today.

Thomas A Edison
INCORPORATED

59 Lakeside Avenue, Orange, N. J.





EDWARD LYMAN BILL, - - - Editor and Proprietor.

J. B. SPILLANE, Managing Editor.

Trade Representatives: GLAD. HENDERSON, W. H. DYKES, L. E. BOWERS, B. BRITTAIN
WILSON, A. J. NICKLIN, AUGUST J. TIMPE, H. E. JAMASON.

Boston: JOHN H. WILSON, 324 Washington Street.
Chicago Office: E. P. VAN HARLINGEN, 37 So. Wabash Ave.
Philadelphia: R. W. KAUFFMAN. Minneapolis and St. Paul: ADOLF EDSTEN.
San Francisco: S. H. GRAY, 88 First St. Cleveland: G. F. PRESCOTT.
St. Louis: CLYDE JENNINGS. Cincinnati: JACOB W. WALTER.
London, Eng., Office: 1 Gresham Building, Basinghall St. W. LIONEL STURDY, Manager.

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Cable Address: "Elbill," New York.

NEW YORK, FEBRUARY 15, 1912.

ADVICES from correspondents in widely separated sections of the country regarding business conditions for the first month of the new year are most gratifying.

January has made a splendid showing taken as a whole, and instead of the customary quiet month there has been a larger output of machines and records than in the same month for many years.

This is due largely to the fact that dealers and jobbers have been more persistent in their sales campaign; they have not been resting on the laurels of the closing months of the year, particularly the holiday trade, but have pushed on for new conquests during 1912.

This is the proper spirit, the spirit that wins. The policy of persistency, combined with goods of merit, is always a winner in the battle for trade. It is now the general opinion that 1912 will make an excellent showing, in a business way at least, as far as the talking machine industry is concerned.

The approaching Presidential campaign will not have the usual detrimental effect as some people feared; as a matter of fact the business men of the country have had so many problems to face for the past four years that such a thing as a Presidential election has been discounted.

Fundamental conditions to-day are sound throughout the country. There has been a very thorough readjustment of credits everywhere. Liquidation and retrenchment in every direction have strengthened the underpinning of nearly every industry and commercial enterprise. Merchants are practicing conservatism in their undertakings and the crop prospects are decidedly better than they were this time last year because of the great amount of moisture in the soil.

Moreover, the banks of the country have never been in a stronger position. Their funds are in such liquid shape that not only can they meet all emergencies in the way of demands for money to meet immediate needs, but they have been able to loan large amounts abroad, which can be recalled on short notice to encourage the awakening of business activity at the first sign of the dawn.

Viewed from any standpoint the situation is healthy.

The future is in the hands of the talking machine merchants themselves. They must not relax activity in any department of their business. They must force the issue at all times. Advertising, recitals, attractive windows, keeping after public schools, hotels, churches and other public institutions, must be ever kept in mind to the end that the talking machine business will show even a still greater record during the year just opened than it did during 1911.

TIME and time again we have referred in the columns of The Talking Machine World to the tendency, particularly of the writers, in the daily papers and in the magazines, to belittle, to cartoon and misconstrue the talking machine.

The policy of these people seems to be destructive rather than constructive—a desire to condemn without knowledge or understanding of the advancement and wonderful mission of the talking machine.

We hear little about the joy it brings into the home through the ability to hear the world's best artists, both vocal and instrumental, as well as the greatest orchestral organizations—of its tremendous educational influence in the school—of its uplifting influence in inculcating a love for the very best in music—of the pleasure derived from its use in the smaller towns, in the backwoods by people who never would hear or know anything of music or the famous operatic and concert singers, were it not for the talking machine—of how it has made the entire world akin by bringing within the home, even the humblest room, the music and songs of all nations—music that uplifts, stimulates and refines.

It is gratifying to chronicle within a recent date a more favorable attitude on the part of the writers in the daily press. Somebody is exercising intelligent supervision, and the ridiculous stories which have appeared in the past are becoming pleasingly few.

This change, however, has been brought about through the tremendous increase in the use of the talking machine in the homes, in the schools and in concert halls. Its very merits have forced a tardy recognition of its tremendous possibilities for good, and its mission in awakening the American public to a greater appreciation of the best in music.

This lampooning of the talking machine started many years ago when the machine was in its earliest stages—when it was never imagined that it would occupy such an important place in the musical world—when it was considered more of an amusement device than a stimulator of musical knowledge—before the great artists or great orchestral organizations made records.

It is a reflection certainly on those writers who still see only humor in the talking machine, that they should be connected with such a live institution as the press and yet not keep in touch with the wonderful progress made in the improvement of the talking machine and the talking machine records within recent years.

This phase of the situation should appeal to them, because ignorance of the merits of the modern talking machine is a reflection on their intelligence, and the wonder is that they could be connected with a newspaper or magazine, and write such nonsense as sometimes appears when discussing the talking machine.

It is only fair to state that there are some magazines and papers that appreciate the tremendous possibilities of the talking machine as an educator, as a means of disseminating a wider knowledge of real music, as well as its enjoyment in the homes, in the schools and in the public places generally.

The attitude of these publications emphasizes that they are wideawake and in touch with modern developments.

Talking machine dealers everywhere should watch their local papers and when blunders or absurd assertions are made regarding the talking machine, or talking machine records, they should make it their object to get in touch with the editors and set them right.

No dealer reading The Talking Machine World can be ignorant of the wonderful accomplishments of the talking machine, and its achievements in various lines of effort, and it should be the duty of such men to educate the managers of their local papers on this subject.

IN a recent issue of The Music Trade Review there appeared an interesting article on the growth of the talking machine business with those piano merchants who have taken on this adjunct to their line within recent years. It is worth reproducing because it furnishes an idea how the talking machine department can be made to pay a profit and work to the general advancement of the business in which a merchant is regularly engaged:

During the past year a great many piano merchants have taken on talking machines, and, fully realizing the importance of giving this branch of their business the closest attention in the matter of management and advertising, have realized a handsome profit.

With some merchants the talking machine sales for the year made up the deficit in the piano department. The increased sales of talking machines is due, in a large measure, to the production of hornless talking machines priced as low as \$15. While the output of these instruments has been enormous, the higher-priced styles were also in great demand, so much so that the manufacturers have a vast number of unfilled orders on their books at the present time.

The sales for these machines have resulted in an increased call for records, and to-day the leading record manufacturers are working to their utmost to catch up with the demand, which is simply overwhelming.

The success of the talking machine business is an illustration of the advantages of fixed prices. Indeed, the conditions which exist are a credit to the men who control the destinies of this new and important branch of the music trade industry.

From the very first they realized the importance of educating the public. They conducted a campaign of publicity that has amazed many, but which has demonstrated that advertising is a profitable investment. In this way they have created a home demand for their product which has accrued to the dealers' interests.

They have educated the dealers handling their goods in the matter of window display, of salesmanship, and other essentials toward an intelligent comprehension of the requirements of the business. As a result of this progressive policy the talking ma-

chine industry has grown to such a degree that few, unless posted on the internal conditions, have any idea of its extent.

THE sales of talking machines by some of the large houses handling pianos in this country have reached a sum that may be termed remarkable. It goes without saying that those who have won the largest measure of success have given the talking machine adjunct of their business the attention which it deserves. The departments are in charge of experienced men who believe in getting results by means of advertising, by special display rooms, recitals and other forms of artistic exploitation, realizing that the talking machine is in the truest sense a musical entertainer and educator, and that when it is handled properly it forms a most valuable asset for the music trade merchant.

There is a lesson to be drawn from the advertising policy of the large manufacturers of talking machines.

Despite the talk about hard times and contracted trade, and many other topics which are brought to the front by pessimists when trade conditions are discussed, the conductors of these enterprises brush them aside and proceed to spend even more money in dull times than when business is active.

As a result, during the past year the manufacturing end of the talking machine business showed an increase of more than thirty per cent., thus emphasizing the fact that it is the persistent advertiser that succeeds.

NEW VICTOR RECORD CATALOG.

Some of the New Features Announced in Connection with New Volume.

The Victor Talking Machine Co. announces, in the February number of *The Voice of the Victor*, a new alphabetical and subject catalog of Victor records, which is expected to result in a material increase in the sale of Victor records. In the new catalog the names of the composers, the prominent artists and selections are all arranged in alphabetical order and in sequence, while the selections are also listed under subject headings, such as Scotch songs, etc. In the case of double-sided records both titles are given, that in alphabetical order being in heavy type with the name of the selection on the back of the record to prevent confusion, the reverse being the case in the alphabetical listing of the selection on the back of the record. In the last pages of the new catalog will be found a list of Victor singers and players, under whose names all records made by them will be listed in the catalog. List of subject headings under which records will be classified. Pronunciation table of singers names and pronunciation table of operas and composers.

BRINGS SUIT FOR INFRINGEMENT.

American Graphophone Co. Takes Action Against the Boston Talking Machine Co. for the Purpose of Protecting Its Rights to the Important "Graphophone Grand" Patent of Thomas H. Macdonald.

Always on the alert to protect its interests and patent rights, the American Graphophone Co. has filed suit in the United States Circuit Court for the District of Massachusetts against the Boston Talking Machine Co. and others for alleged infringement of the important "Graphophone Grand" patent, issued to the late Thomas H. Macdonald in 1902, and which covers in a very broad way, it is claimed, all the so-called high-speed records, both disc and cylinder, and whether the recording is of the zig-zag variety or vertical. The patent was granted after prolonged litigation with those prominent in the talking machine field to test its validity, and was pronounced by the United States Patent Office, Alexander Graham Bell and many others to represent one of the most important forward steps in talking machine manufacture. So valuable was the invention considered that the Franklin Institute of Philadelphia presented Mr. Macdonald with an award of merit. Thomas A. Edison, Inc., and the Victor Talking Machine Co. have been granted licenses under the patent in question, and the American Graphophone Co. is confident that its position in the present case will be promptly sustained by the courts, both on actual merit and in view of precedents.

WHAT REAL SERVICE MEANS.

Merchant Should Study and Cater to the Requirements of His Particular Community.

Look into any retail business, large or small, and it will be found that it is governed by either one or the other of two basic ideas, "the bargain idea or the idea of service." The bargain idea is put first because it is so old historically. It goes back to dim centuries when the merchant was a peddler, selling from a pack at markets and fairs. His profits depended largely on the gaudiness and apparent cheapness of his goods and his skill at double-dealing. Of course, his methods were such that nothing but improvement was possible. Yet the merchant of to-day who is wedded to his bargain idea still underrates public intelligence. He assumes that penny-saving is the chief object of people purchasing goods. He centers effort on buying merchandise that will be tempting by reason of the bare prices he can mark upon it. Value and quality are taken into account last of all—sometimes never. This sort of merchant offers the public a disconnected string of "price sensations."

Everything is haphazard and stocks have little relation to the wide needs of the modern family.

But a merchant guided by the service idea, on the other hand, has a broad conception of the public's intelligence, sees his community's needs as a whole, and understands his own function in it. He knows that customers weigh points of value as well as prices—purity, durability, appearance, convenience, originality. Even though he has but a small establishment, his stocks will be complete, representative, adequate to meet the whole demand of the average family in his line, and they will be maintained with a view to progress in that line. Shopping is made agreeable. Growth and reputation come from customers' satisfaction after goods are in use and price forgotten.

There are just as many kinds of salesmanship as there are salesmen, just as many methods of buyings as there are buyers—the weak, strong, the bluffer or bulldog, the quick and alert—and the Rip Van Winkle. Some salesmen seem imbued with the idea that buyers are simply perfect; others, that they are perfectly simple.

The DITSON Pledge

Is to see that our clientele has a better service than ever—setting a new standard in Victor jobbing deliveries. The demands of alert Victor dealers—the kind that grow—are many and varied, and we furnish the "first-aid" in every instance.

We believe this year's Victor business will be of tremendous proportions, and it will pay you to have

The Fastest Victor Service

which is a requisite in this hustling age. We possess the largest stocks, the best organization and most up-to-date equipment in the Eastern half of the country.

This covers Victor machines, records and supplies of every kind, not to mention cabinets, needles and trade-marked accessories.

Will you let us tell you more about Ditson co-operation? A postal gets this information!

ROLIVER DITSON CO., Boston, Mass.

The Talking Machine Trade in New England

G. E. SEAVEY REMODELING STORE

In Haverhill, Mass., to Accommodate Rapidly Growing Business in Columbia Line.

(Special to The Talking Machine World.)

Haverhill, Mass., Feb. 9, 1912.

The Columbia business of George E. Seavey has grown so rapidly of late that he has been obliged to remodel the interior of his establishment at 50 and 52 Emerson street, and one of the conspicuous features of the improved surroundings are the new racks for records. A large photograph which he has had taken of his store clearly shows his large show windows filled with a well arranged assortment of machines and records calculated to quickly catch the eye of the passer-by. Mr. Seavey has made quite a reputation for disposing of many of the \$200 Regent grafonolas.

EDISON OUTFITS IN STRONG DEMAND.

(Special to The Talking Machine World.)

Orange, Mass., Feb. 7, 1912.

G. M. Pratt, who has a fine establishment here, is doing an excellent business in talking machines. The new opera style of Edison machine is finding high favor.

Another Orange concern, E. B. Miller, had the pleasure of selling eleven Amberolas last season, a record of which he is immensely proud. He says that he is going to equal that in the successive sales of the new opera instrument.

FINDS DEALERS OPTIMISTIC.

(Special to The Talking Machine World.)

Boston, Mass., Feb. 7, 1912.

H. R. Skelton, who is one of the successful Edison travelers through New England, reports that business is very satisfactory in his field, though he has encountered some pretty tough weather, in spite of which dealers are most enthusiastic over the spring prospects.

GETS RESULTS WITH WAGON.

(Special to The Talking Machine World.)

Gardner, Mass., Feb. 6, 1912.

F. L. Gilson, who is a hustler in the talking machine trade, canvasses his field with a wagon which the Thomas A. Edison, Inc., provides him

with. He says that it is a splendid medium with which to get about and he can cover considerable territory in the course of a week. In the same town is located J. Griffin, who has lately partitioned off a part of his store, and one part of this he is devoting to exploiting the virtues of the Edison products, each machine being demonstrated in a separate compartment so that a neighboring one cannot be heard.

WHY BUSINESS SHOULD BE GOOD.

Some Interesting Figures That Tell Why Machines, Records and Needles Should Be in Demand During Year So Recently Opened.

(Special to The Talking Machine World.)

Putnam, Conn., Feb. 8, 1912.

Charles E. Dean, of John M. Dean, of this city, makes some optimistic remarks to The World correspondent anent the business possibilities for 1912. It covers not only the status of the needle market, but the talking machine field, and while brief, aptly sums conditions. Mr. Dean says: "With 100,000,000 people in this country alone it is evident that there are many who would be talking machine buyers but they cannot get the goods; then, too, can be found thousands of families who would be purchasers if they were told of the pleasures to be secured; the number in the foregoing classes might be as high as fifty million. On the needle end, the low priced machines have given a big impetus to the business; the record business has rushed ahead tremendously and there will be more instead of less business.

"Our business fits in with the dealers in the matter of extra needle sales, as our Puritone brand is of such quality as to be universally well liked and are sold on a reasonable basis. To those who will order in sufficient quantities, we will have the buyer's name and address printed on the envelopes at no extra cost. In the jobbers list of The World is a special announcement that explains what we will do in this line."

WELL PLEASED WITH THEIR LINE.

(Special to The Talking Machine World.)

North Adams, Mass., Feb. 10, 1912.

Hunt Bros. are now handling the Edison machines exclusively, and they state that no com-

plaints are being heard from their customers. A number of the homes in this city are being equipped with Edison machines.

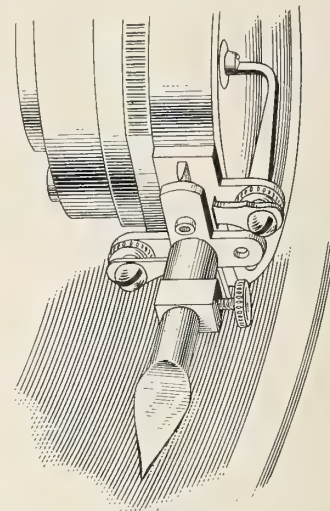
"DUPLEXTONE" GREATLY IN FAVOR.

(Special to The Talking Machine World.)

Lowell, Mass., Feb. 10, 1912.

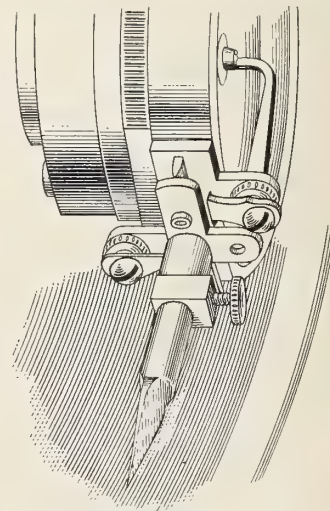
A talking machine needle that is destined for a glorious future is the "Duplex-tone," just introduced by W. H. Bagshaw, the long established needle manufacturer of this city. In existence only a short time, the early requests for information prompt a little prognosticating that the "Duplex-tone" will be "some seller."

Here is the way the Duplex-tone looks when playing a "loud" record.



LOUD.

Just a little shift of position and the Duplex-tone plays "soft," as indicated below. This needle, so it seems, is fine for band records and excellent for the soft effects of violins and voices.



SOFT.

Any dealer or jobber wishing a sample envelope may secure same by writing to W. H. Bagshaw, Lowell, Mass.


VERMONT DEALER TO EXPAND.

(Special to The Talking Machine World.)

Bennington, Vt., Feb. 9, 1912.

M. A. Griswold is preparing to make extensive improvements in his store so that he will be better able to handle talking machines. The house is getting any number of inquiries about machines and records.

There is no luck in the game of selling. It is governed by a code of rules as strict as the laws of mathematics. Some good men violate the laws of buying and selling without courting immediate failure, but they cripple their capacity; they greatly discount their ability.



THE KEYSTONE

OF OUR

BUSINESS BUILDING

IS P-E SERVICE

Built with rocks of Edison Completeness cemented by P-E Quickness.

Edison dealers who are supported by this massive structure find business easier and more profitable.

Test us with a record or an Amberola.

EDISON JOBBERS EXCLUSIVELY

THE PARDEE-ELLENBERGER CO.

66 Batterymarch St.
BOSTON, MASS.

96 State St.
NEW HAVEN, CONN.

FROM OUR BOSTON HEADQUARTERS

324 WASHINGTON STREET, JOHN H. WILSON, MANAGER.

(Special to The Talking Machine World.)

Boston, Mass., Feb. 10, 1912.

The Eastern Talking Machine Co. has lately been getting many inquiries from schools scattered throughout Greater Boston as to the merits and virtues of machines. This in a large measure is due to the active campaign which is now being carried on setting forth the educational possibilities of the talking machine in the schools.

Inquiries at the Eastern Co.'s Tremont street quarters have developed into actual sales, and recently, according to A. W. Chamberlain, who is quite an enthusiast over the idea, six separate outfits have been installed in schools in Brookline, Newton and other near-by places. In making a selection of records, for instance, great care is exercised, for the prime reason that due thought must be given to the grade of the school. In the lower grades catchy, simple pieces, such as are more or less familiar to the young, are desirable; but when it comes to high schools music of a more classical order is demanded. Marches in the lower grades are much sought after, for the children always respond to the inspiration of catchy, martial airs. Mr. Chamberlain sees a great chance of a logical development of the idea of installations of talking machines in schools, and believes that the company has a big business ahead in this particular field.

E. F. Taft, the secretary and general manager of the Eastern Talking Machine Co., has just returned from a most successful and enjoyable trip out West as far as Chicago. He returned to Boston by way of New York, where he paid a visit to the Victor and Edison factories and found business being rushed to the limit.

Business with the Eastern Talking Machine Co. from the first of January has been very big, and in the Victor line the present demand equals that of the holiday season, and as for records, there is a tremendous demand and goods can scarcely be shipped to Boston fast enough to supply the needs of the trade.

Honors Cardinal O'Connell.

The Columbia Phonograph Co. did honor to the arrival of His Eminence Cardinal William O'Connell January 31 by elaborately decorating the front of the store with the Stars and Stripes. The decorations were much admired by those in the procession which passed through Tremont street.

Dictaphones in Harvard University.

The Columbia Phonograph Co. has lately installed a number of dictaphones at Harvard University, where they daily are getting to be immensely popular with the professors, instructors and lecturers. The Boston & Maine Railroad has had shipped a large consignment of these machines to be especially used in the freight claims department. Officials at the railroad who have become acquainted with their extreme usefulness have been widely advising their use by their associates.

Some Resignations.

Much to the regret of his fellow associates, S. Harry Brown has severed his connection with the Eastern Talking Machine Co., having accepted a fine position with the Waltham Emery Wheel Co. He will travel for the concern, and while he will be missed by the customers of the house as well as those inside, everyone is glad that he has got a splendid position—one that may mean rapid advancement.

Owing to the retirement from the Columbia Co. of Louis Retzel, who has been the bookkeeper of the Boston store for the past five years, the customers will not see quite as much of "Jack" Shaughnessy, who has been a salesman for the company, and who now will take Mr. Retzel's place. Mr. Retzel is going with the United Drug Co. in the position of assistant auditor. R. L. Perrett, of the dictaphone department, will take "Jack's" place on the floor.

Excellent Demand for Edison Machines.

The Pardee-Ellenberger Co. is finding a ready call for the Edison goods around in Greater Bos-

ton, and Manager F. H. Silliman is getting all sorts of inquiries every day, some coming into the Batterymarch street store in person, some calling over the 'phone, and still others writing in for the literature of the concern. President W. O. Pardee of the company spent three days at the Boston headquarters the first of the month, and was well pleased at the business that is piling up.

The Pardee-Ellenberger Co. manufacture and sell a number of specialties for talking machine dealers and owners, including the Linoid recording horn and its system of keeping records.

Attracts Passers-by.

One of the exhibits in the windows of the Columbia Phonograph Co. is the revolving double-disc records which so aptly serve to inform the passers-by of the style of records carried by the house. The device is so ingenious that any number of people stop in front of it.

Mary Garden Compliments Miss White.

There is quite a demand locally for the first records made by Carolina White, who, as mentioned in a previous issue, is a Boston girl, and now connected with the Philadelphia-Chicago Opera Company. An interesting and unusual feature of her singing for the company is the high endorsement given her by Mary Garden, who has written the Columbia Co. as follows: "I am so delighted to know you have Miss Carolina White with the Columbia Phonograph Co. Her voice is so brilliant and her talent so immensely charming that she is becoming, very fast, one of the world's big artists."

Effective Victor Display at Millers.

Ubert Urquhart, in charge of the Victor department of the Henry F. Miller Piano Co., reports that business is far beyond normal, and that there is much difficulty experienced in getting a sufficient supply of goods. His staff of salesmen is kept busy all day with machines which, by the bye, are exhibited in most attractive quarters on the second floor of the Boylston street establishment. Just now the show window devoted to Victor goods is unusually well arranged, so as to quickly compel attention.

Oscar Junge in Charge at Providence.

Fred R. Erisman, after an absence of several week in Providence, whither he was called to

take charge of the Columbia's establishment in that city, is back at the Boston office, much to the delight of not only his brother, Arthur C. Erisman, the Boston manager, but all the staff as well, for he is popular with all the boys. In the meantime the Providence store has found a manager in the person of Oscar Junge, who has been brought east from Louisville, where he was in charge of the Columbia interests.

Manager Erisman reports that the January business of the Columbia Co. showed a seventy-five per cent. increase over the same month in 1911. There is every indication that the February business will be a very large one. During January Mr. Erisman was able to consummate several very large deals.

The Columbia Phonograph Co. gave a fine and most enjoyable exhibition of its machines for the benefit of the members of the National Shoe and Leather Association at the Hotel Lenox a short time ago. The dinner was tendered to the officers and delegates, and the Columbia feature was one of the most prominent of the program.

Expansion at Steinerts.

Herbert L. Royer, manager of the Arch street Victor department of the M. Steinert & Sons Co., says that wherever he goes he finds a difficulty in supplying the demand for both machines and records. This is particularly true of his own department, the growth of which has necessitated an increase in his office force and a rearrangement of his own private quarters to better facilitate the handling of business.

Good Demand for Edisons.

Chester J. Sylvester, who is in charge of the talking machine department of the C. E. Osgood Co., finds a good demand for the Edison machines ever since the first of the year. He had a very good January and the second month of the year has started off most promisingly.

"We are not sent into this world to do anything into which we cannot put our hearts. We have certain work to do for our bread and that is to be done strenuously; other work to do for delight and that is to be done heartily; neither is to be done by halves or shifts—but with a will, and what is not worth an effort is not to be done at all."—Ruskin.

"As Good As Bagshaw Needles"

When you hear this statement, make up your mind to have THE BEST. If Bagshaw Needles are considered the best by someone trying to sell you "something as good" they openly admit the Bagshaw quality.

The comparison is the best boost that Bagshaw Needles can get; the remark should prompt you to use your own GOOD JUDGMENT to buy the "standard talking machine needles."

Magazines spend thousands educating readers to secure the best value in commodities; we are buying this space to insure the same purpose for talking machine needles. Remember that the "just as good" excuse makes Bagshaw Needles the BEST.

W. H. BAGSHAW, Lowell, Mass.



Think of offering the interested public a line of musical instruments without the Columbia Grafonola "Favorite" at \$50, for instance!



**Columbia Phonograph Company, Gen'l
Tribune Building, New York**

BIG DEAL IN ST. LOUIS.

Silverstone Talking Machine Co. to Become Edison Jobber in That Territory While Koerber-Brenner Music Co. Will Handle Victor Line Exclusively—Decide That Best Results Are Gained by Handling Only One Line of Goods—Some of Those Interested in the New Arrangement—Excellent Record Made by Columbia Co. Branch—Opera Season Helps Record Sales—News of the Dealers

(Special to The Talking Machine World.)

St. Louis, Mo., Feb. 9, 1912.

A deal whereby the Silverstone Talking Machine Co. becomes the sole Edison jobber in St. Louis and the Koerber-Brenner Music Co. will handle only the Victor line has been completed by Mark Silverstone and E. C. Rauth, the latter secretary of the Koerber-Brenner Co. Mr. Silverstone, who also conducts a retail business, has transferred his entire stock of Victor-Victrolas and Victor records to the Koerber-Brenner Co. and will hereafter handle only the Edison line at retail.

"Our company felt," said Mr. Rauth in speaking of the deal, "that a firm could only do justice to one line of merchandise like talking machines. The trade is so nearly alike that to handle two lines brings one into conflict with himself at times. Also we felt that perhaps when the Edison disc machine is put on the market that there is a likelihood of exclusive contracts being asked from jobbers and that we would rather get from under first. We liked the Victor line best, hence our selection."

Mr. Silverstone, who now controls a splendid territory for the Edison line, has been in the talking machine business for eight years. He came into it rather by chance, which in itself is an interesting story, considering the results. He was in other business and had leased one-half of his store room to a talking machine retailer and through a disagreement his tenant left him unexpectedly. Mr. Silverstone did not want the space for his other business and looked about for a line he could put in to pay rent. Talking machines naturally suggested themselves as the location already had a reputation in that line. He put in a line of Columbias and the results were so satisfactory that he sold his other business and stayed with the talking machines, although he has not handled Columbias for a long time. When he began business the jobbers in St. Louis were the Western Talking Machine Co., Conroy Piano Co. and O. K. Houck Piano Co., and he has bought part or all of the stocks of each of these as they retired from this field.

"I like the Edison line," said Mr. Silverstone, "and I believe the time is coming for a dealer to handle one line. I thought I could better my business by taking this line exclusively, hence my giving up of the Victors. I had a nice business with the Victors, but felt that the 'one line' advantages would offset the profits from the other line. Also with the larger Edison stock I will carry I need all of my space."

Mr. Silverstone is an excellent mechanic and does or oversees the expert repairing that comes to his store and is famous among talking machine men of

this section for his ability to overcome mechanical difficulties that come up in talking machine work. His jobbing territory is southern Illinois, Missouri and a part of Arkansas.

The joint letter of the two firms sent to the trade offers combined shipments of Victor-Edison goods on small orders. This arrangement is made because of the number of retailers handling both lines and will be continued as long as there is demand.

"Distribution of the machines we receive from the Victor factory is our big problem," said Harry Levy, manager of the talking machine department of the Aeolian Co. "The trade is running very heavy of VIIIs, IXs. and XVIs. We have much less difficulty in getting orders for these numbers than we do in supplying the trade. Records, too, are a source of worry. 'Casey Jones' is still giving us problems in division and 'My Beautiful Doll' is almost simple subtraction. But I spotted 'Billy' on the first call and had 'Billy' records to run through the big demand when others were short. Business has picked up well since the after-holiday lull and I look for big things this spring."

Manager Ramsdell, of the Columbia Co., smiles over the January record for that company. "We thought the setback received during the very cold weather was going to make a black mark in our monthly report," he said, "but when we got a chance toward the latter part of the month we went on famously and we closed ahead of last year, which we thought was doing very well. Trade has been well balanced, records and machines alike showing improvement. During the very cold weather our collections were excellent, which is about as good a business pointer as one could ask."

The St. Louis grand opera season, which began February 2, gave local dealers an opportunity to push special records and all were working at the job and report an excellent demand, both before and following the appearance of Mary Garden, Fremstad and others of note. Some persons bought records to familiarize themselves with the operas before the company arrived, others bought them as souvenirs after the operas had been sung at the Odeon. And still another class of custom came from persons unable to go to the opera, but who invested in records to have the principal songs at their fireside. The Columbia window was notable as an advertisement of these records, showing the stars had made records for that company.

Joseph Schindler, an Edison dealer of St. Charles, Mo., was a recent visitor in the city. Ferand Bros., of Madison, Ill., were also at the Silverstone Talking Machine Co. on business.

S. H. Rash, traveler for the talking machine department of the Aeolian Co., was in Texas the latter part of January and had a real exciting time dodging the meningitis quarantine lines. He found it impossible to follow the route as mapped and dodged hither and yon, getting to a town from where he could and selling whom he could see. His only satisfaction from such a course was that in cultivating the open fields he opened some new accounts.

On a recent trip to this city Joe Dvorak, who has handled only the small musical line for Lyon & Healy in this city, called on the talking machine trade.

Retail Manager Byars, of the Columbia Talking Machine Co., reports excellent business in machines, with the "Favorite" leading. "We are making a special effort to co-operate with the national advertising campaign from the home offices on that machine," he said, "and we are getting excellent results. Our sales are about keeping up with the machines we are able to obtain from the factory."

E. O. Rauth, secretary of the Koerber-Brenner Music Co., who has been giving considerable attention to the talking machine end of the business, says that in his opinion retailers are seriously at fault in not telling customers more about running their machines. "The average of them, in fact most dealers, I think, lead the customer to believe there is nothing to do but put a record on the machine and let it go," he said. "But the simple matter of the use of needles will make a big difference with many customers. Recently I saw a musician, who is in love with his talking machine, put his handkerchief in the horn to soften the sound when playing certain high pitched voices. I gave him a half-tone needle and he was delighted. It was exactly what he wanted. Within a few days he had tried each of his records with loud, medium and half-tone needles and had decided which was suited to each. This man had never heard of the different tone needles before, which is the fault of a dealer. Satisfied customers are the best advertisement and this little intelligence is cheap advertising. The economy of steel needles is not at the expense of the quality of the music when their use is understood."

Mr. Bryd, of the Columbia Talking Machine Co. wholesale department, was in southern Illinois and southeastern Missouri during the January blizzard and his stories of adventure rival any that were printed in the newspapers. He gave up the effort to make some towns and once, after being two days on a train with two engines, welcomed a carriage that came to the rescue by an upland road and carried the passengers the last five miles. He was on a train that took the first mail in five days to one Missouri town.

Spokesmen for St. Louis jobbers agree as to the rapid development of trade from this city in the southern Mississippi Valley and the Southwest. This field is being cultivated energetically by the local trade and is repaying the effort.

Manager Robinson, of the talking machine department of the Thiebes Piano Co., reports the demand for high class machines holding steadily to the high standard of the close of the year. "Piano Row," he said, "because of the large stock carried, sells a great part of the records in St. Louis. Our record stocks bring us in touch with almost all of the machine owners, so we need not worry much about small machine sales because, when the owner of the tiny machine becomes a convert and wants a better machine, we will likely be the ones to profit."

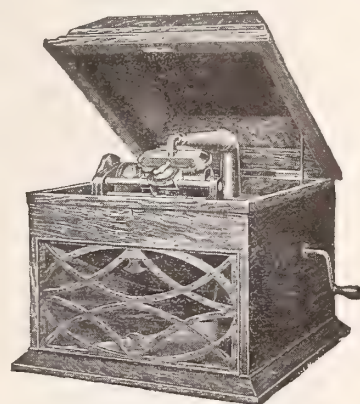
L. A. Cummins, who recently was moved to the Colorado and Utah territory for the Koerber-Brenner Co., because of Mrs. Cummins' health, is giving a good account of himself in his new field. He has opened a number of good accounts and reports excellent prospects. He is having his first experience with the small musical line, his experience having been that of a Victor specialist.



U-S Junior—\$30
Base, $8\frac{5}{8} \times 13\frac{3}{4}$ inches
Height, over all, $30\frac{1}{2}$ inches



U-S Banner—\$40 to \$50
Base, 10×17 inches
Height, over all, $32\frac{1}{2}$ inches



U-S Royal—\$50
Base, $18 \times 20\frac{1}{2}$ inches
Height, $16\frac{1}{2}$ inches

Good Business and Good Profit with the U-S Line

WITH U-S Phonographs and U-S Everlasting Records the dealer has an unsurpassed combination of advantages. The selling points make a distinct appeal to customers—and performance backs them up!

U-S Phonographs

The line is graded in price to suit a great variety of desires. It begins with the smallest concealed-horn machine that practice has proved to be mechanically correct, and ends with the magnificent mahogany cabinet machine. And every style represents a distinct advance in sound-reproduction and mechanical perfection—evidenced in part by the following features:

Instant automatic change from two-minute to four-minute records.

A balance wheel that maintains constant speed and musical pitch.

A simple, noiseless, long-running motor whose speed is not affected by winding while playing.

The "voicing" superiority of an unusually large and sensitive diaphragm.

Sapphire reproducing-points that never wear out, and cannot injure the U-S records.

U-S Everlasting Records

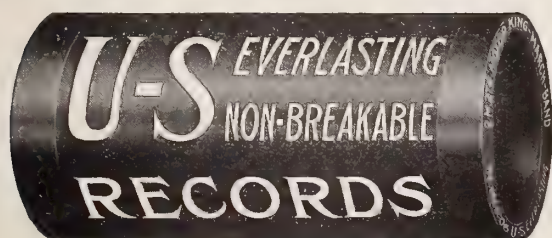
Ten thousand playings cannot wear them. They do not break, chip or crack. Consequently the most delicate notes are permanently recorded for a lifetime of enjoyment.

The repertoire is large and constantly growing—instrumental and vocal successes, both classic and popular; vaudeville hits; grand opera; in short, a complete range of speaking and musical entertainment.

And all records are sold at popular prices!

A Splendid Opportunity for Dealers

The many advantages of the U-S line give the live dealer every opportunity to build up a profitable, safe and growing business—with no broken or worn records on the dealer's shelves. You will be interested in our proposition to dealers. Write for it to-day. Address the main office or the nearest branch listed below.



FIT ANY PHONOGRAPH

The U-S Phonograph Company

Associated with

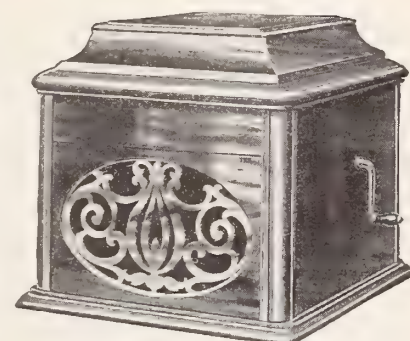
The Bishop-Babcock-Becker Co.

1013 Oregon Avenue, - CLEVELAND
BRANCHES

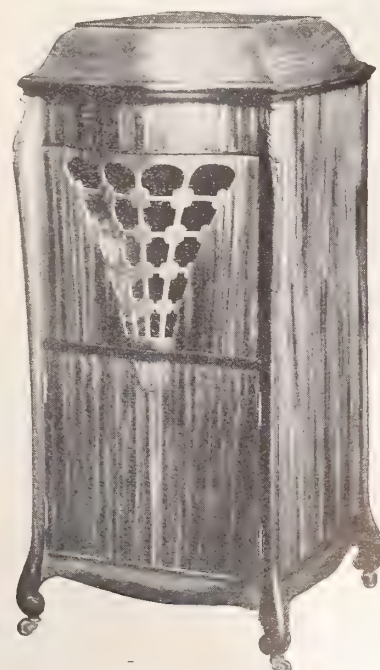
5-7 Union Square, West.....New York
219-325 West Washington St.....Chicago
338-340 Minnesota St.....St. Paul
Portland and Chardon Sts.....Boston
1106 Commerce St.....Dallas
368-370 Broadway.....Albany
58-60 W. Mitchell St.....Atlanta
210-212 S. Broadway.....St. Louis



U-S Opera—\$65 and \$75
Base, $15 \times 21\frac{1}{2}$ inches
Height, over all, $33\frac{3}{4}$ inches



U-S Grand—\$85
Base, $20\frac{1}{2} \times 22\frac{1}{2}$ inches
Height, $18\frac{1}{2}$ inches



U-S Peerless—\$200
Base, $21\frac{1}{2} \times 22$ inches
Height, 48 inches



The man who has become interested in any of the models of the Grafonola "Regent" is a hard customer to sell Something Else.



**Columbia Phonograph Co., Gen'l,
Tribune Building, New York**

BANQUET FOR HAUSCHILDT STAFF.

Henry Hauschildt Takes That Means of Celebrating Close of Successful Business Year.

(Special to The Talking Machine World.)

San Francisco, Cal., Feb. 8, 1912.

The close of a most successful year for the Hauschildt Music Co., with "talker" departments in this city, Oakland and Haywards, was celebrated last week by a banquet given by Henry Hauschildt, the energetic proprietor of the business, to the employes of the different stores.

Mr. Hauschildt presided, assisted by Mrs. Henry Hauschildt; Hugh Foley acted as toastmaster. The guests from the country were J. J. McBride, of Vallejo; John Swanson, of Crockett, and Campbell Pomeroy, of Santa Rosa and Petaluma, who were appreciative of the courtesies shown them.

of employer and his large army of employees.

One of the hits of the evening, because unexpected, was a clever talk by Miss Anna Metten, one of the office force. Two good closing addresses were made by Mr. and Mrs. Hauschildt, both of whom ably maintained the keynote of the evening, good-fellowship and mutual interests.

Among those who attended the banquet and who appear in the accompanying photograph are: 1, Henry Hauschildt, proprietor; 2, Mrs. Hauschildt; 3, Hugh Foley, San Francisco sales manager; 4, J. G. Ramer; 5, R. A. Leavitt, manager Oakland phonograph department; 6, Anna H. Metten; 7, Geo. Faulkner; 8, Irene Murphy; 9, W. A. Craven; 10, J. J. McBride, of Vallejo; 11, A. P. Cautua; 12, Wm. Ringen, San Francisco phonograph and music goods department manager; 13, Genevieve Conroy; 14, Clarence Moran; 15, Elmer Doidge; 16, Louis Schroeder; 17, Clarence Cuthbert; 18, Edgar

But the business situation to-day seriously demands the classing of the deliberate slow-payer with the cheat. His reformation would free the involuntary slow-payer from a plight that is none of his choosing, and would make the wheels of business hum with prosperity.

You who can, pay up. Then those who now can't pay will be able to do so. Money will flow faster through the arteries of the country's life and all the people will be benefited.

OUR FOREIGN CUSTOMERS.

Amount and Value of Talking Machines Shipped Abroad from the Port of New York for the Past Four Weeks.

(Special to The Talking Machine World.)

Washington, D. C., Feb. 8, 1912.

Manufacturers and dealers in talking machines will doubtless be interested in the figures showing the exports of talking machines for the past four weeks from the port of New York:

January 13.

Autofagasta, 9 pkgs., \$722; Berlin, 130 pkgs., \$5,300; Callao, 1 pkg., \$103; Cape Town, 135 pkgs., \$2,338; Cienfuegos, 3 pkgs., \$152; Corinto, 2 pkgs., \$184; Hamburg, 22 pkgs., \$512; London, 264 pkgs., \$7,139; Montevideo, 10 pkgs., \$520; Santo Domingo, 10 pkgs., \$136; Valparaiso, 3 pkgs., \$197.

January 20.

Berlin, 133 pkgs., \$1,220; Callao, 10 pkgs., \$117; 18 pkgs., \$1,000; Chemulpo, 9 pkgs., \$460; Cork, 2 pkgs., \$200; Grenada, 6 pkgs., \$337; Guayaquil, 3 pkgs., \$230; Hamburg, 11 pkgs., \$200; Havre, 17 pkgs., \$338; Kingston, 4 pkgs., \$121; La Guayra, 4 pkgs., \$135; London, 21 pkgs., \$1,350; 264 pkgs., \$8,212; Rio de Janeiro, 29 pkgs., \$4,299; Valparaiso, 27 pkgs., \$1,370; Vera Cruz, 21 pkgs., \$2,442; Yokohama, 30 pkgs., \$1,620.

January 27.

Antwerp, 16 pkgs., \$275; Berlin, 17 pkgs., \$339; Callao, 3 pkgs., \$147; 12 pkgs., \$620; Colon, 3 pkgs., \$107; 8 pkgs., \$267; Curacao, 2 pkgs., \$100; Guayaquil, 2 pkgs., \$105; Hamburg, 43 pkgs., \$2,347; Havana, 2 pkgs., \$535; 13 pkgs., \$143; 5 pkgs., \$179; La Guayra, 18 pkgs., \$1,018; Liverpool, 23 pkgs., \$1,760; London, 175 pkgs., \$5,105; Macoris, 5 pkgs., \$196; Para, 1 pkg., \$194; Rangon, 4 pkgs., \$228; Rio de Janeiro, 12 pkgs., \$521; Savanilla, 9 pkgs., \$1,000; Tampico, 11 pkgs., \$105; Vera Cruz, 80 pkgs., \$1,959; Vienna, 34 pkgs., \$1,082.

February 5.

Antwerp, 1 pkg., \$200; Bahia Blanca, 17 pkgs., \$1,760; Buenos Ayres, 734 pkgs., \$29,680; 1 pkg., \$175; Havana, 40 pkgs., \$1,647; Havre, 18 pkgs., \$1,136; London, 29 pkgs., \$4,742; 18 pkgs., \$530; Milan, 13 pkgs., \$497; Montevideo, 7 pkgs., \$841; Puerto Mexico, 9 pkgs., \$234; Rio de Janeiro, 4 pkgs., \$511; Santos, 20 pkgs., \$2,556; Savanilla, 3 pkgs., \$159; St. Petersburg, 8 pkgs., \$267; Sydney, 50 pkgs., \$715; Valparaiso, 24 pkgs., \$349; Vera Cruz, 263 pkgs., \$5,509.

If you do not possess that share of the world's material things you feel you ought to, no one is to blame but yourself; no one will get it for you but yourself, so go after it and get it.



Most of the speeches were along business improvement lines, but the music of Prof. Damasus Gallur and Wm. Craven, and the singing of Antonio Fodera, Miss Irene Murphy and Miss Genevieve Conroy banished all careful thoughts and carried everyone to the clouds.

The happy gathering did not disperse until a late hour, and assumed the aspect of a thoroughly agreeable social gathering rather than a banquet.

PROMPT PAYMENT OF BILLS

A Habit That Should Be Cultivated—What Holding Back Payments Means in the Long Run—Undermines Credit Standing.

The man who can pay his bills and doesn't is one of the public enemies who are responsible for the slow recovery of business. He cripples industry, restrains trade and creates a long line of debtors who cannot pay. He is a brake upon prosperity, a drag upon humanity.

He has been a deterrent factor in business the past five years, ranking in depressive effect next to the financial flurry of 1907. The habit of deferring payment, contracted anew in 1907, has become chronic with individuals, firms and corporations

and has served to harass business to an extent appreciable only to the bankers who carry the accounts of the retailers and smaller manufacturers.

By withholding payment of one bill a procession of difficulties is formed. A hoards his cash and embarrasses B, who has to put off C, and D is pressed to the wall. The chain of evil, started by the prosperous, reaches down through the ranks of industry, commerce and labor, cramping enterprise, confining trade and galling most of all the men at the bottom of the business structure.

This survival of panic times has become engrafted upon our business system to such an extent that in some circles the pride in being considered "prompt pay" is now regarded as old-fashioned, and skill in putting off one's obligations has come to be reckoned a desirable acquirement.

TRADE IN SOUTHERN CALIFORNIA.

Record Sales Show Great Increase During the Past Month—What the Various Managers Have to Report—All Lines in Demand—Sold Outfit on Way Home from Theater—Frank Moreno Married—Personal Items of Interest—Fitzgerald Music Co. Carrying on Extensive Advertising Campaign.

(Special to The Talking Machine World.)

Los Angeles, Cal., Jan. 27, 1912.

The month of January starts the new year with a most promising outlook for the coming year. All the dealers are very much encouraged over the past year's business and therefore are going into the field with more energy than before. Record trade for the past month has been most gratifying to all. The Edison opera is being sold with tremendous success; in fact, it is the largest seller of its kind in this section.

Chas. S. Ruggles, manager of Sherman, Clay & Co., reports business in a very good condition, there being a steady demand for Victrolas XIV. and XVI. practically in all finishes.

Medland's Pharmacy, exclusive Columbia dealers for Redlands, is, as usual, selling a number of machines and records. "Jim" Medland's energy is only exceeded by his immense popularity.

The Talking Machine Shop, of this city, is conducting a very successful business in both Victor and Columbia goods, especially a sale worthy of note is that of the first. Victrola XVI. to be sold in southern California.

Stubbs & Bohnert, of San Bernardino, have recently taken over the Baldwin Piano Agency and this popular line, combined with their Columbia agency, gives them every encouragement for a big 1912 trade.

The S. E. Purser Talking Machine Co., of this city, is having splendid success with the Victor, Edison and Columbia lines, which is largely due to the method of constant demonstrating an instrument at the door.

Wm. Hobbs Richardson, department manager of the talking machine department of the Southern California Music Co., is very much gratified at the success achieved during the past year and is very much encouraged over business prospects for this year.

Schireson Bros., the well-known Columbia dealers on North Main street, of this city, gave a very wonderful example of their "stick-to-it-iveness" a few days ago. Closing at 6 p. m., one of the partners returned, after attending the theater, at 11 p. m., just to see if all was locked up. Perceiving a gentleman apparently much interested in their show windows Mr. Schireson courteously asked him if he could show him anything, receiving a reply in the affirmative, the two entered the store and Mr. Schireson commenced a long and patient demonstration of the beauties and perfection of the graphophone. At 3 a. m. the next morning this demonstration ceased and the gentleman left the store, leaving an order for a machine and a number of records to follow, and Mr. Schireson carefully locked in his safe \$50 for the former and \$114 for the latter.

The friends and associates of Frank Moreno were surprised to learn of his marriage to Miss Evelyn Bach. The couple are well known in musical circles in Los Angeles. Miss Bach is one of the Bach Sisters, who have been on the Orpheum circuit for many years, while Mr. Moreno is the junior member of the Talking Machine Shop.

The Fitzgerald Music Co. is having splendid results from special advertisements which it has been featuring in the last few days. Advertising principally the Columbia Favorite, with a certain quantity of records, putting the outfit out for three days' trial. The majority of the sales were replaced by the more expensive instruments.

The J. B. Brown Music Co. has been most successful in the sale of the new Grafonola Mignonette. Mr. Hinman, the able manager of the talking machine department of this well-known firm, makes a specialty of his window display, every week bringing forth something new and novel.

O. A. Lovejoy, manager of the talking machine

department of the Southern California Music Co., reports business very good in the wholesale line, especially in the new Amberol concert records; also splendid run on the new Type B Amberola.

Mr. Jaggard, of Lovin & Wither, of Kingman, Arizona, was in the city a few days and states the Edison is the popular machine in his section.

The Colton Hardware Co. has been enjoying a good trade in Columbia goods, both locally and from its large mail order clientele.

W. J. Raynard, the traveling representative of the Southern California Music Co., is the proud father of a ten pound baby boy.

It is, of course, well known that the Thos. A. Edison, Inc., does not grant exclusive territory for the sale of phonographs, hence all dealers are in equal standing. In the Los Angeles letter of December 15 it was stated that W. A. Manson, of San Bernardino, has the exclusive sale of Victor and Edison goods. This is not quite correct. L. D. Houghton, an Edison dealer in the same city, has called our attention to the matter, and in fairness to all concerned we wish to emphasize that there is no "exclusive" territory granted to any dealer by the Edison Co.

AMBITIOUS VICTROLA RECITALS.

H. Schmidt & Son Co. Give Series of "Faust" Recitals with Orchestrelle, Orchestra and Colored Views from the Opera to Add to the General Effect.

(Special to The Talking Machine World.)

Davenport, Ia., Feb. 5, 1912.

The H. Schmidt & Son Co., the oldest piano and talking machine dealers in this city, and who maintain a large branch store in Muscatine, Ia., have been featuring strongly and with great success the Victor line of talking machines and Victrolas, which they handle exclusively. During the present season the house has been conducting a special series of "Faust" recitals, using the Victrola and records made by Geraldine Farrar, Enrico Caruso, Marcel Journet and Louise Homer for the purpose of illustrating the vocal numbers. The records are accompanied and incidental music furnished by the Schmidt Orchestra, composed of the following: Herman Schmidt, Sr., mellophone; Julius A. Schmidt, flute; Carl C. Schmidt, violin; Edward A. Schmidt, pianist and operator; Herman Schmidt, orchestrelle and accompanist.

The thoroughness of the effort to make the recitals interesting and successful is best appreciated through a glance at the following program, the situations in the opera revolving around the various musical numbers being explained in the accompanying text:

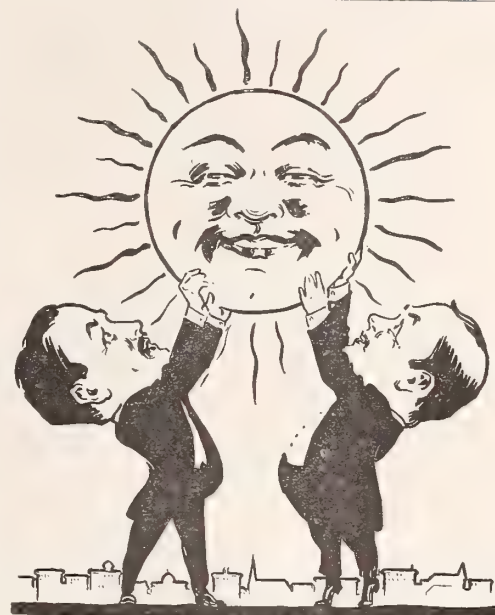
PROGRAM.

1. Faust Polpourri (Arr. by Ketterer).....Gounod
Aeolian Orchestrelle-Pianola Piano—Duet
Messrs. Edward and Herman Schmidt.
2. Heavenly Vision (French).....Caruso-Journet
3. Flower Song (Italian).....Homer
Accomp. by "Schmidt" Orchestra.
4. All Hail, Thou Dwelling Pure and Lowly (English)
Hamlin
Accomp. by "Schmidt" Orchestra.
5. Jewel Song (French).....Melba
Accomp. by "Schmidt" Orchestra.
6. But Why So Lonely?—Part II (French).....
Farrar, Glibert, Caruso and Journet
7. Forever Thine—Part II (French).....Farrar-Caruso
8. Let Me Gaze on Thy Beauty (Italian).....
Neilsen-Constantino
Accomp. by Orchestrelle, Violin and Flute.
9. Soldiers' Chorus (French).....
New York Grand Opera Chorus
10. Serenade Mephistopheles (French).....Journet
11. Church Scene—Part I (French).....Farrar-Journet
Accomp. by the Aeolian Orchestrelle.
12. This Is the Fair (French).....Farrar-Caruso
13. Then Leave Her (French).....Farrar, Caruso and Journet

Special interest and life is added to the recitals through throwing views of the various scenes in the opera on a large screen by means of a post card projector. It would seem as though this feature might be adopted with profit by talking machine dealers in other localities who make a practice of giving recitals of operatic music by means of talking machines. The post card projector may be purchased and operated at a fraction of the expense involved by a stereopticon, and in most ways is just as effective.

Be a live wire and you won't get stepped on. It is the dead ones that are used for door-mats.

The test comes with the lull—anyone can get business when trade is good.



**We don't let
the sun set**

on an unfilled order. No sir!

**Every order we get we ship
the same day it is received.**

That's why our customers stick to us and more come to us all the time, and the same thing applies to your business, if you give your customers the right service.

There are only two factors in the right service—to get *what* you want *when* you want it.

It sounds simple but does your jobber do it?

We do.

Anything you want in Victors, Victor-Victrolas, Victor Records, record cabinets, fibre needles, repair parts and the entire Victor line.

A card brings our booklet, "The Cabinet that Matches" and an interesting catalog.

New York Talking Machine Co.

Successors to
Victor Distributing and Export Co.,

83 Chambers Street

New York



REVIEW OF THE TRADE SITUATION.

Excellent Summary of the Progress of the Development of the Talking Machine and the Patents That Cover the Principal Processes Published by the Scientific American Recently—The Five Great Patent Fights Interestingly and Technically Described.

The Scientific American, which is recognized as an authority on matters affecting patents, recently published an interesting summary of the situation in the talking machine field, both past and present, which is worthy of reproduction herewith:

"The Berliner patent, which was granted February 19, 1895, and which the courts have upheld as valid and finally decided would not expire until the end of its full term of seventeen years, has had a history involving points interesting to both laymen and patent experts.

"The patent covers what may be called the fourth decided step forward in the development of the modern talking machine; the invention being that of Emile Berliner, who was also the inventor of what is known as the 'loose contact telephone transmitter,' a decided step forward in the development of the telephone art.

"The first step in the talking machine art, like the first step in many other arts, was rather scientific than practically useful. Leon Scott in 1857 published his discovery that if sound waves be projected against a diaphragm having a hog's bristle glued thereto, and the end of the bristle be held against a moving paper covered with lampblack, so long as no sound is heard the bristle remains at rest and traces a straight line on the moving paper, but when a sound is heard the diaphragm and bristle vibrate in unison, and the line traced on the moving paper is no longer straight, but undulating.

"The second decided step in the development of the talking machine was taken by Mr. Edison, and is disclosed in his patent, No. 200,521. Mr. Edison utilized Leon Scott's scientific discovery of the fact that sound produced the undulatory motion of the diaphragm and bristle, and constructed an apparatus which consisted of a cylinder on a shaft, the cylinder being covered with tinfoil. A diaphragm having a needle fixed thereto was used to produce the undulatory lines. Mr. Edison found that when a reproducer needle, fastened to the diaphragm, was made to track along in the undulating line made by the needle it would reproduce the sound that produced the undulations.

"The third great step forward in the talking machine art is disclosed in the Bell and Tainter patent of May 4, 1886, wherein among other things the record instead of being indented, as by the Edison needle, cut the record groove with a cutting tool or recorder.

"Both in Edison and in Bell and Tainter the grooves are of different depths or what are called 'hill and dale' record grooves. One disadvantage of such a record is that the reproducer, in afterward tracking a 'hill and dale' record, when it passed over a 'hill' was liable to jump over into the next groove. Mr. Berliner in his fourth great step in the development of the talking machine kept the depth of his groove always the same, and caused his recording stylus to cut sidewise.

"This Berliner record groove obviates the liability of the reproducer jumping from one groove to another, and feeds the reproducer stylus along without the aid of a separate feed screw.

"Mr. Berliner called his machine a 'gramophone,' to distinguish it from the 'graphophone' or 'phonograph,' the marked difference between them being that in the 'gramophone' the reproducer is fed along by the groove itself, whereas in the 'graphophone' or 'phonograph,' the cut groove being a 'hill and dale' groove requires a separate feed screw.

"As in nearly all cases of patents for valuable improvements, the owners of the Berliner patent were soon compelled to go into the courts to maintain their monopoly, and in their first big fight it was alleged that because Berliner had exhibited his machine before the Franklin Institute in 1888, more than two years before he applied for his patent, this use of his machine invalidated his patent, since a patent must be applied for before it has been in public use more than two years. The courts held

(140 Fed. Rep., 860) that such use as the exhibition use, which was free and not for gain, was a mere experimental use and did not invalidate the patent.

"Before the second big suit began Berliner had allowed his Canadian patent, granted February 11, 1893, to become forfeited for non-payment of a tax thereon. The question arose whether or not the American patent expired when the Canadian patent lapsed under R. S. 4,887, then in force, limiting the term of all United States patents where the same inventions were patented abroad to expire at the same time with the foreign patents. The court held (146 Fed. Rep., 534) that since the Canadian patent was originally granted for a term of eighteen years from February 11, 1893, the United States patent did not expire when the Canadian patent lapsed.

"The court should have stopped there, since that decided the only question before it, viz.: Did the United States patent expire under R. S. 4,887 when the Canadian patent lapsed? But the court went on and decided something not before it, namely, that the United States patent would expire February 11, 1911, which created considerable confusion, as will be seen later.

"The third great fight in the courts was over a question whether or not a device whereby a spring attached to the arm carrying the horn and which was at full tension when the reproducer was in the center of the record, untwisting as the record rotated, was an infringement of the Berliner patent, which in effect calls for a talking machine reproducer which is moved along the record by the sound grooves alone.

"It was held (177 Fed. Rep., 248) that the device claimed did infringe Berliner's claim, even though the reproducer was not moved entirely by the record, but was assisted by the spring 5.

"The fourth fight in the courts involved the question whether a maker of the records alone infringed a claim calling for a sound reproducer moved along the record by the sound grooves alone. The court held (150 Fed. Rep., 147) that where the record was evidently intended to be used to so move a sound reproducer it was a clear case of contributory infringement.

"The fifth and last big fight in the courts arose over the question of the time when the patent would expire. In the second suit above mentioned it was unnecessarily decided that the patent would expire at the expiration of the Canadian patent, namely, February 11, 1911, but its owners raised the point that the Canadian patent was for a different invention from the United States patent and therefore should not limit the seventeen-year term of the United States patent.

"The claim of the United States patent was: 'The method of reproducing sound from a record which consists in vibrating a stylus and propelling the same along the record by and in accordance with the said record.'

"The claim of the Canadian patent was: 'A rotating record tablet, a reproducing stylus mounted to have a free movement over the surface of the record tablet.'

"The Court of Appeals of the Second Circuit (not yet reported) held that although this question had been decided years before it should not have been, since its decision was not necessary to the matter then before the court, and also held that the Canadian patent was for a different invention from the United States patent and therefore the United States patent would not expire until February 19, 1912, the end of its seventeen-year term.

"Besides the foregoing, numerous other suits have been brought to restrain infringements of this patent, involving matters that have been settled in accordance with the foregoing five major decisions, which have cleared up many legal points heretofore unsettled in the patent practice.

"The patent has been a veritable gold mine to its owners, and as is too unusual, Mr. Berliner, the inventor, has shared largely in the financial rewards which result from the monopoly given inventors."

Know the important things in your business and concentrate on them. Leave the less important things to others.

PROGRESS THE RULE IN BALTIMORE.

Dealers Report That Business Has Kept Up in Remarkable Shape During January and That Prospects Are Excellent—Handsome Window Display at Cohen & Hughes Store—W. C. Roberts Now in Charge of Talking Machine Departments of Both Stores of E. F. Droop & Sons Co.—General Review of the Situation in the Monumental City.

(Special to The Talking Machine World.)

Baltimore, Md., Feb. 9, 1912.

All of the talking machine dealers in this city are reporting progress for the month of January. In fact, the word progress seems to be the slogan right along here, for the dealers never fail to state, when questioned about trade conditions, that business in the talking machine world continues to increase. The smaller talking machines as well as the records seem to be more popular than ever with Baltimoreans and the dealers to a man declare that they have every reason to look forward to the year 1912 being the best ever. While similar reports have been recorded for many months past the dealers say that they are justified in saying that outside of December, January has gone the other periods one better from a sales standpoint.

Cohen & Hughes have a beautiful window display of talking machines. It consists of a huge clock formed from talking machines, the dial of which is composed of Victor records. The design is the work of M. Silverstein, who has charge of the talking machine department. Mr. Silverstein reports that he is swamped with orders and finds it hard to get hold of enough stock to keep up with the demand. The firm has just filled a large wholesale order for Victors which was sent in from New York.

Manager W. C. Roberts, of the local store of E. F. Droop & Sons Co., has been placed in full charge of the wholesale and retail departments of both the Washington and Baltimore stores of the company. One of Mr. Roberts' first official acts in his new capacity was to introduce into the Washington store the up-to-date stock system which has made his management of the local store so successful. With this system in vogue it will be possible for the firm to supply the wants of the customers in Washington with the same degree of promptitude as is the case here. It is also possible with this method for the salesmen and other employees to know within a moment just what records and styles of machines are in stock and all other information necessary in the government of the business.

Columbia business has been in excellent shape all during January both in regard to records and machines. Manager S. A. Denison of the local branch has placed a number of new agencies throughout the State and in parts of the South to handle the Columbias. A visitor at the local branch store was Marion Dorian, treasurer of the Columbia Phonograph Co., who has been looking over the accounts and investigating the conditions from a trades standpoint as prevail in this section. Mr. Denison declares that the holiday trade has had nothing on the January output and that indications are great for a fine showing during the present month.

Tommy Gordon and Joseph Fink, the hustling youngsters who operate the talking machine end of the Kranz-Smith Piano Co., are a happy pair this month and all because they have had such great results with the Victors since entering the business. While December was a dandy one for them, they declare, like the other local dealers, that January certainly held its own, indicating that the sale of talking machines is the coming business.

William Knabe & Co. report a good month with the Columbia machines, while Manager Albert Bowden, of Sanders & Stayman, makes similar statements regarding the Victor and Columbia trade of his firm.

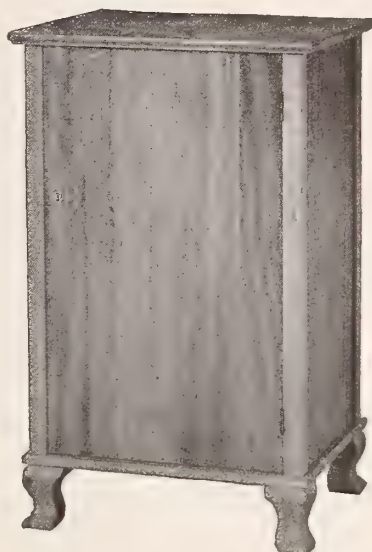
At Hammann & Levins' it was stated that the January business with the Victors was such as to cause no complaint.

A New Line of High Grade Cabinets

FROM THE HANOVER FACTORIES



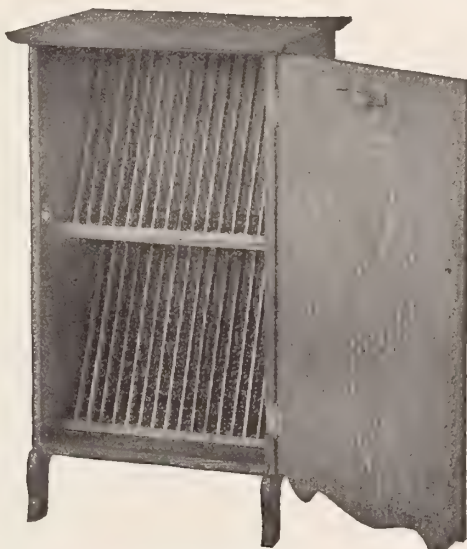
D26. TOP, 23 x 19.



D53. TOP, 21 x 18.



FRONT.



D31. TOP, 20½ x 17½.
Back Finished.



SIDE.

D31 MAY BE USED WITH ALL HORN MACHINES AND VICTROLAS No. 4 TO No. 9, INCLUSIVE

HANOVER QUALITY
WILL BE
MAINTAINED



D52. TOP, 24 x 20.

EXCEPTIONALLY
WELL MADE
AND BEAUTIFULLY
FINISHED
TO MATCH
TALKING MACHINE
CASES

THE GEO. A. LONG CABINET CO.
HANOVER, PENNA.

Address Communications to CLEMENT BEECROFT, Sales Manager, 309 W. Susquehanna Ave., Philadelphia, Pa.

CONDITIONS ROSY IN CLEVELAND.

Chief Complaint Among Dealers and Jobbers Is Shortage of Goods—Phonographs and Records for Entertainment of Inmates of Prison Farm—Recent Trade Visitors of Note—Victrola Recital in School—N. H. Cook's Clever Catch Phrase—Instrument to Photograph Sound—What the Various Dealers and Jobbers Are Doing to Stimulate Trade.

(Special to The Talking Machine World.)

Cleveland, O., Feb. 10, 1912.

Conditions of the most rosy character exist in Cleveland talking machine circles. Dealers, both jobbers and retailers, with scarcely an exception, report trade thus far in the new year to have been unusually good. Some dealers claim that if they could have got shipments of goods as desired, and as ordered from the factories, the volume of their business in January would have been quite as large as it was in December. Many have orders booked for delivery when the goods arrive. There has never been a season when more interest in talking machines was manifest than at the present time.

Charles James, of New York City, who is associated with the Prison Reform Association and the National Committee on Prison Labor, was a recent visitor to the Cleveland Prison farm, where are to be assembled all the city prison and charitable institutions. The department owns two phonographs, and a citizen has just donated 200 records for the enjoyment of the city charges. Mr. James was favorably impressed with the policy of installing talking machines, and will commend it to other institutions in the country.

Geo. W. Lyle, general manager of the Columbia Phonograph Co., General, on his way home from the West, stopped over and spent the day with Geo. R. Madson, manager of the company's store in this city. He expressed himself pleased with conditions and the prosperous outlook here and throughout the country, generally.

C. H. Denslow, recently with the Eclipse Musical Co., of this city, and for a number of years engaged in the talking machine business, has accepted a position with W. C. DeForeest & Son, at Sharon, Pa., and is in charge of the talking machine department of that firm. Mr. Denslow is an enterprising, active young business man and will prove a valuable acquisition to his employers as well as to the city of Sharon.

Warren L. Kellogg, representative of the Victor Talking Machine Co., was in Cleveland interviewing dealers the first of the month. He stated business with talking machine dealers generally, was in a highly prosperous condition in all localities he had visited.

Ben. Feinberg, special wholesale representative of the Columbia Phonograph Co., was in this city February 2, a guest of the local manager of the company, Geo. R. Madson.

Frances Elliott Clark, of the Victor Educational Department, gave a lecture and Victrola recital at the Brownell School, February 5. A large audience was in attendance and both the lecture and recital were listened to with closest attention and highly appreciated.

The Eclipse Co. recently sold a XIV Victrola, and \$100 worth of records, to John D. Rockefeller, who made a present of them to the Euclid Avenue Baptist Church.

Norman H. Cook, manager of the talking machine department of the W. F. Frederick Piano Co., is a man of ideas. In a recent large display Victrola advertisement he advised people to "Buy a Theatre on easy payments," and that "in a few months, with less expenditure than you are now spending for pleasure each week, this magnificent theatre is yours, with the continuous right to such headliners as Caruso, Scotti, Melba, Tetrassini, Lauder, Sousa, Christie and many others of equal fame." The advertisement was attractive and has resulted in a number of additional theatres in the city.

Mr. Thomas, of Thomas & Co., Findley, O., Victor dealers, was a visitor at the Eclipse Musical Co.'s store a few days ago. He reported business was good and prospects bright.

A late and important development in motion picture projection is the Diamond Screen, which is being manufactured in Cleveland by the Craft Curtain Co. The great advantage claimed for this screen is its brilliancy, stereoscopic depth, sharpness of focus and clearness, and at the same time practically relieving all eye strain. A satisfactory picture is produced with all the lights in the theatre lit.

Professor Dayton Miller, of Case School of Applied Science, has perfected an instrument known as a phonodeik, which photographs sound. Recently he gave a lecture at the school and threw pictures of flute and trombone notes on a screen, and showed a fragment of a record made of a quartet's rendition of "Rigoletto." He is now working on an instrument to analyze tones, and thinks that the two instruments will eventually perfect the phonograph.

The Wickens Co., of Lorain, O., is doing some very good concert work in the schools, churches and clubs of that city. The earnest efforts of Mr. Wickens have proved very effective and the company is doing a fine business.

T. E. Rice, of Wooster, Moore & Meade, of Coshocton, D. W. Wile, of Ashland and J. E. Lightner, of Painsville, all of Ohio, have recently put in large Victor stocks, purchased of the Eclipse Musical Co., of this city.

Miss Blanche Hill, who, for the past six years has been with H. E. McMillin, is now in charge of the Edison department of the establishment. Her long musical experience and exceptional treatment of customers, has endeared her with a host of friends.

Conditions with the Eclipse Musical Co. are of the most pleasing kind. Manager Towell, of the wholesale department, is very optimistically inclined, and believes "that all things will come to him who pushes business." He said: "Trade is fine. Especially good is our wholesale business which is increasing all the time. The demand for VIII and IX Victrolas is especially large—in fact all types of Victrolas are in big demand. Our record trade is very large, and only handicapped by our inability to obtain a sufficient supply."

The retail department of the Eclipse Musical Co. is flourishing, as it has been since moving on to Euclid avenue. "Our retail business," said Miss I. A. Johnson, in charge, "has been steadily increasing during the new year, many more sales being made than was anticipated. There has been and still is, a great demand for records, and the only fault to find is the impossibility to get the goods needed." The company has had a specially designed automobile manufactured for its use.

Business is very good with the Collister & Sayle Co., Phil Dorn, manager, said he could sell many more Victrolas, but that he couldn't get them. He stated the January wholesale trade was good, very much better, considering the inclement weather, than he had anticipated, and that the retail sales were very satisfactory. The company has a large record trade which is steadily increasing.

The talking machine department of the May Co. is a busy place. Miss Ethel M. Volk, who has had the management for several months past, has systematized and greatly improved the department. She said: "Business is fine and has been unusually good since last November. There is a great demand for Victor IX machines and our record trade is very satisfactory. The only trouble is in obtaining a sufficient supply of machines and records. Especially good are the sales of higher priced machines. There is also an excellent demand for Edison machines and records."

The W. H. Beuscher & Sons Co. says its volume of business is limited by reason of its inability to obtain the desired quantity of goods. Sales were said to be largely of the higher priced machines and records. Mr. Beuscher stated prospects were of the most encouraging character.

The Columbia Phonograph Co. had a remarkably fine run of business in January and it has kept up well into February. Geo. R. Madson, manager, said: "The year 1912 started in with a rush with us. Our elaborate advertising of the

Favorite Grafonola brought an astonishing number of sales, and all the Columbia dealers in the city, and in this territory, report that business is rushing. Our record sales are large, and cover the entire list, from the cheapest to the most expensive and in all the various languages. If the factory had been able to supply us with machines, our retail business during the past month would have been fully equal to the volume in December."

Under the efficient management of F. B. Guion, the talking machine department of the B. Dreher's Sons Co. is rapidly assuming proportions of considerable magnitude. Mr. Guion's long, practical experience in the business, coupled with his extensive acquaintance and popularity, make him a valuable Dreher asset. Speaking of conditions, Mr. Guion said: "Business is fine—away ahead of expectations—and it would be 100 per cent. better if we could obtain a sufficient supply of machines and records from the factory. Our present quarters are inadequate for the business, but when on April 1 we occupy our new location on Euclid avenue, one entire floor will be devoted exclusively to Victrolas. It is now being fitted up and finished in fine style and will be one of the finest talking machine stores in the country."

A. O. Peterson, of the Lucker Edison jobbing house, is pleased with conditions. He said: "Business is very satisfactory. The new Opera machine has created such a demand that we can't get a sufficient supply. There is also a good demand for the other types of machines as well as for records. Mr. Madison, of the legal department of the Edison Co., and W. H. Hay, traveling State representative, were visitors here on February 1. Mr. Hay reported the Edison business good throughout the State." Mr. Peterson attended the meeting of the Executive Committee of the Jobbers' Talking Machine Association at Chicago. He stated that all the jobbers who were present expressed themselves satisfied with present conditions and that the future looked very promising.

Business with the Caldwell Piano Co. continues unusually good, according to H. D. Scroton, manager of the talking machine department. We have several orders booked for Victrolas, and are awaiting shipments. We have one of our new parlors in operation. Our weekly recitals in the large audience hall are attracting large crowds.

Mr. Friedlander, of the Bailey Co., also expressed himself well satisfied with conditions.

The W. F. Frederick Piano Co. is doing well in the talking machine department and highly pleased with results. N. H. Cook, manager of the department, said: "Within the past few days I have had a number of fine Victrola sales—in fact, every day shows a good substantial growth in our department."

"Business is very good," said O. E. Kellogg, manager of the talking machine department of the H. E. McMillin & Son Co. "The great trouble with us at present," he said, "is how to get the goods, not how to sell them. The Victor and seal record business is way ahead of any previous year. There is a particularly gratifying demand for the \$100 Victrolas. Prospects for the rest of the Winter and Spring are good. H. E. McMillin & Son Co. has been incorporated, with a capital of \$100,000, and purchased the business of H. E. McMillin. The officers of the company are: H. E. McMillin, president; H. E. McMillin, Jr., vice-president; W. S. Hale, treasurer; O. E. Kellogg, secretary, and with George N. Papake, constitute the directors."

H. M. Brainard, of the Brainard Piano Co., which took a line of Columbia goods last month, said he was well pleased with the venture.

The Goodman Piano Co. is having a nice trade in Victrolas and Victrola records, and the business was constantly improving.

Charles I. Davis reports business is good and that he is having a very satisfactory trade in both Victor and Edison goods.

The Phonograph Record Exchange, 59 the Arcade, is a new venture, under the management of C. L. Goble. The concern deals in second-hand machines and records.

A company is known by the men it keeps.

SHOW MORE RESPECT FOR "TALKERS"

Newspapers, Realizing the Importance of Those Machines, Now Inclined to Give Them More Serious Attention in Their Columns—An Interesting Article on the Subject Which Recently Appeared in the New York Sun—The Great Sums of Money Involved.

Newspapers nowadays display a tendency to treat the talking machine in a more serious vein than formerly. The merits of the talking machine and its tremendous influence for good have forced this recognition.

Too many newspaper men have been prone to look upon the talking machine as a sort of joke, overlooking entirely its educational importance as well as amusement features. The New York Sun in a recent issue, speaking more particularly of records, made the following reference to the talking machine business:

With the talking machine, as the more expensive machines now are, mounted on cabinets of fine wood beautifully finished, it is common for the purchaser to buy a machine whose case will harmonize with the surrounding woodwork, hangings

or decorations of the room in which it is to be placed. The cabinet of the machine contains racks that will hold a considerable number of records. Some talking machine owners, having a great number of records, now have specially built for them wall cases, like bookcases, except that the shelves are deeper.

Any owner with many records is likely to catalogue them; some owners keep card indexes of their records, and there are many talking machine owners who accumulate records in great number.

Here, for instance, is one owner who has records to the value of \$4,000 and another who has \$2,000 worth. There are many thousands of talking machine possessors whose records mount into hundreds of dollars in value and up into higher figures still, far in excess of the original cost of the instrument.

Once started buying records they rarely stop; with new records coming out all the time their only question is as to selection. People have their ways in buying records. Some buy at irregular intervals whenever something comes out that strikes their fancy; others buy regularly, say once a month, \$30 or \$40 worth or more of things they want or

of selections played for them when they come in to buy.

In buying records people display the varied tastes that might prompt them in choosing other forms of entertainment. Some take mainly opera records, some light opera, some like songs, some hymns, some waltz music, and there are many who take all sorts of things.

And the variety in the records supplied is almost bewildering. There is no musical instrument that does not have its records, most of them in great numbers, and, of course, there are endless records of all sorts of combinations of instruments, as there are of the human voice, of solo singers and of voices in every known combination. There is at least one bird record, that of the song of the nightingale.

Of course there are recitations, speeches, dialogues, minstrel records; there are all sorts of records, with more and more coming all the time. There is nothing worth hearing or that it is thought people would like to have that is not promptly reproduced on talking machine records.

Only a dozen years or so old, the talking machine industry is now a great business. There are now produced in this country many millions of records annually, and one American talking machine concern has factories also in London, Paris, Berlin and Bombay. The talking machine in one form or another, cheap or costly, is sold everywhere on earth.

Many millions of talking machine records are sold at very low prices, while many other millions bring prices comparatively high. The most costly records of single voices are those of Patti and of Tamagno, which are sold at \$5 each. There is a vocal sextet that sells at \$7 a record, and there are quartets at \$6 a record, and quintet, quartet, trios and duets at \$5, and from that at various prices down.

Many singers of note have added very substantially to their incomes by singing for the reproduction of their voices in talking machine records. At first it was the custom to pay for each song thus sung an agreed upon fixed price; but now there are singers who take instead of a fixed price a royalty on the records sold, and in some cases those royalties amount to very large sums. It is said that Caruso's royalties from talking machine records amount to from \$75,000 to \$100,000 a year.

CLAIMS NEW DISCOVERY.

In Letter to the World, John Bailey Browning States That He Has Made the Discovery That Any Resonant Body May Be Made to Reproduce Sound in Co-operation with the Ordinary Tablet Now in Use.

Camden, N. J., Feb. 1, 1912.

Talking Machine World, New York, N. Y.:

Gentlemen—During some experiments I have secured results which I think will be of interest to you and the readers of The World.

A discovery by which any resonant body is made to talk or reproduce sound in co-operation with the ordinary record tablet now in use.

The ordinary sound reproducers, tone tubes and horns used in sound reproducing machines may be dispensed with.

The application of this principle, in co-operation with the ordinary sound reproducing machine, greatly improves the naturalness of the reproduced sound as to quality and timber.

The pitch is equalized to prevent the high tones from suppressing the low tones, giving a more harmonious melody, at the same time eliminating the disagreeable sounds, except in very old or badly worn records and even these are greatly improved.

The limplitude may be regulated as to intensity or loudness, according to desire.

This is not in the nature of a scratch elimination, tone modified or special stylus, but an entirely new method of reproducing sound which can be adapted to any machine.

By the further application of this discovery, as to recording, etc., it is possible for one to hear sound reproduced with all its original attributes as to quality, pitch and amplitude. Yours truly,

JOHN BAILEY BROWNING.



Patented Sept. 26 and Oct. 2, 1906; Sept. 10, 1907.

FOR

COLUMBIA

"DISC" MACHINES

IS NOW READY FOR DELIVERY

To the Trade:—

This new model, No. 20, is the same as the well known No. 10 for VICTOR except with a spring clasp to fit the COLUMBIA CONCERT GRAND SOUND BOX and clamps on the rim of same.

We want every COLUMBIA JOBBER and DEALER to sell same and we guarantee satisfaction.

List 25 Cents Each Liberal Discounts Prices Restricted

FREE SAMPLE will be sent to any COLUMBIA dealer or jobber, for they sell on merit

Advertising matter is being prepared and will be furnished in liberal quantities FREE

Manufactured by

Blackman Talking Machine Co.

97 CHAMBERS STREET, NEW YORK

J. NEWCOMB BLACKMAN, Pres.

"THE WHITE BLACKMAN"

VERNIS MARTIN CABINETS

And Their Liability to Be Affected by Climatic Conditions, Particularly in the Matter of Dulling or Varnish Cracking, the Subject of an Interesting Letter from Superintendent Kieffer, of the Victor Talking Machine Co.

The following interesting statement has been made by the Victor Talking Machine Co., which is of general interest in view of the influence of weather conditions on highly-finished cabinets:

"Although our dealers will always sell comparatively few of the 'Vernis Martin' finish Victrolas, we find it necessary that they should be informed more positively relative to the delicate nature of that finish, and, to that end, we are inserting an exact copy of a letter just received from our cabinet factory superintendent, viz.:

"Mr. Geissler, Executive Building.

"Dear Sir—I desire to bring to your attention the matter brought up by our distributors regarding the condition of some of our Vernis Martin cabinets, brought about by the return of a cabinet from Kansas City, which they claim was checked and in such bad condition that they could no sell it.' This cabinet was returned to me on my personal request, which was based on the claim made by the selling department that the cabinet was defective.

"Upon receipt of it I personally inspected same and found the condition was not due in any way to any defective work, as I found that there was nothing the matter with the cabinet except that the varnish was "crimped," due to exposure to an extremely low temperature, which, judging by the condition of the cabinet, must have been very much below zero.

"The question now arises as to who should assume this responsibility or cost of repairing this cabinet. Should we do so ourselves we practically admit the work defective; at the same time, it may not have been due to any carelessness on the dealer's part, but to the railroad company, and if we charged him for it, may be doing him an injustice.

"The materials and workmanship in these cabinets are first-class, and would live for a lifetime if the proper care were taken of this class of work. I think the distributors and everyone handling these cabinets should have their attention called to the fact that they cannot handle these cabinets the same as they do ordinary finishes.

"My suggestion would be to call their attention to these facts by a circular letter, and in the meantime I will fix this cabinet up and send it out, but if we are to run across this kind of a thing as a steady diet, it would be much better for us to discontinue the manufacture of Vernis Martin cabinets, or only ship them out at a time and in a manner that would insure their safe delivery into the hands of the customer.

(Signed) "E. T. KIEFFER, Supt."

"We never wished to enter into the manufacture of Vernis Martin cabinets, but the insistent demand therefor seemed to make it obligatory. The checking of the varnish on cabinets of this finish is inevitable under certain circumstances, and these circumstances arise at some time during the life of the object, and it makes no difference whether it be a grand piano, finished in Vernis Martin and decorated by an artist of worldwide note, that would cost \$50,000 apiece (and there have been several such made), or a harp, made by the most noted French makers, who should naturally understand most perfectly this French style of decoration, at an expense of \$10,000, or a Victrola made by this company. At the end of a certain period, earlier or later, according to accident, the varnish shows minute checks and other blemishes.

"These blemishes are, in most cases, not apparent at a short distance; are probably no greater than are found in any or almost every other piece of furniture in your possession, if you seek for them, but, on account of the inherent difficulties, we must candidly state that our dealers and the public should be plainly made to assume all responsibilities for this finish.

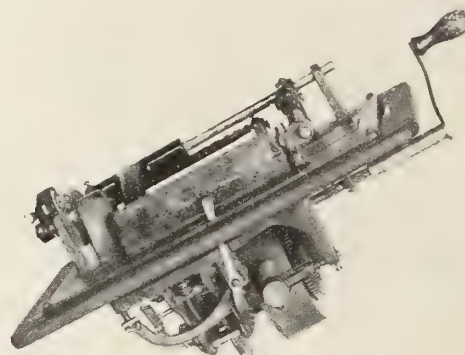
"If the case is plainly and honestly explained to your prospective customer (people who buy these goods are usually very intelligent people, who have

had experience with other expensive furniture and will admit the truth) a complaint will probably never be lodged."

PHONOGRAPH SURVIVES FLOOD.

Edison Machine Rescued from Ruins of Austin, Pa., Runs as Though Nothing Had Happened—Proof of Durability.

While calamities such as the flood in Austin, Pa., last fall result in untold suffering and financial loss to local interests, nevertheless they have the virtue in many cases of proving the quality of certain products that have survived the strenu-



PHONOGRAPH THAT WENT THROUGH FLOOD.

ous experience. In the case of the Austin flood, for instance, John W. Greenan, a resident of that town, lost all his personal and household effects in the flood, but later found his Edison phonograph in the ruins.

The machine later was shipped back to the factory, where it was wound up and ran as though it had never been in a flood. Thomas A. Edison, Inc., state that the machine offers rather eloquent testimony regarding Edison quality, despite the fact that the machines are not guaranteed to be calamity proof.



No. 600 (Patent Applied for)

AN INNOVATION HOHNER'S REVOLVING DISPLAY

JUST think of receiving a wonderful revolving display stand worth at least \$15, built of thoroughly seasoned wood of 1/4-inch thickness, obelisk in shape, mounted on a metal disk connected by means of a cylindrical bar to a set of durably constructed clockworks of sufficient strength to revolve the obelisk for over 3 1/2 hours just by one winding. ABSOLUTELY FREE OF COST! This will surprise you, but it is exactly what the world-famous HOHNER factories are offering every progressive Dealer to-day. Imagine this beautiful exhibit in your show window or on the display counter—don't you think it would increase by manyfold the sales of your merchandise, and bring great prestige to your store? This cannot be denied.

The entire stand is finished in a deep rich mahogany piano polish with very attractive silver pressings and having the number and retail price of each instrument stenciled in neat design. Its extreme measurements are 32 inches high by 10 1/2 inches square at the base, and 6 3/4 inches square at the top.

On the obelisk is fastened by means of steel clamps and supports a quantity of thirty-six genuine HOHNER Harmonicas in the keys of A, B, C, D, E, F and G, with a variety of twenty different styles. Each instrument is an excellent seller and is bound to meet with instantaneous success.

You secure the COMPLETE STAND FREE OF COST and besides you are the gainer by over 35 per cent. in cash profit on your investment. This is the proposition:

You Receive

12 Assorted Harmonicas to retail for	25c. each	\$3.00
8 " " " " " "	35c. " "	2.80
8 " " " " " "	50c. " "	4.00
4 " " " " " "	75c. " "	3.00
4 " " " " " "	\$1 " "	4.00
		To Retail, \$16.80

Your Investment

\$12.50 Per Stand and Harmonica Assortment.

Your Gain

Over 35% Cash Profit and a Wonderful Revolving Display Stand.

ASK YOUR JOBBER

M. HOHNER, 114-116 East 16th St., NEW YORK

CANADIAN OFFICE: 76 York Street, Toronto.

MEXICAN OFFICE: 5a Tacuba No. 74, Mexico, D. F.



The Columbia increase is due to the soundest kind of good business. The instruments are right, the records are right, the sales policy is fair and square, and the advertising is effective.



**Columbia Phonograph Co., Gen'l
Tribune Building, New York**

ENTERTAIN THEIR FRIENDS.

Eastern Talking Machine Associates Held Annual Reunion in the Hall on Third Floor of Building at 177 Tremont Street, Boston, February 8—Members of Staff Display Their Ability in Various Ways.

(Special to The Talking Machine World.)

Boston, Mass., Feb. 8, 1912.

The Eastern Talking Machine Associates, composed of the employees of the company of the same name at 177 Tremont street, held one of their successful annual functions to-night in their hall on the third floor of the building. The interior was tastefully decorated with streamers of various colors and Japanese lanterns, and with the bright lights presented a most attractive appearance.

The early part of the evening was devoted to whist, in which the members and their lady friends took keen delight. This was followed by an intermission and light refreshments, and then came that part of the program over which the committee had spent much time, for it was determined to have it quite the best of its kind that the Associates ever gave. And it was.

The talent secured would have done credit to some far more pretentious, professional occasion. Foremost on the program was Mme. Wilhelmina Wright Calvert, dramatic soprano, who had been the chief solo singer at the Apollo Club concert two nights previously in Jordan Hall. She gave several numbers in a most acceptable manner, proving herself the competent artist that she is. Thomas E. Clifford, whose fine baritone voice often has been heard about Boston, was a most agreeable feature, and he and Mme. Calvert were more than successful in duets. Fred Bond, lately of the Quinlan International Agency, and John Smallman, Jr., of the Apollo Quartet, got extended applause for their work, and Percy Edgar, well known about Boston, and at one time with Neil Burgess, the actor, and John W. McElroy, tenor, all added greatly to the pleasure of the evening. "Happy" O'Neil and A. C. Story, known in their professional capacity as O'Neil and Story, got the audience into a high glee over their work, and Ralph Corey, trombone soloist of Sousa's Band, gave selections of an enjoyable character. Others included in the program were Edgar L. Davenport, the actor, a brother of the late Fanny Davenport, who gave selections; Frank E. Doyle, baritone soloist; Adolph Nagle, cellist of the Boston Symphony Orchestra, whose wife also was present; F. W. Kerr, baritone, and Elmer Crawford Adams, violinist, whose playing was a special feature. The program was continued until a late hour, but it was generally agreed it was the best entertainment the Associates ever have given. In the audience were a number of representatives from the other talking machine companies and agencies around the city, to whom invitations had been sent.

The committee having the arrangements in hand consisted of W. J. Fitzgerald, M. L. Reed, E. A. Welch and George A. Reece. The ladies' com-

mittee, which is an auxiliary to the Associates, and which lent valuable aid in making the function so successful, consisted of Miss C. L. Collins, Miss Florence Marble, Miss Mary Sheehan and Miss Anna Davis.

BEECROFT'S NEW MOVE.

Clement Beecroft Becomes Sales Manager for a Well-Known Cabinet Manufacturing Company—A New Line of Cabinets Which Will Interest the Talking Machine Trade.

An announcement appearing in another part of The World will interest the many friends of Clement Beecroft, who, by the way, is a veteran in the talking machine trade, for it was about fifteen

posed that the Hanover talking machine cabinets shall strictly maintain the standard established by this well-known manufacturing house.

Mr. Beecroft, whose headquarters are at 309 West Susquehanna avenue, Philadelphia, is sales manager for this company.

It will be seen by consulting the announcement made in another part of this paper that he has a line of cabinets which will appeal strongly to talking machine men.

Mr. Beecroft also handles talking machine needles made by W. H. Bagshaw, Lowell, Mass., and record envelopes made by Wolff Bros., of Philadelphia.

It is understood that the facilities of this company are excellent and that they can handle with despatch any cabinet orders which may be placed with them.

NEW YORK JOBBERS ENTERTAINED

By Landay Bros. at Dinner, Which Was Followed by Business Talk on Instalment and Cash Terms, on the Night of February 7.

Landay Bros., Inc., gave a social dinner to the jobbers of Greater New York on Wednesday night, February 7, at the City Athletic Club, 48 West 54th street. After the good things provided had been done justice to several matters of importance were gone over and a resolution passed appointing a committee to confer with the Victor Talking Machine Co. in an endeavor to provide some suitable plan whereby the Victor Talking Machine Co. would control the matter of instalment and cash terms. J. Newcomb Blackman was made chairman of this committee. Max Landay presided with his accustomed *savoir faire*. Among those who attended were Charles Bobzin, of the Aeolian Co.; Louis J. Gerson, of John Wanamaker; Nathan Goldfinger, of the Greenhut-Siegel-Cooper Co.; S. B. Davega, of the S. B. Davega Co.; V. W. Moody, of the New York Talking Machine Co.; Oliver Jones, credit man of the Victor Talking Machine Co.; Emanuel Blout; E. A. S. Barkelew, of the Silas E. Pearsall Co.; James B. Landay and Max Landay, of Landay Bros., Inc.; Milton Goldsmith, of Sol Bloom; E. Paul Hamilton, of Frederick Loeser & Co.; I. Davega, Jr.; J. H. Dodin, of Gimbel Bros.; Benj. Switky, and J. Newcomb Blackman, of the Blackman Talking Machine Co.

NEW MODEL CLEANRITE BRUSH POPULAR

J. Newcomb Blackman, in a chat with The Talking Machine World this week, stated that the new No. 20 Cleanrite record brush for Columbia disc machines, which is now ready for delivery, is meeting with much favor throughout the trade. Many inquiries have been received concerning this brush, and the Blackman Talking Machine Co. is now ready to supply all demands made for it. This new model, the No. 20, is the same as the well-known No. 10 for Victor, except with a spring clasp to fit the Columbia concert grand sound box and clamps on the rim of same. It is a veritable *cade mecum* to users of records.



CLEMENT BEECROFT.

years ago when he first became connected with this industry.

Mr. Beecroft has a wide acquaintance as well as a host of friends among talking machine men, for his business has brought him into the most intimate relations with the jobbing trade, where he is widely known and well liked. For a period of years he was connected with the manufacture of horns and horn supports, and has to his credit numerous patents, including one of the best-known horn inventions in Europe and America.

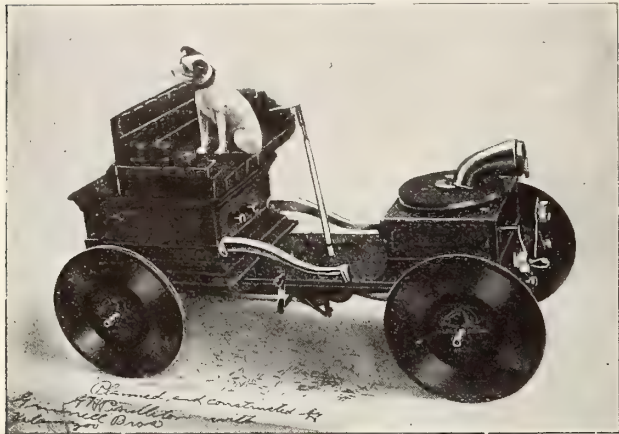
Inasmuch as the horn trade has diminished greatly owing to the steady increase in the manufacture of hornless machines, Mr. Beecroft has now turned his attention to the manufacture of cabinets, and he has made a business connection with the George A. Long Cabinet Co., Hanover, Pa.

The "Hanover" goods have a splendid quality reputation in the furniture trade, and it is pro-

A VICTOR AUTOMOBILE.

Model Made Entirely of Victor Machines, Records and Parts Attracts Much Attention in Show Window of Grinnell Bros.' Store in Kalamazoo, Mich.

There have been models of automobiles made from soap, from hardware and from other materials, but it remained for G. H. Pendleton, connected with the Grinnell Bros.' store in Kalamazoo, Mich., to startle and attract the attention of the people of that city through the medium of an automobile made of talking machines and parts.



A UNIQUE ADVERTISING DISPLAY.

The accompanying illustration republished through courtesy of The Opera News, gives an excellent idea of the display. The wheels of the automobile are made of Victor records, the body of Victor machines, the seat of needle boxes and the other details of cranks, tone-arms and other parts of Victor machines. The Victor dog on the seat gives the final touch to the display. The novel exhibit attracted a great deal of attention and caused much favorable comment in Kalamazoo.

HOW ADVERTISING IS RUINED

By the Salesman Who Lacks Energy to Display the Goods Advertised—Some Instances.

A most attractively displayed advertisement, well written, convincingly written, invited me to a large mercantile establishment the other day. The invitation seemed "aimed" at me. I accepted and went to the store. The windows seconded the invitation and I entered the establishment. This store I have often visited. I like trading there.

Some neckties well displayed in a show case attracted my attention and I asked the serving clerk the price. "Choice 50c.," said he. None being removed from the case for inspection, however, I asked the price of some in another case. "\$1.50 each," said he.

My every other want had been most satisfactorily supplied, and every other visit most interesting. The last one made me feel that I never wanted to go there again. Departing, I visited another store and made my purchases.

Such a man as stood behind the counter at store number one is not only a customer-destroyer but a contaminator. He makes no effort to please and destroys the effort to please that his fellow-employees have. He's an unsafe proposition.

You can't pluck a toadstool from a mushroom patch and have a savory mushroom stew. The single stool contaminates the whole. This salesman is the toadstool in the mushroom patch.

SECURES THE EUFON CO.'S BUSINESS.

The Metallwaren Fabrik-Aktiengesellschaft in Erzsebetfalva, near Budapest, has recently bought the factory of Eufon & Co., and is now manufacturing the hornless Eufon apparatus. The new owners will in the near future place some new models on the market, and are at present reorganizing the firm's agencies in all the countries where they have been working; they have arranged for the establishment of agents-general in Vienna, and have already opened an elegantly furnished

showroom in that city, on the Graben, for retail business. In Budapest the retail business has been taken over by the Harmonia A.-G., which has already started a separate department in its business situated in the In-City.

PRODUCING TIN AND WOODEN HORNS.

(Special to The Talking Machine World.)

Newark, N. J., Feb. 10, 1912.

A concern that is a factor in the talking machine supply industry is the Newark Tinware & Metal Works, maker of talking machine horns.

This corporation has a well-equipped plant at 28-32 Division place for the production of tin and wooden horns, which are furnished in any shade, plain color, or with an elaborate festoon of roses handpainted on the inside of the horn. The latter are known as Flower Horns, and the firm has been congratulated many times upon their beautiful appearance.

W. Miller, the head of the Newark Tin & Metal Works, is admirably assisted in the manufacturing and executive details of the business by his son, J. Miller, who is rapidly acquiring sufficient knowledge to even run the business alone. As far as the handling of tin is concerned, from which the greater number of their horns is made, W. Miller is regarded as an expert and his

skill is reflected in the appearance of the company's products.

COPYRIGHT TREATY SIGNED.

Envoy Kerens Signs Our First Direct Treaty with Hungary.

A copyright treaty between the United States and Hungary was signed at Budapest on January 30. The American Ambassador, Richard C. Kerens, by special authorization of President Taft, signed it for the United States.

This is the first direct treaty between the United States and Hungary, and it is hoped that it will remove the long-standing grievance of Hungarian authors and composers, who heretofore have been unprotected in America.

The shrewd advertiser will place himself in the position of the class of people most likely to buy his goods and direct his appeal to what he believes is their most susceptible point.

I have never seen the man yet that was as big at the job. The reason for this is that the bigger the man gets the bigger the job gets.

FIFTY YEARS IN NEW ZEALAND.

Chas. Begg & Co., Ltd., of Dunedin, and with Branches Throughout the Dominion, Celebrate Semi-Centennial—An Interesting History of Progress.

(Special to The Talking Machine World.)

Dunedin, New Zealand, Jan. 8, 1912.

Chas. Begg & Co., Ltd., of Dunedin, and with branch establishments in several other leading cities of the Dominion, have just celebrated the semi-centennial of the establishment of the business in 1861, and have marked the occasion by issuing a special jubilee souvenir in the shape of a handsome booklet, setting forth the history of the company, with appropriate illustrations of the various stores and portraits of those now in charge of the business.

Chas. Begg, founder of the business, began the manufacture of pianos in Aberdeen, Scotland, in 1849, and his pianos speedily became well known throughout North Scotland. Meanwhile, some of the Northern Scots decided to seek their fortunes in faraway New Zealand, and Mr. Begg decided to cast his future with them, arriving in Dunedin on October 8, 1861, when the gold fever was at its height. Mr. Begg first began by tuning pianos, and soon opened a small shop with four pianos as stock. He also began the manufacture of pianos, but gave up the venture owing to the difficulties encountered through the absence of proper machinery.

Mr. Begg died in 1874, and for a time the business was continued by the trustees, who, in 1877, erected the present substantial building for the accommodation of the growing business. Some ten years later the two sons of the founder, Alexander and Charles Begg, became identified with the concern and subsequently took over the entire management. Alexander Begg is now managing director, and Charles Begg is director in the company and manager of the Dunedin warehouse. In the course of time, branches were opened in Wellington, Timaru, Invercargill, Oamurua and Nelson, with agencies in many of the smaller towns of the Dominion. The company also maintains an office in London, in charge of a home buyer.

Begg & Co. handle chiefly British and German pianos, including the Brinsmead and Bechstein makes, a complete assortment of music, musical merchandise and gramophones and Edison phonographs in large numbers.

That the business of the company is still progressing is evidenced by the recent erection of a large and handsome new building for the housing of the Wellington branch.

He—Why do you call that record the Woolen record?

She—Because it scratches.

LOOK!

AT LAST THE PERFECT RECORD STOP

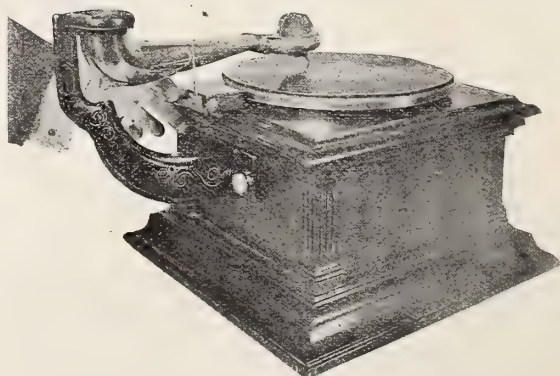
Mechanically Perfect.
Perfectly Mechanical.
Electrical.

Easy
to
put
on

—Prices—
Nickel plated, \$1.50
Gold plated, \$5.00

Address

THALHAMMER & HILES,
458 So. Flower St.,
Los Angeles, Cal.



Established 1856.

WURLITZER
REG. U. S. PAT. OFF.

Fifty-sixth year.


Start the new year right by sending your Victor and Edison orders to Wurlitzer.

The motto of both the Cincinnati and Chicago Wurlitzer houses is "stocks as complete as the factories can make them."

This means two complete stocks to draw from—double facilities and a double chance of getting the goods you want when you want them.

Send your next order—large or small—to Wurlitzer. Give us the chance to make good with you as we are doing regularly for hundreds of talking machine dealers.

The Rudolph Wurlitzer Co.
CINCINNATI :: :: CHICAGO

 TWO POINTS OF SUPPLY; ORDER FROM THE NEARER



There is only one Mary Garden. Only one Nordica. Only one Fremstad. Only one Nielsen. Only one Hofmann. Only one Bispham. Only one of any of these great artists—and only through the Columbia can you supply their splendid records.



**Columbia Phonograph Co., Gen'l
Tribune Building, New York**

RECORDS BY WEBER AND FIELDS.

The Famous Team of Fun Makers Sign with the Columbia Phonograph Co., General, to Make Records of Their Original Songs and Dialogues.

Coincident with the renaissance of the original Weber and Fields at the Broadway Theater, where their reunion jubilee is attracting such enormous houses, comes the announcement that this world-famous team have signed to make records exclusively for the Columbia Phonograph Co., General, New York. Weber and Fields, whose reputation is now at its height, have decided that it is good sense and good business to record some of their original fun-making songs and dialogues, and for this purpose of perpetuation have been secured by the Columbia Co. It is their intention to contribute more than an ordinary business attention to the perfection of these records. They will specialize, and the public is assured of some really characteristic hits brought out in the original Weber and Fields manner. The foregoing will be of unusual interest to the trade generally, as the name Weber and Fields is synonymous with real entertainment.

TINFOIL RECORD DISPLAYED

In the Window of the Southern California Music Co. with Photograph of Edison's Original Phonograph a Great Attraction—Old and New Edisons Contrasted—Interesting Data.

(Special to The Talking Machine World.)

Los Angeles, Cal., Feb. 4, 1912.

In one of the display windows of the Southern California Music Co., 332-334 South Broadway, in this city there is at present being exhibited one of the earliest tinfoil records made in Tyrone, Pa., in 1878 by Dr. E. O. N. Haberacker. With this tinfoil record is displayed an enlarged photograph of Mr. Edison's original phonograph, of which Dr. Haberacker's instrument is an exact duplicate. These interesting souvenirs of the early attempts at sound reproduction are attracting much attention in the windows of the Southern California Music Co. As a contrast one of the latest model steel cabinet Edison business phonographs is displayed, with an excellent likeness of Mr. Edison examining the machine.

Dr. Haberacker read one of the first accounts of Mr. Edison's success in producing a phonograph that would talk back, and from the description he made a duplicate, with the assistance of Will L. Ramsey, now of Los Angeles. Mr. Ramsey has been totally blind for twelve or thirteen years, and was forced to drop his official connection with the Title Insurance & Trust Co., of Los Angeles. He recently has mastered the intricacies of the type-writer and now transcribes rapidly to it from dictated matter on the Edison business phonograph, and has resumed active business with the Title Co., with which he was associated for many years.

The tinfoil record now being displayed was presented by Dr. Haberacker as a souvenir to Mrs.

F. E. McCullough, of Los Angeles, and it was through her courtesy that the public is now viewing a rare curiosity. The record recorded the doctor's voice as he repeated "Old Mother Hubbard" and "Mary Had a Little Lamb." He first produced the sound vibrations by the aid of a tallow candle. When the needles struck the paper the smoke would be scratched away, thus showing the sound marks on the paper. It was previously that Mr. Edison announced that he had invented the phonograph, and his model was then followed by Dr. Haberacker.

Mr. Ramsey having demonstrated practically the success of typewriting with the aid of the Edison business phonograph, another blind operator, E. Wherry Curtis, of Tulare, Cal., upon hearing of it, at once ordered a similar instrument for his own use. With this equipment he will transcribe court testimony as dictated by the official reporter of the Superior Court of Tulare County, Cal.

FORM LUNCHEON CLUB.

Talking Machine Men Resolve to Eat Under the Auspices of an Imposing Title.

The talking machine men of San Francisco and the Pacific Coast have formed a new club, a luncheon club, to be known as the Oakland Grafonola-Victrola-Amberola Club. The first meeting was called at the lunch hour Wednesday, January 24, at Pabst Cafe, on Eleventh street. Among those present were Walter S. Gray, Pacific Coast manager for the Columbia Phonograph Co., General; L. V. Hill, manager of the Kohler & Chase store; Charles L. Moore, traveler for the Columbia Co.; Thomas B. Watson, manager of the Oakland Phonograph Co.; James L. Clancy, of the new firm of Clancy & Le Claire, who recently bought out the Kohler & Chase department; and L. Le Claire, the second member of the new firm. A guest at the festivities was Lewis H. Bishop, of Oakland, familiarly known as the "Bishop of Oakland."

Subjects of interest to the trade were discussed, as well as general topics of common interest. Everybody was happy over the past year's excellent business and a very optimistic feeling regarding 1912 was apparent. The club has designated Wednesday of each week, at the same hour and same place, as its official reunion day.

A HOME MADE TALKING MACHINE.

Barber in Michigan Makes Talker Out of a Grindstone, a Soap Box and a Sewing Machine Needle.

(Special to The Talking Machine World.)

Marquette, Mich., Feb. 5, 1912.

John Honka, a barber at Negaunee has blossomed forth as an inventive genius. He has made a phonograph from a razor grindstone, a paper funnel, a sewing needle, a shaving soap box and a piece of thin wood. Oddly to relate, the device actually gives an excellent reproduction from a disc record.

The paper funnel is connected with the soap box, which acts as the reproducer. The needle, stuck into the piece of thin wood, furnishes a diaphragm, and this is placed in the soap box, which in turn is supported over the disc so that the needle touches the surface of the disc. The disc lays on the grindstone, which revolves in a horizontal position and is turned by a handle. Mr. Honka entertains his patrons with this novel device.

VICTOR FOR MUSIC STUDY.

Deeply Appreciated by Music Class of Nineteenth Century Club of Memphis—Special Study Being Made of Grand Opera with Aid of Talking Machine.

(Special to The Talking Machine World.)

Memphis, Tenn., Feb. 10, 1912.

The value of the talking machine for music study is well illustrated in the case of the music study class organized by the Nineteenth Century Club of this city. The object of the class is to familiarize the members with the works of the great composers and their histories, and this year the class has taken up the study of grand opera.

The study has been made specially interesting by the informal talks by C. D. Johnston, librarian of the Cossitt library. Mr. Johnston is a great lover of music and has made a special study of grand opera for his own pleasure. He has what is probably one of the best private collections of grand opera records, which he reproduces on a late model Victor talking machine. These records, by the world's greatest singers, he has used in connection with his talk, so that by exercising the imagination as to the stage settings and costumes, the class members have been enabled to enjoy the full beauty of the different operas.

The opera taken up at the last meeting of the class was Verdi's "Rigoletto," which was sung in Memphis last season for the first time in many years. During Mr. Johnston's talk the soprano solos were sung by Tetrassini, with Caruso as the duke and the celebrated baritone, Ruffo, as Rigoletto, while the famous quartet was sung by Bessie Abbott, Caruso, Louise Homer and Scotti. This number was so much enjoyed by the musicians present that they greeted it with enthusiastic applause. Nearly the whole opera was given, and, with the talk, bringing out the above points, the morning was so much enjoyed that Mr. Johnston has been asked to repeat it on another occasion.

Fay Shoul, of Amsterdam, N. Y., proprietor of the music house in that city which bears his name, was a recent guest at the retail and wholesale Columbia Phonograph Co., General, store at 89 Chambers street, this city. Mr. Shoul stated that business at Amsterdam was excellent and steadily growing. Mr. Shoul handles the Boardman & Gray, Winter & Co., Bush & Gerts, Rudolf, and Laffargue lines of pianos in his music department.

Trained men, under competent direction, working with definite standards in mind—that's scientific management!

NEW VICTOR CATALOG ISSUED.

Imposing Volume Contains Many New and Improved Features of Value to Both the Dealer and the Public.

The new catalog of Victor records just sent out to the trade is especially interesting owing to the number of new features, all making for convenience in finding single records or groups of records, which have been incorporated in the substantial volume. The new catalog is up to date in every particular and indicates the amount of attention that was given to its compilation. In issuing the new catalog the Victor Co. might paraphrase the slogan of a well-known manufacturer of toilet requisites to read, "We couldn't improve the records, so we improved the catalog." Among the new and valuable features that will appeal alike to both dealers and the public are to be included:

Thumb indexes on each page, both right and left hand, to facilitate turning to any desired page.

Every record in alphabetical order under title of selection.

Every double-faced record in alphabetical order under title of both selections.

Every record in alphabetical order under name of singer or player.

Every record by standard author under name of composer, with date of birth and death of composer.

Every record under one or more subject headings for ready reference.

Every opera with place and date of first performance.

Every operatic record under title of the opera. All selections from opera grouped according to acts under title of opera.

All selections from opera in exact order they are sung or played in the opera.

Reference list of Victor singers and players.

List of subject headings.

Pronouncing table of composers and artists.

Pronouncing table of opera titles.

First aid list of fifty selected records for new Victor owners.

SENSITIVENESS TO ATMOSPHERE.

A certain atmosphere characterizes every store. To this atmosphere all customers are more sensitive than employers or employees realize and the atmosphere itself is created entirely by the mental attitude of the clerks toward their customers.

The Columbia Phonograph Co. has filed a general denial in the \$20,000 damage suit filed in this city by Dr. Walter J. Courtney, a St. Paul dentist, who charges that he was falsely accused of the theft of a \$150 Grafonola-Mignon.

HENRY EILERS EAST.

The Prominent Pacific Coast Piano and Talking Machine Man Speaks of Prosperity in His Section—Immense Business in Talking Machines the Past Two Years.

Henry Eilers, head of the Eilers Piano House, with a chain of stores on the Pacific Coast, has been visiting leading manufacturers of talking machines, pianos and other musical specialties in the East for the past few weeks, accompanied by Geo. Heidinger, manager of the Eilers Spokane (Wash.) store.

As far as California is concerned, Mr. Eilers gives some interesting figures. "The per capita wealth of the State is \$3,050, making the total wealth of the State nearly fifty-five hundred millions; looks like this written out—\$5,500,000,000.00.

"The deposits and resources of the banks in California total \$842,969,880, out of which \$567,185,799 represents deposits alone. You can see that this figures down to an average of \$487 per person. This is less than Massachusetts and New York, but is nearly \$200 more than the State of Pennsylvania.

"The population of California put into New York would make this place look countrylike, for the entire State has 1,735,500, while New York, I believe, has about five millions.

"But now compare the average wage of the territory. California has 100,355 wage earners who earn \$64,656,686 every year. This means per worker \$644. New York State's average wage is \$502; Pennsylvania, \$482, with Illinois only \$549. I do not have to comment on this difference. The cost of living, which is the chief topic, is considerably lower in California.

"You will be interested in these publishing figures," he commented, "for California used \$3.86 per capita in her publishing enterprises. This means nearly seven millions of dollars. The weight of newspapers and periodicals mailed for a year would be 18,000,000 pounds.

"About 350,000 pupils are enrolled in the California public schools, and the cost of educating these pupils is about \$15,000,000. In electric and street car lines about \$265,000,000 are invested."

Mr. Eilers concluded with the statement that the wealth produced per worker in the group of States along the Pacific coast, including California, Oregon, Washington, Idaho, Nevada, Utah, Arizona, New Mexico, Colorado, Wyoming and Montana was approximately \$650 in agriculture, \$1,100 in manufacture, and \$1,250 in commercialism. He added that in this territory the wealth production per family—averaging everything—is about \$1,500.

All the foregoing looks very tempting to the Easterner; even the writer came near departing, but by the use of observation and mathematics it is found that the distance from New York to San Francisco, for instance, is 3,230 miles. Walking at the average rate of 25 miles a day, it would take 129 days to return for a look at the bright lights. One hundred and twenty-nine days is over four months, and four months—while said quickly by judges—is nevertheless "some" long time.

In speaking of talking machine conditions on the Coast, Mr. Eilers said: "A large percentage of the business of the Eilers Music House for the past six months has been in talking machines. This industry is making marvelous strides on the Coast. That, together with the automobile business, is largely responsible for the slight laxity in the piano trade. It is my opinion that this condition is only temporary, however, and that the piano will eventually reassert itself. By this I do not infer that the automobile or talking machine trade will suffer, as they both have come to fill a definite place."

Mr. Eilers is emphatic in his belief that the 1915 trade conventions should be held in San Francisco. It is his impression that the exposition of 1915 will be the "greatest ever."

In conclusion, Mr. Eilers said: "The opening of the Panama Canal is going to re-establish the merchant marine of the United States, which has never really been abolished, but has been neglected owing to our concentration upon internal affairs."

A VISITOR FROM LONDON.

John A. B. Cromelin, European Manager for Columbia Phonograph Co., Arrived at Headquarters This Week for Short Visit—Interesting Chat Regarding Business in Great Britain and on the Continent.

The Columbia Phonograph Co., General, New York, has as a guest for the coming two weeks John A. B. Cromelin, the European manager for the company, with headquarters at London, England. Mr. Cromelin arrived in New York February 10 and will devote his time while in this country to business entirely, spending a portion of it at Washington and at the factories in Bridgeport, Conn.

During a chat with The World relative to the industry on the Continent, Mr. Cromelin said: "General business is good. There seems to be a decided revulsion of feeling toward a better class of instruments and records, and the public is every day becoming more convinced as to the value of good machines. Practically all of the cheaper grades are of German manufacture. In England the retail trade is very largely transacted on the instalment basis, and, with the use of a little judgment in putting out goods, the collections are excellent. Sales between the manufacturers and jobbers are for cash, or for what England terms cash, being a settlement in 30 days. The Columbia Grafonola Favorite has made a big hit this season. Foreign trade wants to see a lot for their money, which accounts for the growing tendency toward hornless machines."

Regarding the past year's business Mr. Cromelin said: "We experienced a heavy increase over 1910, nearly doubled, in fact, in actual sales. The present outlook is certainly bright and augurs well for 1912. We have increased our factory facilities in London in anticipation of future needs."

"One feature of foreign business which is to be regretted is the ruinous price cutting methods indulged in by many of the Continental countries. This unclean method places honest competition on an uneven and unsatisfactory basis."

"The demand for records is enormous, popular hits leading in favor. Loud, brilliant records get the call in England in preference to the more moderate ones enjoyed by the American public."

"The dictaphone business," concluded Mr. Cromelin, "is gaining by leaps and bounds. The German nation is buying them extensively. In fact, the Germans are always ready to take up any mechanical contrivance which will prove an aid to efficiency."

Gauge your competitor by what he does rather than what he says and thereby save much worrying. If hot air was music some of the other fellows would be brass bands.

The "man from Missouri" says, "Show Me," but the man from Texas says, "You've got to put it in my hand." The free recital gives the Texan his chance.

Recording Expert

of ten years' experience in recording and manufacturing of matrices for disc records, will be open for engagement after March 1. Correspondence held confidential. For interview address, G. W. H., care Talking Machine World, 1 Madison avenue, New York.

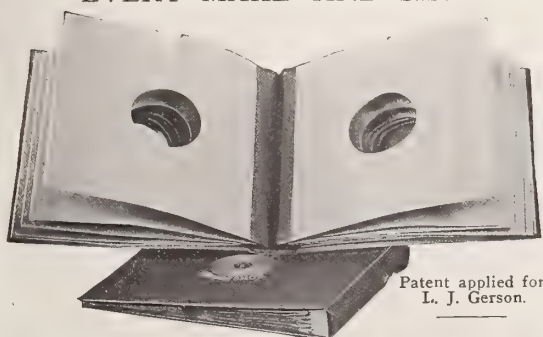
ELECTROTYPY

who can take charge of electrotyping foundry manufacturing matrices for disc records wants position. Expert in making duplicate matrices and backing up. Address C. D. E., c/o Talking Machine World, 1 Madison Ave., New York.

Echo Record Albums

FITS DISC RECORDS

EVERY MAKE AND SIZE



Patent applied for
L. J. Gerson.

If you send your name and address, a sample 1911 Album Booklet, illustrating the latest style Echo Albums for both single and double-faced records, with discount sheet, will be mailed you. Echo Albums are indexed 1 to 16 with index in front and fit all record cabinets after slats are removed. Also, can be substituted for the old-style filing cases in Victrolas. If your jobber does not carry Echo Albums remit \$1.00 to us for a sample 10-inch Echo Album, mailed postpaid. Regular discounts to dealers.

ECHO ALBUM CO., 926 Cherry St., Philadelphia, Pa.

1,800,000 Possible Buyers Are Being Referred to Co

The Saturday Evening Post of February 17th (our advertisement), with this illustration and a definite offer of the Columbia and 2 twelve-inch Double-Disc Records.

No need to tell you much about it because you will see it in the Saturday Evening Post—and the only reason why we mention it in the business yourself. We mention the announcement for business-making for Columbia dealers **is on.**

Watch it right through the season—and if you happen to have a much better view!



Registered U. S. Patent Office

CREATORE RECORDS!

For Immediate Sales.



Here are great records by a great band—the first recordings ever made by a musical organization which has hardly an equal in popularity. It will be worth your while to make a special point of hearing these Createore records, not only because they are excellent examples of what can be done by the Columbia recording process, but also as interesting examples of Createore's work. In all the records are embodied tonal effects which have never before been secured on a record. In order to produce some of these effects nearly double the usual number of orchestral instruments was grouped before the recording horn in our laboratory.

These first Createore records present an interesting variety, offering one double-disc of standard sacred music, comprising Createore's celebrated rendition of "Nearer, My God, to Thee," with the great "Hallelujah Chorus" from "The Messiah"—a two-part record of Von Suppe's most famous overture, "Poet and Peasant," one of the world's greatest and most melodious popular classics, and a third coupling in which strains of Ganne's "Pour la Victoire" are heard in company with Mozart's world-famous "Turkish March."

These are all 12-inch Double-Disc Records—price, \$1.

Columbia Phonograph Co., Gen'l. Tribune Building, New York

DEALERS WANTED—We expect to contract with an extraordinary number of new dealers during the next two weeks. There are Columbia distributors in every large city. Exclusive selling rights granted where we are not actively represented.

of this Columbia Outfit Columbia Dealers This Week

bruary 15th) carries a double-page Columbia announce-
nola "Favorite" with 10 ten-inch Double-Disc Records

ee it anyway. You are one of those 1,800,000 buyers of
re not a possible buyer of this outfit is because you are
re only to inform you that our 1912 campaign of direct

o be in a position to watch it from the **inside**, you will



To Business Men

Business men
in every line admit
the value of good
trade papers.

A trade paper must be
original—it must contain a
variety of matter including news
service—technical information—in
fact it must crystallize the entire news
of the special business world, and be a
helpful adjunct to every department of trade.

Scan the columns of the Talking Machine
World closely and after you have completed an
analysis of the contents of this publication see if you
can duplicate its value in any other trade!

The World is a help to the talking machine
business.

It exerts an healthful optimism.

It wields an influence for the good and every man
who sells talking machines, no matter in what part
of the universe he may be located, should receive
this publication as regularly as it is issued. He is
missing a vital business point if he fails to do this.

Thousands of dealers not only in the United
States but in every country on earth consult the
pages of the World regularly.

They draw from the World pleasure and profit.

The talking machine business has a brilliant
future, and this publication is doing much to enlarge
the business horizon of every retail talking machine
man in the world.

To receive this paper annually costs but \$1.00.
All foreign countries \$1.25.

EDWARD LYMAN BILL

1 MADISON AVENUE, NEW YORK

FROM OUR EUROPEAN HEADQUARTERS

1 GRESHAM BUILDINGS, BASINGHALL STREET, LONDON, E. C., W. LIONEL STURDY, MANAGER.

Trade for Past Month Has Exceeded Expectations—This Condition Exists Pretty Well Over the Country with Some Exceptions—Price Cutting Continues to Be One of the Great Questions of the Day—This Evil More Pronounced in London Than in the Provinces—Combined Action by Manufacturers to Relieve Trade of This Evil Looked For—Royalties to Be Paid Under New Copyright Law Now Subject to Discussion—An Edison Idea That Wins Favor—J. G. Murdoch & Co., Ltd., Acquire Selling Rights of Klingsor Instruments for United Kingdom and Colonies—News of Trade in Germany—L. Arnaud Resigns—Winner Syndicate Introduces New Specialties—News of the Month.

(Special to The Talking Machine World.)

London, E. C., Feb. 5, 1912.

My forecast last month that January record and machine sales would hold up satisfactorily was a little wrong, inasmuch as that sales are more than satisfactory; they are really unparalleled in the whole history of the trade. And this happy condition is pretty general among manufacturers, and with the exception of a few districts affected by labor troubles is prevalent throughout the kingdom. It is really surprising in a way, because at the time of writing considerable nervousness exists in business quarters as to the attitude which the miners will take up in regard to the minimum wage question. Aside from this there is at present no particular signs of unrest in other trades, but if the miners do strike it means nothing but a national trade stoppage. One can therefore appreciate that some feeling of insecurity is observable, although matters have recently taken a more favorable term.

The Matter of Price Cutting.

Another matter which might have been expected to seriously affect the prosperity of the trade is the unusual amount of price cutting indulged in by certain factors and dealers. In London it is distinctly greater, proportionately speaking, than in the provinces, and while this is rampant to such an extent it must upset trade very considerably. At the moment, when everyone is experiencing splendid business it is perhaps not so noticeable, but presently the season will be on the wane somewhat, and then the full effect of this evil will be strongly felt by those who have directed their energies to maintaining trade on a price-maintenance basis. There is as yet no talk of combined action on the part of manufacturers, but the sooner they get down to business, as they eventually must, to protect their own interests and the trade generally, the better.

Royalties Under New Copyright Law.

The royalties to be imposed under the copyright act when it comes into force next July is not disturbing the minds of record manufacturers particularly. As a matter of fact, they are taking things very philosophically, even indifferently. When the time comes they will foot the bill—not before. There is apparently some little show of reluctance to fully disclose what tactics they will adopt, but as far as I am able to gather their camp is a divided one; more's the pity. Some are in favor of bearing the expense themselves, others favor charging a little more to the factor and dealer, but this much is certain, the public will not be called to pay it, except perhaps in the case of the 9d. cylinder. *Nous verrons!*

Valuable Edison Suggestions.

In view of the fact that many Edison enthusiasts are accustomed to play their records over either too fast or too slow, I notice that on looking through their advance March samples the National Phonograph Co., Ltd.—as concern representing Edison phonograph interests is still termed on this side—have hit upon a splendid idea by which they

cannot fail to come into contact with each and every user. The company has issued a little slip printed upon blue paper and have put one of these into every cylinder carton so that user's attention is attracted immediately he is about to play over the record. Upon this little slip is printed the following: Important notice—"Don't play Edison records too fast. To obtain perfect reproduction the mandrel must revolve at 160 revolutions per minute, the speed at which the records are made. Note—To determine accurately perfect adjustment the reproducer arm should travel from one of the circular rings on the back rod to the other in exactly one minute." This is certainly a brilliant idea to attract the attention of the user.

"Financial" Fun.

One does not expect a paper such as the Financial News to indulge in witticism. Such is usually left to periodicals like Punch. But the aforementioned newspaper, which, by the bye, is considered to be one of the leading "money" papers of this country, recently lent its columns to the following: "A newly registered concern, Long's Wholesale Talking Machine Co., Ltd., should have a vogue among politicians. They are the people who do 'wholesale talking.'"

More Politics.

Talking about politicians, there is a great hubbub in Belfast at the present moment. Winston Churchill, one of the most "liberal" Liberals, is due to speak there shortly on the subject of Home Rule. There seems to be much opposition to him be several "notorious" Tories, who mean to obstruct him tooth and nail. What the outcome of this will be does not exactly concern the talking machine trade in general, though in particular I am confident that Thomas Edens Osborne, the prominent Belfast factor, is bound to make the most out of "political" records which he so strongly featured in the last general election.

Murdoch's Klingsor Arrangement.

An important item of news reaches me from that colossal factoring firm, John G. Murdoch & Co., Ltd., of Farringdon road, E. C. These enterprising people have just acquired sole selling rights of the Klingsor instruments for the United Kingdom and for such British colonies and dependencies as Canada, Australasia, South Africa and India. Considering what a unique machine is the "Klingsor," with its hornless "wire" front, the instrument in the hands of Murdochs should have at least a fair chance to prove its sterling worth. I gather, too, that Messrs. Murdochs have in contemplation several modifications and even improvements in hand anent the machine which, considering its general excellence, is saying volumes.

Decapo's New Move.

Hitherto manufacturers of the Decapo record have confined their energies to turning out only 10-inch records, and with these they have been strikingly successful. No wonder then that they are about to turn their hands to the production of a 12-inch series. These are to be ready for the market in a very short while.

Adieu, Arnaud!

There is a general expression of regret in trade circles over here in consequence of the retirement from the trade of our genial friend L. Arnaud, who has just resigned his position with Messrs. Pathé Frères, Pathéphone, Ltd. Mr. Arnaud, who has occupied the position of sales manager with this company for the past four years, has earned the esteem of all with whom he has come into contact. Mr. Arnaud, who has taken up an important position in a different line of business altogether, will be succeeded by C. P. Sheard, who has been with Pathé's for some few years. To the man who has gone and to his successor I have on behalf of The World wished them both a hearty success. As joint manager with Mr. Sheard, S. P.

Turner remains as before, except that he seems to get busier and busier every day.

A Sound Controller.

One of the latest devices put on the British market comes in the shape of a sound controller which is backed up by innumerable testimonials as to its excellence. The accessory is known as Sanders' "Meltone," and selling at a half crown, offers a substantial and profitable line to all enterprising dealers the world over. The device consists of an apparatus which fixes on the stylus bar of any disc sound box. From what we heard the Meltone certainly makes an appreciable difference in the tone. The manufacturers, by the way, claim that by its use it will eliminate all harsh and foreign noises, and that it mellows the tone without muffling. Full particulars of this little accessory may be had on application to Sanders Meltone Co., Ltd., 71-72 Strand, London, W. C.

New Machines and Accessories.

The progressive state of the trade on this side is exemplified by the introduction of several new machines, records and accessories, and among the records are first and foremost the introduction of the "Winner" disc, a double-faced record of standard type. This is being introduced by the Winner Syndicate, of Camberwell, an organization which has under its guidance and control a stable commodity, as advance numbers show. The first catalog gives a list of some nine dozen titles, containing a representative series of selections which should appeal to peasant and prince, rich and poor, and any other main divisions of the community. Another disc which promises to storm the market is an unbreakable one manufactured, it would appear, somewhat on the lines of the old Nicoler record, only having a few improvements. The inventor is well known in the trade. The basis of the disc is cardboard, over which is a thin coating of shellac. I understand that the disc will retail, when ready, at less than half the cost of the present standard make.

Copyright in Brazil.

I learn that the Brazilian Senate has recently passed a bill, already assented to by the Chamber, whereby foreign authors are placed upon the same footing as are native authors.

An Amusing Story.

An amusing story anent the hostilities between Turkey and Italy came to light just recently. It appears that a decree went forth from the Ottoman Empire declaring an ad valorem duty of 100

STROH VIOLS

VIOLIN, VIOLA, ETC.

The mellow and matured tone of these instruments, which are constructed largely of aluminum, yet possess *none* of the characteristics of the gramophone or wind instrument, is only one of its many points which are fully set out in an illustrated booklet which will be mailed free on request to the sole makers.




One String Fiddle

GEO. EVANS & CO.

94 Albany St. London, Eng.

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in U. S. A. to their sole representatives

OLIVER DITSON Co.

150 Tremont Street BOSTON

NEW YORK and PHILADELPHIA

FROM OUR LONDON HEADQUARTERS—(Continued.)

per cent. upon all goods emanating from Italy, and further that all goods showing no source of origin would be considered to be Italian. The strange part of the story comes from a Constantinople dealer who, when ordering goods, notified a German talking machine manufacturing firm of the state of affairs. However, it transpired that the trying Teutons ignored his advice and forwarded his order without clearly stating the source from whence they came. Consequently the Turkish dealer had to pay some fifty pounds, notwithstanding the fact that he went through each record severally and pointed out to the customs authorities that the goods came from Hannover. He could not, however, obtain a rebate, since Ottoman obstinacy precludes the possibility of error on the part of the Sultan's servants.

Pronouncement of the Holy Russian Synod.

Speaking of affairs in Turkey puts me in mind of the recent pronouncement by the Holy Russian Synod anent talking machine records. It appears that one of its bishops recently presented a plea to inhibit priests from assisting in the production of talking machine records of sacred chants, as it tended to lower the dignity of the church. The petitioner's plea, after much discussion, was adopted and a decree has been issued to the effect that the practice must cease. It seems strange that the Russian church, which is in so many features similar to the Latin, should be so widely different in its pronouncements in this direction. It was only some three or four years ago that Pius the Tenth encouraged the use of the talking machine and saw in it a powerful instrument whereby to further the teaching of the Gregorian chants.

Trade in Germany.

From Germany comes news that during the first eleven months of last year the exports in talking machine goods of the Fatherland amounted to over 16,000 marks, as against 14,000 odd during the same period for 1910. Our German friends are, by the way, rather violent in their attitude toward the new Australian tariff, which shows a preference to goods imported from Great Britain. Hitherto

"talkers" were duty free articles, but with the revised customs duty a tax of 30 per cent. ad valorem has been imposed upon such goods when coming from this country, but of 35 per cent. when from any other country.

His Master's Voice Records.

In the February list of "His Master's Voice" records special attention is directed to the orchestral selections by that famous combination of instrumentalists, the New Symphony Orchestra, personally conducted at the Gramophone laboratory by Landon Ronald. These records certainly represent the finest example of orchestral recording ever issued. They are really superb. The complete February list is as follows: "Peer Gynt" Suite (A), "Morning" (Grieg); "Peer Gynt" Suite (B), "Death of Ase" (Grieg); "Peer Gynt" Suite (C), "Anitra's Dance" (Grieg); and "Peer Gynt" Suite (D), "In the Hall of the Mountain King" (Grieg), New Symphony Orchestra; "Lucrezia Borgia" selection (Donizetti); "Gondoliers," selection 1 (Sullivan), and "Gondoliers," selection 2 (Sullivan), Band of H. M. Coldstream Guards; "Glory of the Yankee Navy March" (Sousa), Sousa's Band; "Drei Romanzen," No. 1 (Schumann), oboe, Arthur Foreman; "Andante Religioso" (Thomé), Renard Trio; "La Precieuse" (L. Couperin-Kreisler), and "La Chasse" (Cartier-Kreisler), violin, Fritz Kreisler; "A Song of Sleep" (Somerset), Mme. Kirkby Lunn; "Beauty's Eyes" (Tosti), with violin obligato, Evan Williams; "Beautiful Land of Nod" (Lehmann), Miss Caroline Hatchard; "Margharita" (Löhr), John Harrison; "I Know Where I'm Going" (arranged by Hughes), Percy Whitehead, and "Johnnie" (Stanford), Percy Whitehead; "Mandalay" (Willeby), Stewart Gardner; "Pilgrim's Song" (Tschaikowsky), Robert Radford; "Charge of the Light Brigade" (Tennyson), recitation, Lewis Waller; "Gems from Erminie" (Jakobowski), the Light Opera Co.; "Dear Little Jappy Girls" ("Mousmé") (Monckton and Talbot), Miss Cicely Courtneidge; "Tempt Me Not," George Robey; "I'm a Married Man" (Crawford), Joseph Coyne; "Lily of La-

guna" (Leslie Stuart), Eugene Stratton, and "My Old Dutch" (Ingle), Albert Chevalier.

An Excellent Record List.

The National Phonograph Co. has hit upon a really good scheme, which it announces to its dealers in this month's Phonograph Monthly. If the reproducer is out of order the best of records may prove anything but musical. In this case the reproducer probably needs some slight adjustment or repair. The company has therefore made arrangements to overhaul any damaged reproducer and put it in thorough order for the nominal sum of one shilling. Another little item of news, by the way, is the engagement of the Band of H. M. Irish Guards to make Edison records. Their first attempt figured in a recent list, and there are now about half a dozen titles recorded and more to follow. Herewith we give the full list of Edison records for March: Edison Amberol concert records, list price 2s. 6d. each—"Agnus Dei," Mme. Marie Rappold; "Meditation—Thais," Albert Spalding. Edison Amberol Records—"The Wanderer's Goal" (overture) (Suppe), National Military Band; "Come Sing to Me" (Thompson), David Brazell; "Strolling in the Gloaming, Dear" (Gaze), John Bardsley; "Mamie May" (Barrett and Darewski), Jack Charman; "The Gift" (Weatherley and Behrend), Miss Violet Oppenshaw; "I Don't Care" (Godfrey and Williams), Billy Williams; "I Never Knew I Loved You" (David and Penso), Albert Crawley; "Queen of My Heart" (from "Dorothy") (Cellier), Peter Dawson; "Memories of Mother" (Morris and Harkness), Wm. McEwan; "Sons of the Brave," march (Bidgood), National Military Band; "Extase—Reverie" (Ganne), Tollefson Trio; "Happy Days," Miss Elizabeth Spencer; "War March of the Priests," "Athalia" (Mendelssohn), Edison Concert Band; "Inflammatus," "Stabat Mater" (Rossini), Miss Agnes Kimball and chorus; "A Dream of Paradise" (H. Gray), R. Fishyr Davies; "Cradle Song" (K. Vannah), Miss Elsie Baker; "Funeral March of a Marionnet" (Gounod), American Standard Orchestra; "Has Anybody Here



To T. M. the KING and QUEEN OF SPAIN



To H. M. the KING OF SWEDEN



To H. H. the KHEWIVE OF EGYPT



To H. M. the KING OF ITALY



To H. M. the SHAH OF PERSIA



BY APPOINTMENT To H. M. QUEEN ALEXANDRA

ROYAL APPRECIATION. "HIS MASTER'S VOICE"

the whole world over stands for
PERFECTION IN TALKING MACHINES

Branch Addresses:

FRANCE: Cie Francaise du Gramophone, 15 Rue Bleue, Paris.
GERMANY: Deutsche Grammophon Aktien Gesellschaft, 36 Ritterstrasse, Berlin.
ITALY: Compagnia Italiana del Gramofono, Via S. Progero 5, Milan.
EGYPT: The Gramophone Co., Ltd., 13 Rue Stamboul, Alexandria.
SCANDINAVIA: Skandinavisk Grammophon Aktieselskab Frihavnen Copenhagen, Appelbergsgatan 52, Stockholm.
RUSSIA: The Gramophone Co., Ltd., Krasnaja Ploschjad; Mittlere Handels-Reihen, 312-322, Moscow; Fontanka 58, Petersburg; also branches at Riga, Kharkoff, Rostoff, Tiflis.
SPAIN: Cie Francaise del Gramophone, 56 Balmes, Barcelona.
INDIA: The Gramophone Co., Ltd., 139 Belliaghatta Road, Calcutta, and 7 Bell Lane, Bombay.
AUSTRALIA: S. Hoffnung & Co., Ltd., Gramophone Branch, Pitt Street, Sydney.
EAST AFRICA: Bayley & Co., Lourenzo Marques.
SOUTH AFRICA: Darter & Sons, Adderley St., Cape Town; Mackay Bros., Rissik St., Johannesburg.

Great Britain: **THE GRAMOPHONE CO., Ltd.**
21 CITY ROAD, LONDON, E. C.



Seen Kelly?" (instrumental parody, Sousa's Band; "Mine" (A. Solman), Irving Gillette; "Mandy, Come Out in the Pale Moonlight" (L. Marx), Walter Van Brunt; "Silver Star" (C. L. Johnson), Miss Ada Jones and Billy Murray, and "Pussy's in the Well" (G. B. Nevin), Manhattan Ladies' Quartet. Edison Standard Records—"Silver Star" (C. L. Johnson), New York Military Band; "La Paloma" (R. Iradier), Trio Instrumental "Arriaga"; "Top Dog"—"One Step" (Corelli Windiatt), National Military Band; "The Chocolate Major" (Mills and Scott), Jack Charman; "You Taught Me How to Love You" (Meyer), Albert Crawley; "Administration March" (concertina solo) (Sousa), Alex. Prince; "I Saw Peter Henry Home" (Bennett Scott), Miss Florrie Forde; "The Gospel Bells" (Martin), Wm. McEwan; "Santa Lucia March" (Lotter), H. M. Irish Guards Band; "I Wish I Were a Ladies' Man" (Godfrey and Williams), Billy Williams; "The Dear Irish Boy" (Irish bagpipes), W. N. Andrews; and "Giggling," polka march (Christine), National Military Band.

Important Columbia Productions.

The Columbia Co. rarely goes wrong in its forecasts as to the popularity of the records it "stars" above the rest, so that when it declares that the 12-inch record this month of vocal gems from "Florodora" will create a sensation, it will be well worth watching.

The issue of the music hall sketch, "The Coster's Christening," on Columbia-Rena this month provides a happy sequel to "The Coster's Courtship" on the last supplement. With this record is presented a printed story of the two sketches, and if there is any reader who (as it may accidentally have happened) has not received this "Story of the Play," he is invited to write to the Columbia advertising department, 81 City Road, E. C., for a copy.

Columbia-Rena records this month provide the completion of the great list of pantomime hits on this make, and enables the manufacturers to say, with justifiable pride, that they have the most complete list of panto songs of the year. A special Pantomime Supplement has been issued and can be had of any dealers or direct from the Columbia Co. In this is listed every big song of the moment in complete and handy form. It is worth getting as a useful reference list.

And it is highly significant of the enterprising policy of the Columbia Co. that they should announce the exclusive engagement of Walter Passmore, of Gilbert and Sullivan fame, for Columbia-Rena, and offer to the masses the singing of the talented artist at popular prices. The first record by Walter Passmore is issued this month.

Among the exclusive additions to the list of Columbia-Rena artists for this month, in addition to Walter Passmore, the famous Savoy comedian, are Billy Williams; Beth Tate, the popular "Californian Girl" whose "All Alone" and "Billy" are the rage of her audiences; George Bastow, the original singer of "Captain Gingham" (in that song); Harry Weldon, the inimitable exponent of the silly goalkeeper, "Stiffy"; the Poluskis, in more cross-talk, and Hector Gordon, the principal comedian in the Theater Royal, Bradford, pantomime, singing new Scotch comics.

Reductions in Cable Rates.

Important reductions in cable rates to the British Dominions and the United States were announced by Herbert Samuel, postmaster-general, in the House of Commons on December 5. The reductions apply to press messages and ordinary messages (not in cipher), which may be postponed for more urgent traffic. The alterations arranged for ordinary messages are: Public messages to Canada and United States "night letters" (for delivery on second morning after being handed in), quarter usual rates (minimum, 6s. for 20 words); "week-

end letters" (handed in Saturday for delivery on Tuesday), one-fifth usual rates (minimum, 6s. for 30 words). In future the post-office will receive these messages and co-operate in forwarding them by post or telegraph, according to rules which will be announced.

BUYERS OF AMERICAN GOODS.

Some Interesting Figures from Government Authorities Bearing on the Distribution to the World of the Billion Dollars Worth of Manufactures Exported in the Year Just Ended—Exports of Manufactures Have Increased One Hundred Per Cent., or Doubled in Value in Ten Years.

(Special to The Talking Machine World.)

Washington, D. C., Feb. 10, 1912.

The distribution to the world of the billion dollars' worth of manufactures exported in the year just ended is the subject of much inquiry among the manufacturers of the United States. The Bureau of Statistics of the Department of Commerce and Labor recently announced that the value of manufactures sent out of the country had for the first time crossed the billion dollar line, the total for the calendar year of 1911 of merchandise sent to foreign countries and to Hawaii and Porto Rico having been \$1,002,000,000, and that this total is practically double that of a decade ago.

These inquiries as to the destination of the billion dollars' worth of manufactures sent out of the country and the various parts of the world in which this increase has occurred has led the Bureau of Statistics to the preparation of a statement showing the distribution, article by article, to the various sections of the world, grouping these for convenience of the study according to grand divisions, showing the value of exports to Europe, North America, South America, Asia, Africa and Oceania, respectively in 1911 and at the earlier period in which the total was but half that of to-day.

Comparing the exports of manufactures in 1911 with those of earlier years, the bureau finds that they have increased 100 per cent., or doubled in value since 1902, and therefore compares in detail the figures of 1911 with those of that year. It finds that in this nine year period in which the value of manufactures exported doubled, the increase, measured by percentages, is: To Asia, 36 per cent.; to Africa, 64 per cent.; to Europe, 70 per cent.; to North America, 158 per cent., and to South America, 248 per cent. The actual gains are as follows: To Africa in 1902, \$11,000,000, in 1911, \$18,000,000, an increase of \$7,000,000; to Asia in 1902, \$44,000,000, in 1911, \$60,000,000, an increase of \$16,000,000; to Oceania in 1902, \$29,000,000, in 1911, \$57,000,000, an increase of \$28,000,000; to South America in 1902, \$27,000,000, in 1911 \$94,000,000, an increase of \$67,000,000; to Europe in 1902, \$234,000,000, in 1911, \$397,000,000, an increase of \$163,000,000 and to North America in 1902, \$109,000,000, in 1911, \$281,000,000, an increase of \$172,000,000.

The share which manufactures formed of the total exports of merchandise to the various grand divisions at the two periods named was as follows: To Europe in 1902, 23 per cent, in 1911, 30 per cent.; to North America in 1902, 53 per cent., in 1911, 61 per cent.; to South America in 1902, 71 per cent. in 1911, 86 per cent.; to Asia in 1902, 69 per cent., in 1911, 71 per cent.; to Africa in 1902, 33 per cent., in 1911, 75 per cent., and to Oceania in 1902, 85 per cent., in 1911, 86 per cent. Of the manufactures exported in the last fiscal year, 43 per cent. went to Europe, 31 per cent. to North America, 11 per cent. to South America, 7 per cent. to Asia, 6 per cent. to Oceania, and 2 per cent. to Africa.

Don't Buy Needles That Damage Records



Bad Needles



Cleopatra Needles

When a needle is running a record, the friction causes the polished surface of the needle to be taken off, while its interior (grain) is exposed and touches the sound waves.

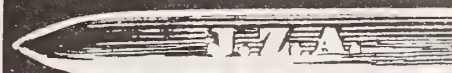
Consequence:

The poorer the polishing and rougher the grain, the more the sound waves are injured!

Only *Cleopatra Needles* are warranted to have always the highest and most perfect polish, smoothest grain. Using them means:

Finest Reproduction,

No Ruin of Record.



Sole Manufacturer

JOS. ZIMMERMANN

Needle and Pin Works

AACHEN, GERMANY

MR. RECORDER, do you know my **WAX "P,"**
the best existing recording material for Berliner- (Gramophone-) cut? If
not write for free sample to
CHEMISCHE FABRIK E. SAUERLANDT **FLURSTEDT**
bei Apolda i. Th., Germany
The largest manufacturing plant in the world devoted exclusively to the
manufacture of Master-Waxes for Gramophone and Phonograph

CONDITIONS GOOD IN MILWAUKEE.

Talking Machine Jobbers and Dealers Have Finished Taking Annual Inventories and Are Well Satisfied with the Results of the Year—Some Big Gains Reported—Farming Situation Encouraging—Parker in the One-Price System—McGreal Re-elected Privileged Member of the Milwaukee Press Club—Some Personal Items of Interest.

(Special to The Talking Machine World.)

Milwaukee, Wis., Feb. 12, 1912.

Local retail and wholesale talking machine men have completed their annual inventories and some of the figures that have been disclosed are nothing less than startling. It has been the general opinion that business during 1911 had just about held its own, or at least had made only small gains, but talking machine men have been happily disappointed. In almost every case a gain of 25 to 50 per cent. is reported, while in several instances even greater gains are given out. The manager of the talking machine department of one of the largest department stores in the city shows that his 1911 business increased nearly 95 per cent. as compared with 1910, while one jobber and retailer presents figures which prove that his business during the last month of the year made the phenomenal gain of 300 per cent., followed by a gain of 200 per cent. during the month of January. While dealers and jobbers do not expect that similar gains will be made during 1912, they are confident that business will more than hold its own, despite municipal and presidential elections.

Wisconsin crops were good last season and farmers at the present time are receiving record-breaking prices for livestock and all kinds of produce, with the natural result that there is plenty of money in the smaller cities and towns of the State. This is evidenced by the fact that collections are reported as good in all sections of the State. Industrial conditions here in Milwaukee are improving slowly and the outlook is bright in most lines. A record amount of building has been planned for the coming spring, a sure indication that conditions are not as bad as they might be. Talking machine men believe that the year 1912 will at least hold its own with 1911.

A strong stand for the "one price" system of doing business has been taken by L. C. Parker, manager of the talking machine department at Gimbel Bros.' Milwaukee store. Mr. Parker, who has many original ideas as to how a talking machine business should be conducted, believes that price cutting would be done away with if dealers could be made to see the ultimate advantage of such an arrangement. Mr. Parker only recently lost a very good sale because he refused to reduce prices, even though the purchaser agreed to take several machines. Mr. Parker believes that a one price system may mean the loss of some business on the start, but that in the end customers will display

Music Store for Sale.

Only music store in town of 8,000. Well established business. Best location in town, Victor, Edison and Columbia agencies. Pianos, sheet music, etc. Unusually clean stock. Easy terms can be arranged. Address "Splendid Opportunity," care Talking Machine World, 1 Madison Ave., New York.

Position Wanted.

Position as manager, salesman or traveling salesman with a good talking machine house; ten years' experience in wholesale and retail; Columbia, Victor and Edison. Can give reference as manager, traveling or store salesman. Can speak four of the most wanted languages. U. S. and Foreign Dept., care Talking Machine World, New York.

Electric Sign for Sale.

For Sale—A "Victor" V-shaped electric sign, each side two feet high, ten feet long, at a bargain. Musical Echo Co., Indianapolis, Ind.

FOR SALE—2,000 Edison 2-Minute Records; new, clean stock; 1,000 Disc Records; new stock. Deninger, 335 North street, Rochester, N. Y.

more confidence if they can see a machine marked in plain figures and know that no reductions are to be made.

Some good Victor sales are reported by Manager Parker. During 1911 Mr. Parker says that his department made a gain of 94.75 per cent. as compared with the previous year.

Charles F. Baer, Chicago manager of the Columbia Phonograph Co., was in Milwaukee on business recently as the guest of Mr. and Mrs. A. G. Kunde, proprietors of the downtown Columbia store at 516 Grand avenue.

That his retail Columbia business during the month of December, 1911, increased 300 per cent. as compared with the previous period of a year ago is the startling declaration made by A. G. Kunde, Columbia jobber and retailer. Trade during January increased 200 per cent., and Mr. Kunde has hopes of making still more records.

Lawrence McGreal, Edison jobber for Wisconsin, and president of the National Association of Talking Machine Jobbers, has been re-elected a privileged member of the Milwaukee Press Club, one of the oldest and most famous organizations of its kind in the United States. Mr. McGreal has always been a good friend of the Press Club and on special occasions loans some of his machines and a generous supply of records for the entertainment of the newspaper men and their friends. Mr. McGreal, who visits the club regularly, reports that the jobbing trade is showing decidedly more life than at this time a year ago.

William F. Hope, traveling representative in Wisconsin and upper Michigan for the Thomas A. Edison Co., Inc., was in Milwaukee recently, accompanied by Mrs. Hope. Mr. Hope says that the prospects all point to an excellent year, that dealers are optimistic, and that collections are good.

Florian F. Flanner, son of Joseph Flanner, well known publisher, who is now in charge of the talking machine and musical merchandise departments of the Flanner music house, reports some good Victrola sales.

Otto F. Leidel, manager of the new Victrola department opened by Emil O. Schmidt, prominent piano dealer, a couple of months ago, reports that the business of his department has increased nearly 100 per cent. for the month of January.

Among the out-of-town visitors who called upon the Milwaukee talking machine trade recently were Roy J. Keith, with the Talking Machine Co., of Chicago, and Mr. Taylor, of the Victor Talking Machine Co.

OPENS NEW STORE IN MILWAUKEE.

J. H. Becker, Jr., Well-Known Talking Machine Man and Formerly Manager of That Department for the Hoeffler Manufacturing Co., Now Head of His Own Establishment—Lady Manager for Hoeffler Department.

J. H. Becker, Jr., one of Milwaukee's best known and enterprising young talking machine men, has resigned as manager of the talker department of the Hoeffler Manufacturing Co., 306-308 West Water street, and is in charge of a new retail store which has been opened at 1120 Walnut street. The new establishment is located in an excellent business location on the North Side and Mr. Becker is meeting with a brisk trade from the very start. He had been connected with the Hoeffler Manufacturing Co. for five years and during that period has made hosts of friends. The entire Victor line is carried and Mr. Becker is offering an exceptionally large stock to his trade. Neither money nor time has been spared in making the store one of the finest retail establishments of its kind in the city. Soundproof booths and the entire furnishings of the store are of mahogany. While with the Hoeffler Manufacturing Co. Mr. Becker established a reputation for having the finest window displays in Milwaukee, and judging from the exhibit in the windows of the new Walnut street store he will maintain his reputation.

Miss Elsie Meiser, a capable young talking machine woman, who has acted as assistant manager to Mr. Becker for the past two years, is now in charge of the talking machine department of the

Hoeffler Manufacturing Co., assisted by Mr. Hoeffler. Miss Meiser is a well-known vocalist, is prominent musically, and is well fitted for her new position.

EDISON'S SIXTY-FIFTH BIRTHDAY.

Wizard Tendered a Surprise Party at His Home in Llewellyn Park by Some of His Friends—Says He Feels as Young as He Ever Did and Does Not Think of Retiring from Active Life—A Testimonial from His Business Associates—Silver Loving Cup Also Presented.

Thomas A. Edison was sixty-five years old on Sunday, February 11, and so forty of his friends and neighbors Saturday night gave him a birthday eve "surprise party" at his home in Llewellyn Park, West Orange, N. J.

The inventor, seated in a concrete arm chair that he himself had made, presided at the feast. Ducks paddled about one artificial pond in the room, and goldfish swam in another. Many tiny electric lights gleamed in a real hedge around the water. A small cement house—the "house of the future" Mr. Edison calls it—had a place in the fairy-like scene. There was music.

"Oh, yes, I s'pose I'm sixty-five," said the host, "but why remind a man that he is growing old—why congratulate him?" Then he smiled, and added that he has no more sentiment about birthdays than he has about kilowatts or amperes or any of the other strange things that link his life to the electrical energy of the world. He said he was unable to realize that the addition of such a mere thing as a year really added anything to his age.

"I feel," he went on, "as young as I ever did. I eat well and sleep like a log. I guess anybody that can say that can lay claim to good health. Last night I turned in about midnight and I was up and at it again about 4.30 this morning. I don't have to use any alarm clock either, like some of you younger fellows. Six flights of stairs don't mean any more to me than to you."

"Retire, did you say? Nothing of the kind in my mind. It wouldn't do for me to lay aside any of the work that I am on now. There's a lot of inventions that need my attention. There is plenty for me to do."

Robert T. Lozier, of this city, was toastmaster at the dinner. A testimonial was presented to Mr. Edison by T. Comerford Martin, and Edward H. Johnson gave the inventor a silver loving cup. The souvenirs were inscribed bronze paper weights on which were pictures of Mr. Edison, Menlo Park and a storage battery. Also on the souvenir was the Edison motto:

"Everything comes to him who hustles while he waits."

Samuel Insull, of Chicago, responded for Mr. Edison to the congratulatory speeches that were made. The host appeared in the best of health and spirits.

The testimonial from his business associates extended greetings to Mr. Edison on the thirty-third anniversary of the founding of his electrical industries, and stated that the givers felt there could be no higher tribute to Mr. Edison's genius than a simple statement of the facts of his achievements.

Among those present were Schuyler F. Wheeler, of Newark; Charles L. Edgar, president of the Boston Edison Co.; John W. Lieb, Jr., vice-president of the New York Edison Co.; T. B. Shaw, of Williamsport, Pa.; Frank L. Eyer, president of the Edison West Orange Works Co.; Frank J. Sprague, of New York; Arthur Williams of the New York Edison Co.; Mrs. Edison, the inventor's wife, his daughter, Miss Madaline Edison, and his son, Charles.

THE DICTAPHONE MOUTHPIECE.

The Dictaphone Mouthpiece is the title of a new house organ issued by the Dictaphone department of the Columbia Phonograph Co., General, New York. It is in the form of a newspaper, one sheet printed on both sides, and embodies all of the latest Dictaphone news of interest to Dictaphone dealers,

LOOK FOR BIG COLUMBIA YEAR.

Last Year Was Phenomenal but It Is Claimed That This Year Will Surpass Everything; 40 Per Cent. Increase Already—Even Leap Year's Extra Day Useful—G. W. Lyle in Interview Talks with Enthusiasm of Demand for Columbia Machines and Records.

Talking machine circles are beginning to realize that the Columbia Phonograph Co. is not setting any limit to the increase of its business these days. Its forces are geared up to a point where limitations and all things pertaining thereto are condemned, scrapped, abandoned, forgotten.

Last year was a phenomenal year for them. In fact, 1911 made Columbia history and the firm, being intent on doing big things bigly, made up its mind that it would do the same thing all over again this year.

George W. Lyle, the general manager, however, says they are going to leave their 1911 figures a long, long way behind.

Interviewed by The World, Mr. Lyle said: "Yes, 1911 was a phenomenal year for us. Of course, we intend to surpass it, but it looks as if we will surely even surpass our own expectations. We are confronted by an unprecedented demand for Columbia graphophones and Grafonolas and there is a tremendous call nowadays for Columbia double-disc records. We are going to beat the 1911 figures. That much was determined last year. By just how much we shall do it we cannot say, but we are going to leave those figures out of sight. Why, already our January business has been 40 per cent greater than January, 1911.

"We have one limit for 1912, and one only—the limit of our factory capacity. That gives us some room to spread yet; but we will want it all. We are already running up to that limit on full time, and it looks as if the factory is going to run over-time twelve months in the year—including February 29. Yes, we'll want that extra day this year."

Asked how he accounted for the boom, Mr. Lyle said there was nothing new, original or sensational behind it. Merely sound, logical reason. "Our product to-day is of a distinctly high grade and we are letting people know it. We are making it as good as we say it is, and that is just about as good as that kind of thing can be made nowadays. And," continued Mr. Lyle, "you must bear in mind that not only have we improved our machines and records and the whole system of voice reproduction, but we have a great corps of artists singing and playing exclusively for us. Last year we were able to announce the engagement of some new artist of world fame every month, and the new records are great. Madame Nordica, Olive Fremstad, Mary Garden, Alice Nielsen, Carolina White, Olitzka, Margaret Keyes, Zenatello, Josef Hofmann are all now engaged exclusively with us, and some of our newest instrumental records are nothing short of marvelous. So long as we can keep on producing records as good as some we have just made of the Russian Symphony Orchestra and

Creatore's Band, for instance, we shall see nothing of any limit to the business to be done. Whatever limits there may be will be so far ahead that they will be invisible to the naked eye."

From all of which it may be gathered that the fifteenth floor of the Tribune building—the New York home of the Columbia Phonograph Co.—is no place for a rest cure, nor is it likely to be. High hope and hard work are in the atmosphere and the same infection has taken strong hold on their factory forces in Bridgeport, Conn.

RECEIVED ROYAL VISIT.

The Duke and Duchess of Connaught and Princess Patricia Visited Landay Bros.' New Establishment on Fifth Avenue—Max Landay Returns from Bermuda.

During the visit of the Duke and Duchess of Connaught to New York, accompanied by their daughter, Princess Patricia, one of the establishments that caught their eye was the beautiful talking machine store of Landay Bros., Inc., at 563 Fifth avenue. The Governor-General of Canada and party, which included Ambassador Reid, went through the Landay warerooms and were much interested in the various instruments displayed and demonstrated for their approval.

In view of the fact that the visits of the Duke and Duchess of Connaught were confined largely to private people, it is a decided honor to Landay Bros. to be thus singled out, and they are most appreciative of the thoughtfulness of the royal party.

Max Landay, by the way, returned the latter part of January from a three weeks' pleasure trip to Bermuda, which put him in splendid trim for an active business campaign during 1912.

AN ALWAYS BUSY BOSTON HOUSE.

(Special to The Talking Machine World.)

Boston, Miss., Feb. 6, 1912.

The Oliver Ditson Co., by Henry A. Winkelman, manager of the Victor department, reports a strong demand for wholesale and retail goods, which is in keeping with the house's reputation. About five years ago the writer first met Mr. Winkelman, and in response to "How's business?" Mr. Winkelman replied: "Good! we cannot get machines and records fast enough." Since then the writer and Henry Winkelman have met, year in and year out, with weather mild, cold, hot, pleasant, stormy, windy, rainy and snowy, and while there might have been a change of position for talking, the condition of Victor business with the Ditson organization stayed at the "Good! cannot get machines and records fast enough" temperature. This shows hard work by someone.

H. Nathanson, who handles Columbia phonographs exclusively in connection with his line of pianos at 180 Broadway, Newburgh, N. Y., announces that on or about March 1 he will move to larger and more handsome quarters at 74 Broadway.

EDISON GLEANINGS.

Mrs. Edison Gives Dinner to Old Friends on Thomas A. Edison's Birthday—Some Recent Visitors—Those on the Sick List.

A surprise party was given to Thomas A. Edison by Mrs. Edison to mark his sixty-fifth birthday, February 11. The party was held Saturday evening, the 10th, at their home in Llewellyn Park, Orange, N. J. A dinner to which was invited about thirty of his "old cronies"—persons who have been associated with him for many years either in business or pleasure—preceded the reception. Many officials and department heads of the various Edison companies extended felicitations at the reception, which is referred to more fully elsewhere.

Louis Buehn and Edmund E. Buehn, composing the firm of L. Buehn & Bro., Edison jobbers, Pittsburgh, Pa., were seen at the Edison factory wondering what had become of their orders for Edison goods. E. E. Buehn, manager of the Pittsburgh store, reports a very strong demand for the "Opera" model of the Edison line.

John H. Massey, manager of the Edison department of the J. A. Foster Co., Providence, R. I., spent several days at the factory last week. Mr. Massey said that business, while not like a holiday rush, was quite seasonable.

H. C. Hinckley, Edison traveler through Iowa, resigned on February 7. His future plans are unknown.

Thos. K. Dolbeer, the energetic head of the selling organization, has some optimistic reports about the condition of the country that prompts him to believe that this year will show some exceptionally fine Edison sales.

According to what has been said of the therapeutic value of the Edison phonograph, no doubt it will be prescribed for the following members of the sick list:

Carl H. Wilson, general manager, is at home for a few days with a few varieties of a cold.

L. W. McChesney, assistant advertising manager, was taken suddenly ill last week and an operation for appendicitis was performed. This was successful in every way and the patient is rapidly improving. His many friends at the factory and in the trade wish a speedy convalescence.

C. W. Phillips, the Edison traveler in Michigan, was taken sick while en route, which necessitated his immediate return home.

C. A. Briggs, Edison traveler in Kansas and Missouri, has been called to Des Moines, Ia., to care for his father, who is seriously ill.

Meanwhile, with these absentees, C. E. Goodwin, manager of salesmen, is forgetting all about the union working hours for managers and defying a possible dismissal from the M. U., is working energetically to assist the trade in that territory.

Some of us are so afraid that what we have will get away from us that we wrap our one talent up in a napkin and keep it. And we have that always—but we never add to it.



ANY KIND OF HORN FOR ANY MACHINE

We are equipped with a large assortment of dies for the manufacture of all sizes and shapes of Horns, and are able to supply manufacturers with the handsomest and most attractive line on the market. Any horn for any type of machine.

LET US FIGURE WITH YOU

Not only our low prices, but also the workmanship and beauty of our horns will surprise you. Our flower horns are works of art.

We have made many new customers by prompt shipments and efficient service. Prices and particulars upon request.

Newark Tinware and Metal Works
28-30 Division Place, NEWARK, NEW JERSEY



No dealer can claim to carry even a representative record stock if he has to offer "understudies" or "substitutes." Those record buyers who want to hear Mary Garden, Lillian Nordica, Olive Fremstad, Alice Nielsen, David Bispham—must go to a Columbia dealer, and thousands of them are making this discovery every week.



**Columbia Phonograph Co., Gen'l
Tribune Building, New York**

NECESSITY OF AN UNDERSTUDY.

In a Well Regulated Establishment Each Man Should Be Able to Take Up at a Moment's Notice the Work of the Man Ahead—Only the Incompetent Who Is Afraid of the Competition of His Fellows—No Man the Only Oyster in the Soup.

No man in a responsible mercantile or manufacturing position should be without an understudy. Personally, he may not favor such an attachment, lest the lieutenant might replace the chief, but that fact should have no influence on the man up at the top. He is looking out for the good of the general establishment, and not the individual interests of the man.

In a well-regulated establishment there is a continuous line of understudies, all the way down. If the man at the top drops out or steps out, or is fired out, No. 2 should be competent to fill his place, and prepared to take it. No. 3 should become No. 2; No. 4, No. 3; No. 5, No. 4, and so down to the bottom where the vacancy is filled by the engagement of a new office boy.

This has been the rule of the Standard Oil Co. for years, and is one of the reasons for Standard success. One of the best department managers of to-day began as Mr. Rockefeller's office boy thirty-five years ago.

There should be no reason for apprehension or jealousy on part of a head clerk or a department manager because he has at his right hand an assistant capable of doing his work in an emergency. If No. 18 is doing good work, such as justifies his engagement and retention in that work, there is no reason why he should be afraid that No. 19 is about to take it away from him. Changes are seldom made without reason.

It is the shirk or incompetent or misfit who is afraid of the competition of his fellow-workers, says a writer in the Hardware Dealers Magazine. The best school of practical business is found in that store or factory where each man is so trained as to be fitted for the next step up when it comes to him. To make this education thorough and to encourage each unit in this army of help, it should be well understood that fitness means promotion when the possible opening comes. The jumping of favorites over the heads of good men, or the bringing in of an outsider when a responsible position becomes vacant, is a discouragement to every worker in the place, and an open advertisement of the fact that good work and merit are liable to go for naught.

The three great factors in business are resolution, energy and persistency. Follow these three and you will arrive.

Have confidence in yourself and in your business, but don't think you are the only oyster in the soup.

PLEASING THE CUSTOMER.

Try and select what music the customer prefers for the demonstration and not the kind of music you yourself prefer. Sometimes there's a difference.

NEW FORM OF COLUMBIA RECORD CATALOG.

Semi-Annual Catalog of Columbia Double-Disc Records Shows Several Changes in Style That Facilitate the Finding of Desired Records—A Special Display of Grafonolas and Graphophones—How the New Catalog Is Divided and Arranged—A Handsome Cover.

In the completion of its semi-annual catalogue of Columbia double-disc records, listed up to and including Jan. 1, 1912, the Columbia Phonograph Co., General, New York, has inaugurated several changes of style which add greatly to the rapidity in finding some desired selections by some particular artist. The catalogue is now ready to be placed in the hands of customers and dealers. The book itself is sixteen pages larger than the previous edition, making a total of 200 pages, which completely covers the extensive repertoire of Columbia artists. Most of the new pages have been used for the new records gotten out since July, 1911, but several pages have been used for the artist's index, making it clear and more accessible, a fact that will be greatly appreciated and immediately noted by record buyers. A most excellent display of graphophones

COLUMBIA DOUBLE-DISC RECORDS 171

Index of Records Arranged Under Names of Artists

No.	Page	No.	Page	No.	Page	No.	Page	No.	Page	No.	Page	No.	Page
Ables	A482	39	A887	41									
Adams	A754	21	A735	44	A773	73							
Alexander													
A236	5	A335	10	A258	27	A578	34	A249	45	A325	54	A263	63
A248	6	A332	11	A888	28	A262	35	A666	46	A455	56	A269	65
A336	7	A442	11	A5034	34	A495	41	A312	50	A235	61	A311	78
A739	7	A469	20	A5035	34	A246	44	A328	51	A287	63	A326	79

pany presents to its patrons throughout the land and other lands a list for selection which is fully

eminence in operatic recording.

Mary Garden's records have an actual human quality that seems to transcend anything before accomplished in the art of recording.

Double-Disc Numbers	Twelve-Inch: Double, \$3; Single, \$2.	Single-Disc Numbers
A5284	LA TRAVIATA. (Verdi.) "Quel est donc ce trouble charmant." (Ah! fors e lui.) (What can be this feeling?) In French, with orchestra.....	306957
	LA TRAVIATA. (Verdi.) "Pour jamais ta destinée." (Sempre libera deggio.) (The round of pleasure I'll enjoy.) In French, with orchestra....	30696
5289	LE JONGLEUR DE NOTRE DAME. (Massenet.) "Liberte!" (Oh, Liberty, my life and love!) In French, with orchestra.....	30699
	HEROLES.	

in keeping with the prestige of the famous artists which are necessary adjuncts in making such an

GRAND OPERA SELECTIONS

Page	Page
Acis and Galatea. "O Ruddier than the Cherry." (Bispham.) (A5095).....111	Barbiere Di Siviglia. "Una voce poco fa." (Bronskaja.) (A5209).....115
Africana. "Adamastor re dell' onde profonde." (Parvis.) (A715).....5	Boheme. "Addio di Mimi." (Nielsen.) (A5246).....105
Africana. "O Paradiso." (Constantino.) (A5109).....102	Boheme. "Ah! Mimi, tu piu non torni." (Constantino and Blanchart.) (A5185).....133
Africana. "Celeste Aida." (Constantino.) (A679).....103	Boheme. "Che gelida manina." (Constantino.) (A5110).....103
Africana. "A mia." (Bonin).....	Boheme. "Che gelida manina." (Constantino.) (A5110).....103

extensive repertoire possible. The company is to be congratulated upon the appearance and completeness of the book in general.

Nothing that a merchant can possibly do to interest the women of his community in his store will appeal to them so forcibly as little attentions shown their children. And then the children soon grow up and it's well that they themselves should learn to know him and his store.

Salesmanship is the fine art of making the other fellow feel as you do about the thing you have for sale.

INSTRUMENTAL TRIOS Page 153 INSTRUMENTAL QUARTETTES, ETC. Page 153

VOCAL RECORDS Page 153 to 170

POPULAR SONGS Page 153 to 159	Solos—Negro Shouts Page 156
Solos—Sentimental Page 153 to 154	Solos—Duetts Page 157 to 158
Solos—Coon Songs Page 154 to 155	Solos—Comic Songs Page 155 to 156
Solos—Miscellaneous Page 156	Trios Page 158
Solos—duets with chorus. Page 159	Quartettes Page 158 to 159
Standard Songs Page 159 to 161	
and Familiar Melodies Page 161 to 169	

and grafonolas has been added, which will prove profitable to many dealers in making exchanges that will be stimulated by such a comprehensive showing. The last page is given over entirely to the demonstration record, which is one of the ablest collectors of customers for Columbia dealers that has ever been devised. The accompanying illustrations show the comprehensive manner in which the Columbia Co. have arranged their catalogue pages. An index of classifications on page 145 enables the prospective buyer to immediately turn to the section of the catalog where is listed the style and kind of record desired. For instance, under the classification of instrumental records are the sub-classifications of band records, orchestra records; instrumental solos, etc., with the index of pages on which they are listed in full. The same method is followed with vocal records, sub-classified into the departments of popular songs, standard songs, sacred, oratorio, etc.; talking records, whistling records, grand opera selections, grand opera and concert selections, all sub-classified in a way that is at once plain and easy of access.

The covers of the catalogue are after the usual Columbia design. Printed in colors and illustrating by means of miniature figures the people of all countries, and bearing out the company's slogan of "All the music of all the world."

In this, the last issue of the Columbia semi-annual catalogue of double-disc records the com-

GENERAL ACTIVITY IN DETROIT.

Max Strasburg Co. to Open Another Store—Business Growing Rapidly—Big Record Sales—Medium Priced Outfits Favorites—Grinnell Bros. Place Many Victrola Agencies in Michigan—Auxetophone Illustrates Program of Wagnerian Music.

(Special to The Talking Machine World.)

Detroit, Mich., Feb. 7, 1912.

There will be another new talking machine store presently in the heart of the retail district, which shows that Detroiters are waking up to the vast possibilities of the talking machine trade here. The Max Strasburg Co. will establish "The Victrola Shop," but the location is not announced because the lease has not been signed.

The Strasburg Co. was established only five months ago, but already has so far outgrown its quarters that twice as much space is needed as is available. Mr. Strasburg tried to lease the adjoining store, but was balked after the negotiations were well under way. He has a ten years' lease on his present quarters, so he will have to stay where he is. But the present store will probably become a branch store when the new one is established, for the new one will be larger and more centrally located.

One fault (if it is a fault) of the talking machine business in Detroit, and with the music trade in general, is that it is too greatly concentrated in one district. The Columbia branch store, the Strasburg Co., Grinnell's (who are State agents for the Victor), the American Phonograph Co., the Ludwig Music House and the Cable Piano Co., all talking machine stores, and the Bayley Piano House, J. Henry Ling, the Melville Clark Piano Co., the Starr Piano Co., and the Bush & Lane Piano Co. are all within a scant fifty rods square close to Grand Circus Park. The only phonograph store near Cadillac Square, which is the center of everything, is the Doran Phonograph Co. It reaps the full value of its location, too, doing a good cash business in records. The new Strasburg store will be down near the square.

The sale of talking machine records would make a very respectable sized business all by itself. One firm, the manager preferring not to be quoted, on last Saturday had cash sales of records amounting to \$385. Probably as many more records were sold on credit. This was on records alone. A good many machines were sold besides. The gross profit of that firm for January was \$900 greater than the profit for the corresponding month last year, and January, 1911, was a month of some business.

The chief demand still runs to the medium priced machines, both with the Columbia and Victor lines; there is not much doing in the cheap machines. That demand is helping the sale of the two hundred dollar instruments. It creates a chronic scarcity in the fifty dollar grades and the would-be purchasers do not have to be urged greatly to buy a higher priced machine.

"I could have sold 25 Victrola number nines last week, if I could have obtained them," said Max Strasburg. "I couldn't get them, so I pushed the high priced stuff. It doesn't require a great deal more effort to sell them, and we can get them readily."

Grinnell Brothers now have more than 200 Victor agencies in Michigan and Indiana, and two or three dozen in Detroit, all of them going in a way to make it worth while.

A Victor Auxetophone, the 500 model, was put to a very entertaining use the night previous to the appearance in Detroit of the Boston Symphony Orchestra. The Boston Symphony program was entirely Wagnerian. Professor N. Y. Corey, of the Michigan Conservatory of Music, who is very familiar with everything in the history of music and musicians, took the Boston Symphony program and gave an illustrated lecture upon it, using the Auxetophone in explaining the interpretations he discoursed upon. He would take the numbers piecemeal, playing and explaining alternately their different parts. He had a crowded house. The Victor records lend themselves aptly to such a program, for they give the artists' own renditions.

W. S. Barringer, manager of the talking machine department of the Wulschner-Steward Music

Co., of Indianapolis, was in the city this week on combined business and pleasure. He is a brother-in-law of Max Strasburg. He formerly was with the talking machine department of Grinnell Brothers when Mr. Strasburg was manager there.

1912 WILL ECLIPSE 1911

Says Louis F. Geissler in Discussing Business Accomplishments for the Past Year and the Outlook for 1912—Is Very Optimistic.

Louis F. Geissler, general manager of the Victor Talking Machine Co., has just sent out the following "appreciation" to customers of the house, in which he says:

"Our sales books for the year 1911 are closed, and we desire to extend very sincere and cordial thanks for the assistance which our dealers have rendered as during the past year in the exploitation of the Victor product.

"The year 1912 stands out gloriously before us, and the record of 1911—which was an unparalleled one—will again be eclipsed to the extent of whatever factory extensions and additions we shall be able to make.

"Our factories at present are a veritable beehive, and every available machine and square foot is being operated just as many hours as we dare.

"Plans have been drawn for a six-story extension to our record pressing plant, which will increase our capacity by almost 1,000,000 records a month.

"Our motor buildings will have substantial additions, and throughout our entire organization every effort will be made to take care of our dealers' orders during this year.

"Advertising appropriations have again been increased.

"Increased cost of labor and materials has been only partially offset by operating economies and scientific management. The company would be justified in advancing prices, which have continuously remained unchanged, or reduced, but have re-

(Continued on page 38.)

Demons of Discord in Every Record's Rim

BECAUSE of the screeching, scratching and scraping at every record's end, much of the enjoyment of talking machines has been marred. The discordant, raucous conclusion of every selection has been a matter of deep concern to the manufacturers of the disk record machines.

It has been the problem of every talking machine owner. And each owner has appointed himself to watch the record and lift the needle just at the precise moment of the selection's conclusion. Or he has stationed his mechanically inclined son to keep watch. Then the cure has been more disastrous than the problem. For the mechanically inclined boy has not been satisfied with merely doing his father's bidding, but has done a little experimenting on his own account.

The scratching and scraping have not only puzzled the manufacturer, embarrassed the talking machine owner, but have annoyed audiences. The perplexity, embarrassment and the annoyance are unnecessary now. The Condon-Autostop banishes the discord.

It brings the talking machine to a dead stop at the moment of the conclusion of the record. And the spell of the music lingers.

The Condon Auto-stop is a simple device

which, when once attached, becomes a permanent part of the talking machine. **It is guaranteed for life.**

All talking machines vary somewhat in size, and the Condon-Autostop has been regulated for a standard size of every type. It is only necessary to make a slight adjustment when the record is attached.

Mr. Dealer:

Why not follow up your sales of talking machines by writing to your customers and asking them to equip their machines with the CONDON-Autostop? No talking machine is really complete without this device, which prevents discord at the conclusion of every record. With this attachment there is no screeching or scraping or scratching.

Your old customers will thank you for your interest in their enjoyment of their purchases and will eagerly accept your advice.

The CONDON-Autostop is a great aid to your salesman. He doesn't have to dash madly away from one demonstration to stop other machines that have reached the conclusion of the record. **IT STOPS THE MACHINE RIGHT THERE.**

Don't sell a machine that is incomplete to your new customers. And no machine is complete without a CONDON-Autostop. Write to us for particulars.

Condon-Autostop Company
26 Front Street, NEW YORK CITY, N. Y.

frained from doing so, partly from competitive reasons, but generally as a matter of broad selling policy.

"We solicit your continued and increasing interest in Victor goods, with every confidence that the increased profits which you will derive from special attention to this department will justify all the energy and enterprise that you may put behind our wares in 1912."

EDISON'S HOST ON HOW TO SUCCEED

Henry M. Byllesby Offers Some Vigorous and Interesting Opinions in an Interview in the Chicago Tribune—Advice Based on Actual Experience—Constant Development Necessary to Success—The Value of Cheerfulness—Edison's Message to Young Men Worth Remembering Says the Speaker.

Henry M. Byllesby, the prominent Chicagoan who recently entertained Thos. A. Edison at a banquet during his visit to the Windy City, was the subject of an interview by a representative of the Chicago Tribune, and he uttered some vigorous opinions upon a rather hackneyed and popular topic with millionaires—How to Succeed. He said in part:

"The individual who works simply to achieve wealth is not liable to accomplish his object, and is very likely to fail in all the essential features of his life. Emerson has stated that 'lands and wealth and power, as a general rule, come to and are retained by those who are capable of rising to the responsibilities which are entailed by their possession.' The motto of the scientist and investigator of the twentieth century is and has been for an appreciable period to 'follow truth, no matter where it may lead or to what conclusions it may bring you.'

"So far as my experience has taught me anything, it has taught me there is nothing really worth while in life accomplished through any other avenue than that of continuous, persistent effort combined with an indomitable perseverance; and my experience leads me to the further conclusion that where this path and this procedure are followed there are few cases where success in some form or another does not reward the continuous following of these principles. The success may be relatively of a greater or less degree. It may be the success which leads to the command of power, the wielding of influence, the benefiting of humanity at large, or the possession of wealth, or a combination of any or all of these. But none of these results can be achieved without following the plan and the methods outlined. Granted in any given case the possession of normal intellect and normal health, the results to follow industry, patience, devotion to duty, self-mastery, are as sure to follow as the night the day."

Must Constantly Develop.

"Continual development must be added to the fundamental principles enumerated. The great Napoleon attributed the downfall of the Bourbon family in France to the fact that 'they never learned anything and never forgot anything.'

"From day to day, from experience past to experience of the present, there should be brought to bear an ever-increasing wisdom resulting from the application of lessons learned. The individual who does not progress in ability and in breadth of vision is not profiting from his opportunities and will not reach a large success.

"Every incident of our daily toil should be made an educational incident. The daily successes and mistakes should be regarded as valuable glints of light illuminating our future pathway, and will be necessarily invaluable if properly considered, because they form that marvelous equipment called experience.

"Another characteristic of all who have qualified as winners is that they throw their entire heart and energy and faith into the task, the duty, the pursuit of the hour. Indifference or a disposition not to put forth one's best efforts at all times is a fatal error. Whatever is worth doing at all is worth doing well, or in more impressive words, 'Whatsoever thy hand findeth to do, do it with thy might.' These principles observed along with the

practice of uniform fairness and justness and with high integrity will insure the proper reward—success.

No Luck in Success.

"It is often said by those who have not been fully industrious and entirely persevering that the opportunities to-day are less than they were a few years or a few generations back. It is also frequently stated by those who have not qualified under the somewhat drastic requirements of the rules I have spoken of that this or that man succeeded by luck. My experience justifies the unqualified statement that luck has very little to do with success in life; that success in life, be it great or small, depends principally upon the capacity of the individual to be consistently industrious and persevering and to exercise those other qualities which everyone knows in his own heart are a necessary part of success in any undertaking.

"In the calling—that of public utilities—to which I have devoted thirty-five years of toil, there are to-day greater opportunities for advancement than there ever have been. The great difficulty with the average young man is that he does not learn until perhaps too late that it does not pay to fritter and idle away his time. Every individual who goes to the head of enterprises recognizes what it was that put him there, and also recognizes why others apparently as well or better equipped have failed of that distinction.

Toil Insures Happiness.

"There are certain lessons which one learns in going through the turmoil and conflict of life which, unfortunately, however, are often not thoroughly appreciated until perhaps it is too late to make them of great value to the individual himself. Among these is the fact that 'the price of happiness is toil,' that the idle man cannot be and never is happy, that the only real joy in life is the consciousness of difficulties overcome, of obstacles surmounted, and beyond this the fact that step by step as the individual emerges and advances in the battle of life, with each advancement in command, in power, in wealth, there goes a corresponding and increasing responsibility.

"Referring to the opportunities open to the young men of to-day, it can broadly be stated that there is ample standing room at the top. The greatest difficulty is for the young man to obtain a footing in any given business and then to conduct himself through his early years with patience and industry. Then he will be qualified to be in the line of promotion, and this promotion is just as sure and certain as anything in the world can be if in a manly and serious minded fashion he recognizes the things which perhaps at tiresome length have been stated herein.

Cheerfulness an Asset.

"It is not necessary for the young man to go around with a long face, to be sour, to be unsociable—in fact, these are very bad things to cultivate or practice; but it is necessary, along with cheerfulness, with hopefulness and with unending ambition of an honorable sort, to practise the fundamental principles which are as old as civilization itself.

"In any emergency that may come to any human being, no matter what his momentary impressions may be, no matter what he himself may think of his particular conduct in that particular emergency, the fact remains that his conduct is the result of the way, successful or unsuccessful, in which from his earliest youth he has met the obstacles, great or small, or the emergencies which he encountered. Every stroke of good, honest work, every hour of serious, conscientious thought on any given problem, every victory over the temptations which would lead to a sacrifice of the real interests of life for the pleasures of the moment, will just so surely as the sun rises and sets have their effect in making up the capacity of that man or that individual to meet successfully or unsuccessfully the subsequent temptations, difficulties, problems and emergencies which are sure to beset his path.

"Thomas A. Edison, who was in our city some two weeks ago, gave as his message to young men, 'never to watch the clock, to devote their entire energies to the task before them, to be persistent, not to be carried aside chasing hither and yon one

or another rainbow, but to everlastingly and persistently keep at and master the task of the time being.'

"On the same occasion one of the greatest captains of industry this country has produced, C. A. Coffin, speaking from a long life of experience, during which he never faltered or failed in the duties of the hour, said: 'Work is your great text, work is your sermon, and work, and still more work. In this engrossed, entangled life, second only to the great gospel of the golden rule, the gospel of labor—painstaking, self-forgetting work—is that which makes for greater manhood, for happiness and for the highest citizenship. And guided by judgment and vitalized by consciousness, it is the only patent for honorable and permanent success.' No living men have more fully justified these rules than Mr. Edison and Mr. Coffin.

"The leading men of the city of Chicago and largely the leading men of our entire country have been those who have started in the race of life with nothing other than sound intellects, sound healthy bodies, the wish and the capacity to toil and to practice continuing industry combined with cheerfulness and optimism throughout their lives.

"All that is said here appears to me to be axiomatic. All I have spoken of is at least a most important part of the platform of every man who has succeeded. I believe no successful man in looking back over his career would suggest any material departure from these fundamentals."

COLUMBIA PUBLICITY CAMPAIGN.

Double Spread Advertisement to Appear in the Saturday Evening Post Starts the Ball Rolling—Points on How the Dealer May Take Advantage of This Work.

Under date of January 23 the Columbia Phonograph Co., General, New York, sent to its dealers announcement of the publication of the first advertisement opening the elaborate and comprehensive campaign scheduled for 1912. Number one in this great series is to appear in the Saturday Evening Post, issue of February 17, and will consist of a double page spread. The advertisement, a proof of which was mailed with the announcements, is striking and forceful and will prove of the utmost value to dealers. The text is directly to the point and tells the story of the new fifty-nine dollar Grafonola "Favorite" in a manner calculated to impress the public and create immediate interest. The opening display lines, in bold-face type, read as follows: "7,000 Columbia dealers are ready to deliver this new Grafonola with twelve double-disc records (twenty-four selections), subject to three days' free trial, for \$59 cash—or for the same price at \$7 down and \$5 a month; no interest, no extras." Two half-tone reproductions, one of the Grafonola and one of twelve double disc records and record album, follow, with general details regarding the offer. Another proof enclosed, on pink paper, shows a newspaper advertisement worked up to enable the dealer to supplement the Saturday Evening Post announcement by running an advertisement in the local newspapers. This advertisement, which is very much like the one appearing in the Post in make-up, will do much to concentrate the effort of the Post advertisement.

Still another suggestion, on blue paper, accompanied the letter, completing the chain. This, in the form of a window display to be used in conjunction with both advertisements, the design being almost identical with the illustrations in the magazine and newspaper ads. The idea is this: The readers of the Saturday Evening Post, considerably over 1,800,000 in number, see the Columbia pages in the magazines and note the illustrations; in their local newspapers they find a duplicate, and in passing the local dealers' window, still another duplicate is on view. It's a grand idea and promises far reaching results and is thoroughly in keeping with the usual Columbia progressiveness.

Mrs. Nexdore.—I've been thinking of having my daughter's voice cultivated. Would you?

Mrs. Knox.—By all means, if you have tried every other remedy.—Philadelphia Ledger.

FROM OUR CHICAGO HEADQUARTERS

ROOM 806, NO. 37 SOUTH WABASH AVENUE, E. P. VAN HARLINGEN, MANAGER.

Business Showing in the Talking Machine Field in Chicago for January Was Most Satisfactory—Sales of Machines and Records Exceeded Expectations—Flower Horns Still in Favor—Columbia Changes in Denver and Little Rock—Meeting of Chicago Talking Machine Dealers—Managers of the Leading Jobbing Houses Optimistically Inclined—Victor Records by Elis Olson-Ellis, the Swedish Actor and Singer, Who Is Extremely Popular in the West—Interesting Budget of News for Month from Western Capital.

(Special to The Talking Machine World.)

Chicago, Ill., Feb. 12, 1912.

One hesitates, in these piping days of general trade somnolence, to intimate that there is anything in the least suggestive of a "boom" in any line whatsoever. Nevertheless, it is undoubtedly true that the talking machine business is not to be judged according to existing standards. January proved a fine month in point of talking machine record sales; that was to be expected. Machine sales, on the other hand, stacked up entirely beyond expectations. Possibly this was due in some measure to delayed sales, that is, delivery of machines which the dealers could not get from overcrowded factories in time to fill holiday orders, but jobbers also say that there has been ever since the first of the year any amount of new business from the dealers, meaning orders for particular types to fill specific orders having their origin since the holidays.

And Still the "Flower" Horn.

While the concealed horn machine gets a constantly increasing percentage of total sales, it is a fact that the "horn" types are still extant in a sales way to a somewhat astonishing degree. The wood horn, undoubtedly one of the most revolutionary advances from an acoustic viewpoint made in the talking machine trade of recent years, is the big favorite, but the metal horn is by no means out, incomprehensible as this may seem to the dealers in the "downtown" districts of the larger cities.

Coming again to the flower horn, the variegated, many-hued, rambunxiously decorated flower horn

is still selling, and selling big, in the foreign districts. For instance, large quantities of flower horns are being sold to-day in such portions of Chicago as those tapped by Milwaukee avenue, the polyglot thoroughfare, and by Blue Island avenue, where the Bohemians do foregather.

Demonstrate with Victrola.

For several months past Lyon & Healy have used a Victrola XVI exclusively in the all-afternoon Victor concerts in Victor Hall.

Record Dictaphone Month.

At the Columbia Phonograph Co.'s Chicago office W. W. Parsons, in charge of the Dictaphone department, stated that January had been his biggest month.

Good for Brown.

The C. C. Brown Music Co., of Sparta, Wis., has placed a Victor IV with wooden horn in the high school. It is being bought by the pupils on the concert plan outlined by the Victor Co. This will be followed up by the placing of Victors in the three other Sparta schools, two elementary and one graded.

With the Talking Machine Co.

Arthur D. Geissler, general manager of the Talking Machine Co., says that January was away ahead of last year. Sixty per cent. of the business was in records, but at the same time it was an unusual month in point of machine sales. The company is still filling back orders for machines, but has a large amount of strictly new business coming to hand. It is still having difficulty in filling back orders for Victrola eights, nines, tens and elevens.

Important Columbia Deals.

W. C. Fuhri, district manager for the Columbia Phonograph Co., has been making "news" the past month.

The Columbia branch at Little Rock, Ark., has been sold to John C. Nielson, who takes over the store lease, fixtures, employes and stock, and will continue the business along the same general lines as heretofore. He is new to the business, but is an enterprising, energetic man who has won success in other lines and gives indications of adapting himself most beautifully to the graphophone business.

The Denver branch of the Columbia Co. has been sold to Delzell Bros., who will operate as the Columbia Stores Co. They take over the lease of the Columbia Co.'s store at 505 Sixteenth street, buy the fixtures, furniture, stock on hand, etc., and have also placed a big initial order for new goods. They are also opening a branch store in Denver and will represent the Columbia Co. in a jobbing way for the States of Colorado, New Mexico and part of Wyoming. The Delzell Bros. have for eight years represented the Conklin fountain pen for a large expanse of territory, with headquarters in Denver. They are "live wires" in every sense of the word and great things are expected of them. The Delzell Bros. have also made a separate contract for representation of the Columbia Dictaphone. Mr. Fuhri returned a few days ago from Denver, where he consummated the deal. More recently he ran down to Salem, Ind., where he visited the plant of the Stout, Mahoney, Duckwold Co., which is devoted entirely to manufacturing Grafonola cabinets and record cabinets for the Columbia Co.

Distinguished Visitors.

E. D. Easton, president; George W. Lyle, general manager, and Frank Dorian, manager of the Dictaphone department of the Columbia Phonograph Co., were all visitors at the Columbia's Chicago office on January 25.

Columbia Advertising Campaign.

Charles F. Baer, manager of the Chicago office of the Columbia Co., says that a number of new accounts have been created through this district the past month on account of the remarkable advertising campaign inaugurated by the company. Dealers are taking hold with avidity of the opportunities offered by the combination newspaper and window display proposition on the Favorite \$50 Grafonola. More orders are being received for this type than during December, which proves that it pays to advertise.

Wiswell's Views on Business.

L. C. Wiswell, of Lyon & Healy, in a chat with The World regarding business conditions, said: "January showed an increase over a year ago both in machines and records. The dealers' record business evidently is better than any January yet. In machines the demand is greatest for the Victor Victrola nine, but this is evidently somewhat fictitious on account of shortage, dealers placing orders with a number of jobbers, and after one was filled would naturally cancel others." Notwithstanding the semi-depression in other lines, Mr. Wiswell believes 1912 will be the biggest year in the history of the talking machine trade.

Married.

L. Keane Cameron, manager of the retail talking machine and small goods department of the R. Wurlitzer Co., was married January 13 to Miss Florence Koch, an accomplished Chicago girl. The wedding was kept a secret for three weeks and they left on a honeymoon trip to Louisville, Ky., returning Wednesday of this week.

H. H. Gibbs, traveler for the Wurlitzer Co.'s Chicago branch, was married January 16 to Miss Gertrude Harcourt, a prominent young society woman of Superior, Wis. They spent a week or so at Duluth and then came back to Chicago and surprised Dad Platt P. Gibbs, the well-known music publisher. They are at home to friends at Oak Park, a suburb of Chicago.

M. H. Lowry, manager for Lawrence Lucker at Minneapolis, Minn., was married on January 24 at the Carlton Club, Milwaukee, Wis., to Miss Lizette Pollak.

Outlook Most Encouraging.

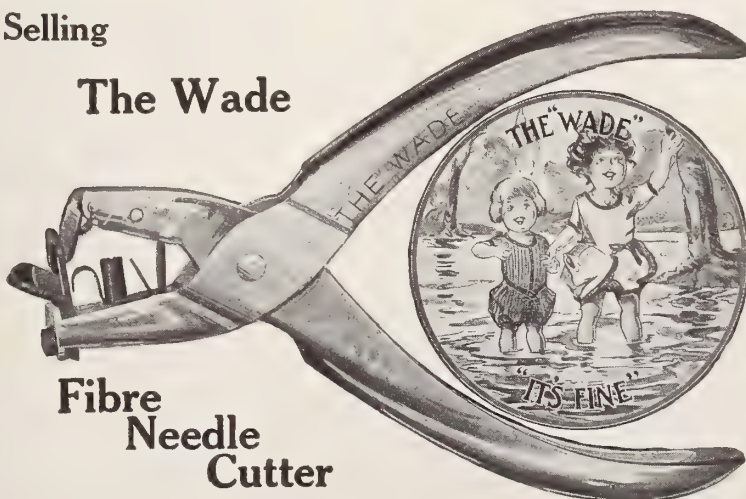
F. A. Siemon, assistant manager at Wurlitzer's, says January was a good month—would have been simply great in point of actual shipments could factories have filled orders for records. This condition is now mending rapidly and the next two

(Continued on page 40.)

EVERYBODY'S DOIN' IT! DOIN' WHAT?

Selling

The Wade



Fibre
Needle
Cutter

Why?

Because it gives universal satisfaction
Is the simplest Fibre Needle Cutter made
Gives greatest number of perfect new points
Increases Fibre Needle and Record sales.

Dealers are respectfully referred to their regular Distributors
We sell to DISTRIBUTORS ONLY

LIST PRICE, \$1.50—REGULAR DISCOUNTS

WADE & WADE, 1227 East 46th Street
CHICAGO

FROM OUR CHICAGO HEADQUARTERS—(Continued from Page 39.)

months should be remarkable. This is especially encouraging for the future, because of the large number of 40 and 10 per cent. dealers being established, and of forty dealers increasing to forty and ten.

Coming and Going.

Mr. Sellman, of the Edison Co., the well-known Edison jobbers and Victor dealers of Newark, N. J., was here recently for the purpose of buying pianos. Lorin Leeds, of the Boston Talking Machine Co., was another visitor with the object of interesting local dealers in the company's new product.

Roy J. Keith, sales manager of the Talking Machine Co., recently visited Detroit dealers with Traveler George P. Cheattle.

E. C. Plume, president of the E. C. Plume Co., of Pyro sign fame, recently returned from a trip during which he established a Southern branch at Atlanta, Ga., in the Candler building, which will be in charge of N. S. Baughn. January was a big month for the company and there were many direct results from previous advertising in *The World*.

A. D. Herriman Returns to Chicago.

Albert D. Herriman, who has been temporarily in charge of the Columbia branch at Little Rock, Ark., has returned to Chicago and resumed his position as sales manager of the local business. He



ALBERT D. HERRIMAN.

has been with the Columbia Co. continuously for eight years, and prior to that was manager of the talking machine departments in prominent stores. He formerly managed the Milwaukee and Davenport Columbia branches, and this is the third time that he resumed his present position. He is a valued member of the Columbia forces and with a host of friends.

Busy Times with Salter.

The Salter Mfg. Co. closed a very excellent January business. The company reports an increasing demand and a steadily growing appreciation for their line of cabinets throughout the country. The present line of cabinets which this company is offering to the trade is most attractive in every respect and represents values which are evidently winning the consideration of talking machine dealers.

Chicago Talking Machine Dealers' Meeting.

At the annual regular meeting of the Chicago Talking Machine Dealers' Association, held on the afternoon of February 12, matters of timely interest were discussed. It was decided to hold a special meeting on Sunday afternoon, February 25, at the warerooms of the H. Reichardt Piano Co., 321-323 North Clark street, when a large attendance both of members and non-members among dealers outside the Loop is expected and desired. It was decided to engage a paid organizer to visit the dealers and expound the objects of the association. R. T. Carlson was selected for this position and will commence his duties March 4.

Busy Times with U-S Phonograph Co.

The Chicago office of the U-S Phonograph Co. is most enthusiastic over recent sales both in machines and records. Several salesmen who are working adjoining territory have been visiting headquarters this week and all report expanding business, with improved collections.

Makes Records for the Victor Co.

Ellis Olson-Ellis, the well-known Swedish actor and singer, and a new member of the army of



ELIS OLSON-ELLIS.

Victor artists, has been spending some weeks in Chicago, where he has aroused tremendous enthusiasm among Swedish residents by his superb histrionic ability, appearing in various roles for which he has long been famous in Sweden. He has also appeared in numerous song recitals here, singing largely his own music set to Swedish folk lyrics, or small songs by modern Swedish poets. He has made twenty records for the Victor Co., some of which appeared in the January and February lists. Swedish papers have devoted columns to Ellis and his work. His records portray his wonderful interpretative abilities, as well as vocal attainments, and are destined to have an immense sale among the Scandinavian population of America. He is accompanied by his beautiful wife, who is a countess. They will return to Sweden next month.

The Mystery of "Three Six Zero."

"Thank you," says the person who calls 360 on the automatic telephone with a request for the correct time, and never realizes that the courtesy has been wasted on a very ingenious invention called the chronophone, a combination of clock and phonograph invented by Harold D. Stroud, of Chicago, and operated by the automatic tele-

phone system of the Illinois Tunnel Co. The chronophone is similar to the Edison chronograph, but is provided with special features to adapt it to the purpose of announcing time over the telephone, an Edison phonograph similar to the regular business machine run by electricity and attached directly to the telephone in the present machine. Seventy-two cylinders are used now, ten minutes to each cylinder, and as they are changed by hand constant attention is necessary. The new machine Mr. Stroud has in view will be large and will have only one cylinder. It will be arranged so that observatory time will be given and also that every movement will be automatic. At present from fifteen to twenty thousand calls a day are answered, and in the future, with the new machine, arrangements will be made to handle fifty thousand calls a day. The whole operation takes only four seconds from the time the call is rung for until the time the answer is received. Mr. Stroud has not advertised the machine as yet and will not until the new machine is in actual service.

As applied to the automatic system the subscriber merely calls 360 and instantly hears a human voice clearly and distinctly state the time. In adapting it to the manual system it is necessary for the operator to make the connection as for a regular call, and is not near as much trouble as at present though necessary for the operator to answer such calls. The accompanying photograph illustrates the machine as it is to-day and gives some idea of the working of it. There is also a humorous sid to the new device, to quote Mr. Stroud: "When I first started the chronophone I had all the trunk lines tied common and did not have them arranged to cut the party off after the time was heard. Sometimes a person mistaking the voice on the records for a real human voice would try to start an argument, and some of the talk was amusing. One fellow persisted in calling each day at a certain time and inviting 'it' to come out and play billiards. A young lady who evidently attended a private switchboard exchange called the clock at least ten times a day to see if she could make the clock tell anything besides the time. She got to be such a bother that I cut in on a special transmitter, arranged to give out the fire locations, and told her I would call her up. At that she was sure it was a real human voice, but would not stop talking to the voice on the record until I had the connection traced and secured her number. Calling her up I explained that she was talking to a phonograph, and thereafter she called for the time in silence. The majority of people

(Continued on page 42.)



The Chronophone in Operation In Central Station of Automatic Telephone System, Chicago.

Here is absolutely the best Cabinet value on the market today—the

"Cabinet That Matches"

the Victrola X—equipped with ten 10" "TAMACO" Record Albums and eight 12" "TAMACO" Record Albums, also including one "TAMACO" Record Index.



Do you realize, Mr. Dealer, that this is a capacity of 180 Records; that we are listing it for \$37.50, less your regular discount; that you may have a "CABINET THAT MATCHES" the Victrola XI with the same filing device, same capacity and Index for \$40.00 less your regular discount?

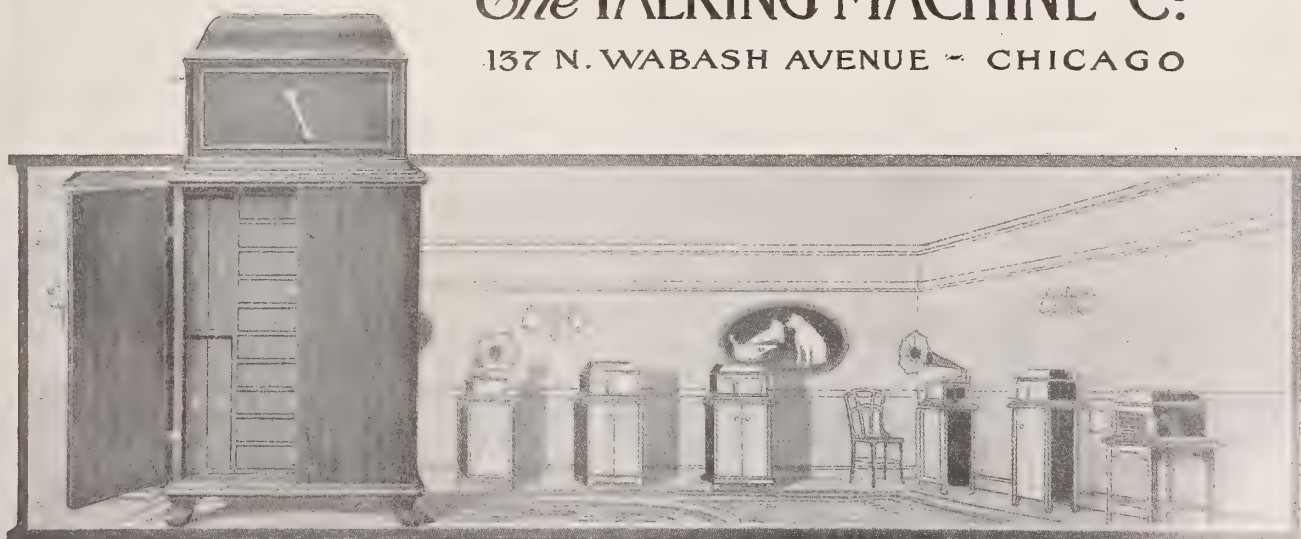
I am so confident that these Cabinets are just what you need to make a complete Victrola "Outfit," that I will send you one of them on approval, you unpack it, set it on your floor and if at the end of a week you figure it is not a profitable investment, you may return it to us for credit.

A. Weissler.

Manager

The TALKING MACHINE CO.

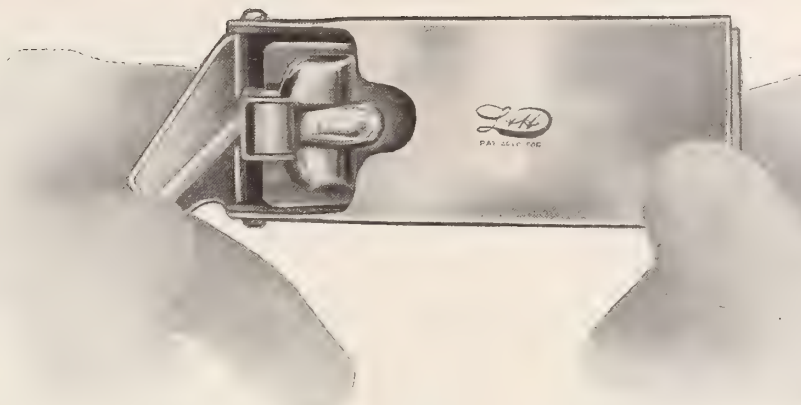
137 N. WABASH AVENUE - CHICAGO



VICTROLA XI "OUTFIT"

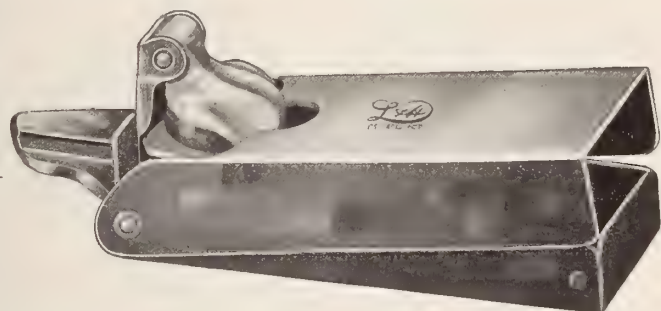
THE LYON & HEALY FIBRE NEEDLE-CUTTER

SIMPLE
AND
EASY
TO
OPERATE



CORRECT
LEVERAGE
FOR A
PERFECT
CUT

FINEST TOOL STEEL



GUIDE
WHICH
SAVES
ALL
WASTE



The L. & H. Needle-Cutter or Fibre Repointer we now offer to the user of Fibre Needles is the result of four years' exhaustive experiments and we feel safe to assert, NONE BETTER CAN BE MADE.

The lover of GOOD music will find this cutter invaluable. The upper blade being pivoted above and back of cutting edge insures perfect contact with lower blade. Both of these blades are made from finest tool steel and properly tempered and with ordinary usage will last for years, without sharpening or renewal.

The cutter has a self-acting stop, which prevents cutting away more than enough, thus a pin can be played twelve or fifteen times before becoming too short.

We give our absolute guarantee with every cutter sold.

RETAIL PRICE \$1.50

GET YOUR ORDERS IN NOW. LIBERAL DISCOUNT TO TRADE.

DEALERS, ORDER FROM YOUR DISTRIBUTOR

Lyon & Healy

VICTOR DISTRIBUTORS

CHICAGO

EDISON JOBBERS

VICTROLA FOR GOVERNOR-GENERAL.

Instrument Recently Installed in Malacanang Palace, Manila—Victrolas Owned by Other Philippine Officials.

The fact that Victrolas have been installed in the White House in Washington and in a number of the palaces of royalty has become too well known to require comment, but it is interesting to



VICTROLA FOR GOVERNOR-GENERAL OF PHILIPPINES.

note that one of those handsome instruments has recently been placed in the music room of the Malacanang Palace, Manila, P. I., for the entertainment of Governor-General Forbes and his friends. The accompanying illustration shows the Victrola in position in the palace. Vice-Governor Gillett and Commissioner Arenata also have Victrolas in their homes and are enthusiastic over the instruments.

CONDITIONS IN LOUISVILLE.

Talking Machine Men Pleased with January Showing—No Reaction After the Holidays—New Manager for Baldwin Piano Co.'s Department—Montenegro-Riehm Music Co. to Move to New Quarters—How Ray Bros. Get Business—The News of the Month.

(Special to The Talking Machine World.)

Louisville, Ky., Feb. 10, 1912.

The mere word "Satisfaction" is hardly adequate to express the feelings of Louisville talking machine men in regard to business which was experienced in the month of January. Unlike the advent of previous years, the opening of 1912 was marked by a steady trade and a strong demand for the instruments and the records. As a general rule a strong reaction is usually felt after the close of the holiday season and dealers are often forced to live on what they term prospects. However, in the present instance, the annual slouch has been conspicuous only by its absence and reports as to trade are exceedingly favorable.

During the past month the talking machine department of the Baldwin Piano Co. experienced a change in managership. O. J. Junge, who for the past three years had charge of the Columbia trade in the Gateway City, was transferred by that company to Providence, R. I., where he will take

charge of a store. E. B. Walthall, formerly of St. Louis, Mo., one of the oldest employees of the Columbia Co., has taken charge of the local store and business, and will be associated with the Baldwin Co. as was formerly the case. Mr. Walthall is known all over the country as an able manager and handler of talking machines and was welcomed by the other tradesmen of the city as a strong addition to the local field. He immediately entered upon an extensive advertising campaign and is doing everything possible to double the business of the Columbia instrument in this city.

When the Montenegro-Riehm Music Co. of this city moves to its new quarters on Fourth avenue, Louisville will be graced by one of the most beautiful and best equipped talking machine stores south of the Mason and Dixon line. This section of the business, although operated in direct connection with the piano trade of which the concern makes a specialty, will have more than half of the space on the main floor. A large part of this will be used as display room and the remainder will be divided up into three small demonstration parlors. At present the phonograph department is cramped up into a small corner of the store and looks as though it did not get its share of the space. However, in the new store ample room will be provided for the exploitation of the instruments and the clerks will be able to take customers separately into a private parlor to demonstrate the machine. The woodwork will be finished in white and gold and the furnishings will be worked in along a similar color scheme. The department as a whole will present an unimpeachable appearance and the clerks will be able to take customers separately into a large increase in the number of visits by prospective customers. In addition to the demonstration rooms the department will be given a private record room where one of the fullest lines of records in the city will be handled. S. M. Frankel, manager of the department, which handles Victor instruments exclusively, said that he was more than pleased with the trade which had been experienced during the past month and that he was confident that when safely anchored in the new store the business would double.

One of the features of the talking machine trade of the Gateway City during the past fortnight can better be expressed by a slang phrase than otherwise, "It is little but it is loud." One of the members of the firm of Ray Bros. recently hit upon the idea of sending out monthly post cards to their regular customers giving the list of Victor records which were sent out during that time. They also show the stock number and selection, inviting the addressed to come in and hear them played or to let them send him a few of them on approval. C. A. Ray, of the concern, said that he was surprised at the number of replies which he received from the first set of cards and that people were actually looking forward for the time when they would arrive. He said that it has proven to be the source of a great deal of business for the concern and that they were daily increasing their mailing list. Mr. Ray reports that they have experienced a very satisfactory trade during the past month and that they are well pleased with present conditions and the prospects for a big business in the spring season.

"Oh, dear," she said, after the musicale, "I'm so mortified that I don't know what to do. I can't imagine what caused my voice to break as it did. It never happened before. What must Mrs. Waddington's guests think of me? How can I ever explain it?"

"Don't mention it," her friend advised. "They were all so busy talking while you sang that probably nobody noticed it."—Chicago Record-Herald.

SUCCESS NO ACCIDENT.

Envy and Lack of Ambition Do Not Get Anyone Anywhere—Not All Men Equal According to Their Gifts, but Each Is Capable of a Certain Degree of Success.

Success does not come by accident. Some men go through life full of envy at the attainments of others who would not make an effort to get what they may desire themselves. They wear shabby garments because they will not work hard enough to get better ones. Sometimes the individual is not to be censured for what he terms hard luck. Possibly his parents may have neglected him in childhood, or may not have been able to give him the education that would prepare him for a business career. Even this handicap has been overcome by many persons.

Most men look at success entirely from the financial standpoint. They fail to note that there are other things that may be better than a large fortune to hand down to posterity. President McKinley failed in business and was heavily in debt, but it was not through his own mismanagement, it was on account of his helping out others, yet he could not have become President of the United States had not friends come to his relief and raised the money to pay his debts; yet no one could justly say that he had not made a success of his life.

There are divers gifts; some attain high standing in literature, while others excel in oratory. There are Raphaels, who paint Madonnas that make them celebrated long after the hand that wielded the brush has moulded in the dust, and Michael Angelos, whose marvelous skill with the chisel has left many marbles as evidence of their great talent. Who knows or cares whether they left any money; what they accomplished will live for ages, hundreds of years after those whose fame depends solely upon the money that they have accumulated are forgotten. The community in general is raised to higher things by the lofty thoughts and ideals of the few, rather than dragged down by the baser impulses of the criminal class.

To declare that all men are actually equal is not true, for it is inevitable that some will differ from others. The highest degree of efficiency in the individual comes from a wholesome emulation of the goodness of others. There must be ethical and moral instruction for the best interests of the community, as well as technical instruction to raise the standards of the artisans, but each person must make for himself that which alone is immortal: character. Set a standard for success and strive to attain it.

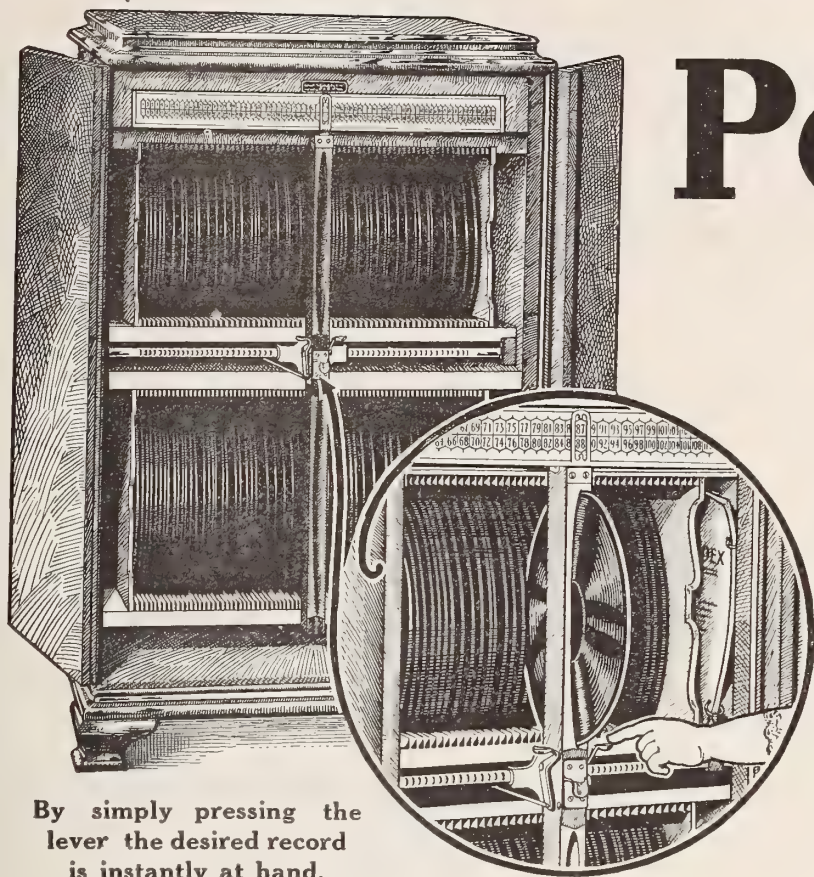
Money is desirable for the purchase of many things that make for happiness, but wealth alone will not give happiness. He who has done something for humanity that will carry his name down to generations yet unborn, and which will cause him to be an example of rectitude to others, has won true success, though he may not leave a dollar for his children. But to do this it is imperative that his life shall be moulded upon a high and noble purpose; such results are not accidental and never will be.

SECURE NEW QUARTERS AFTER FIRE.

The Birmingham, Ala., branch of the Columbia Phonograph Co., which recently suffered a total loss by fire, has been moved to handsome quarters at 2025 Second avenue, and Manager William Parks and his staff have worked hard to get a fresh stock of machines and records in place.

DICTAPHONES FOR PEABODY CO.

O. Brushaber, dictaphone manager for New York, with headquarters at the Columbia Phonograph Co. retail store at 89 Chambers street, reports an excellent volume of January business. January, 1912, has already eclipsed the sales record for the corresponding month in 1911, with indications of even better things to come. One of the recent orders for dictaphones was for eleven machines for the H. W. Peabody Co., New York, making a total of sixteen machines now in use by that firm.



By simply pressing the lever the desired record is instantly at hand.

Pooley Record Cabinets

have proven a big success wherever they have been demonstrated.

POOLEY FILING SYSTEM

is a modern method of instantaneously filing and finding the desired record. Are you getting your share of the profitable business that is being created for this cabinet improvement.

Write us for our liberal proposition.



POOLEY FURNITURE CO.

16th and Indiana Ave.,

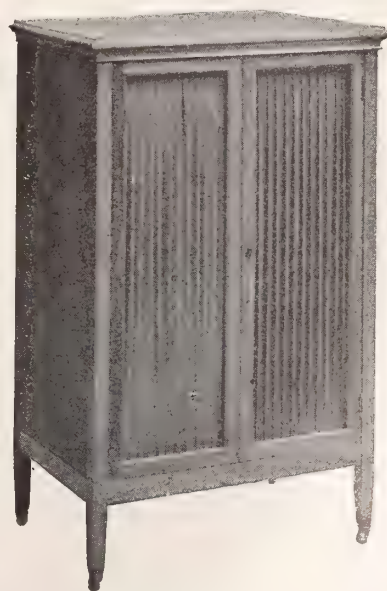
PHILADELPHIA



Style No. 40



Style No. 50



Style No. 60



The Columbia Grafonola "Favorite" is the most up-to-date hornless Graphophone to be had for less than one hundred dollars. That's why it is a favorite.



**Columbia Phonograph Co., Gen'l
Tribune Building, New York**

SALESMANSHIP DEMONSTRATED

By the Salesmen of the Eastern Talking Machine Co. Under Auspices of the Y. M. C. U.—Those Who Took Part—Playing of a Victrola the Convincing Argument—Those Who Acted as "Customers."

(Special to The Talking Machine World.)

Boston, Mass., Feb. 4, 1912.

The familiar figure of the fox terrier, so intimately associated with the mystic words "His Master's Voice," held the center of the stage at Y. M. C. U. Hall recently, when the Eastern Talking Machine Co. gave a demonstration of salesmanship, the second in a series of business talks held each Tuesday under the auspices of the Y. M. C. U., General Manager E. F. Taft of the company, assisted by several of his able lieutenants, being in personal charge. The salesmen were W. J. Fitzgerald, A. W. Chamberlain and Samuel J. Freeman, all connected with the Eastern Co.

Customers of both sexes and varying degrees of prosperity and good nature were handled in a businesslike manner by the firm's salesmen, who persuaded the prospective purchaser, by word and by demonstration of the various types and prices of machines, to buy the one best suited to individual needs.

Needless to say, the playing of the Victrolas was the most convincing argument put up to the would-be buyer. Whether it happened to be Madame Melba singing the "Aria" from "Traviata," or Harry Lauder in his famous "I Love a Lassie," equal applause greeted the selections. In the delight of listening to Caruso's marvelous tenor, or the wonderful voice of Madame Schumann-Heink, the audience quite forgot the skilful details of salesmanship responsible for the resulting sale.

The "customers" were chosen for their quickness of wit and their ability to play the part successfully. Mrs. Winship, wife of Addison L. Winship, secretary of the City Club, was roundly applauded for the finesse by which she put the salesman upon his mettle. Deputy Commissioner of Education Charles H. Prosser, A. B. Beeching, of Hayden, Stone & Co., and Prof. Edwin A. Start, of Billerica, also acted as "customers."

TO REDUCE SIZE OF MONTHLY LIST.

The following announcement was sent recently to Victor distributors and dealers by Louis F. Geissler, general manager of the Victor Talking Machine Co.:

"In order to better take care of incoming orders for stock records—which have increased to proportions so great that we are having the utmost difficulty to combat the situation—we propose to temporarily reduce the size of our monthly supplement, beginning with March, to about one-half of its usual extent, issuing only such records as must go out. We trust that you will consider our action well taken."

What an ideal store or institution—if the boss would only set the smile example, keep it under all conditions, and everyone else follow suit.

OPTIMISTIC REGARDING PROSPECTS.

H. A. Yerkes, Manager of the Wholesale Department of the Columbia Phonograph Co., Bases Calculation for 1912 Business Upon Rate of Increase During 1911 and for January of This Year—Summarized Conditions in Various Sections of the Country as Affecting the Columbia Co. Business.

H. A. Yerkes, manager of the wholesale department of the Columbia Phonograph Co., General, New York, is optimistic regarding the prospects for the year so recently opened, basing his opinions on the result of January business and the general uplift which characterized the last few months of 1911. In answer to The World's query as to general conditions the country over, among Columbia dealers and distributors, Mr. Yerkes said:

"Although the final figures for the month just passed are not at hand I will venture to say that if the entire year of 1912 runs out with the same percentage of increase as January we will exceed the record of 1911 by at least fifty per cent., and 1911 was the biggest year in the history of the Columbia Phonograph Co. Maybe the best idea of what we have accomplished during the initial month of 1912 may be gained by the fact that January fell but little short, in actual sales, of the great holiday month of December.

"We attribute much of our past year's successful business to our policy of direct co-operation and assistance to dealers. It is our aim to serve the dealers in the way best suited to their needs in their own particular locality. We have established distributing points all over the country and stocked these branches with the Columbia line in its entirety. This service, coupled with extensive and comprehensive advertising, has been effective in making our dealers unusually active, the result of our effort being best shown by last year's record. One of our recently appointed distributors and jobbers is Delzell Bros., Denver, Colo., who have taken on an immense stock of goods and are thoroughly well equipped to supply the dealers' demand in their section."

"In New England and the East generally," continued Mr. Yerkes, "business was never better, 1911 producing an improvement of at least thirty per cent. The trade was of highest quality and typical of the apparent uplift of the talking machine industry, which is universal. Western business, on the coast and in the middle West, is excellent and steadily booming, the coast being particularly brisk. In the South we are well satisfied, though general business has been a little dull, we enjoyed a good year, with the best of prospects for the coming months. The company has been very active in cultivating the southern field and it is probable that that accounts for the improvement."

In continuing Mr. Yerkes said: "During January and up to Feb. 1, 1912, there were between two and three hundred new dealers to take on the Columbia line. Thirty of these were representative piano dealers. One-sixth of our total of regular dealers are also general music dealers of high repute. Business in the talking machine

field is on a sound, staple basis and this fact is rapidly raising the standard and quality of dealers generally. Sales of records have touched phenomenal heights. The splendid repertoire covered by the Columbia Co. with the additional feature of double-disc records is largely responsible for the increase. The Grafonola Regent line, which was built to meet the requirements of the trade, both in way of price and design, has proven very popular and is gaining friends daily. Another gratifying condition lies in the fact that the



COLUMBIA STORE AT PORTLAND, ME.

public schools are installing machines for educational and concert purposes, which in itself is an encouraging sign as to the future of the industry."

In conclusion Mr. Yerkes said: "We are highly elated and well satisfied with 1911, and well satisfied with the opening month of 1912, and are confident that the new year will end with a substantial gain over any previous year in the history of the company."

Mr. Yerkes left for Boston, Thursday, February 8. He will spend ten days among the trade in that city and New England generally.

CALISTHENICS TAUGHT BY PHONOGRAPH.

Two Pennsylvania schools have discovered a new use for the phonograph. Finding great difficulty in teaching calisthenics to their many foreign pupils who were not proficient in English, these schools have decided to install phonographs with records in foreign languages. While these records are being operated the teachers will perform the proper exercises, thus securing the desired harmony in the drills.—Edison Phonograph Monthly.

It is not unusual to hear the remark, "Mr. Blank said a certain thing and when he says so it goes." A merchant who gains a reputation like that, and on whose word the entire business community relies implicitly, has an asset that will follow him through his life and never grow tarnished. It is not that there is or should be a premium on honesty, because there can never be such, but it is a merchant's most valuable asset.

"To do that I must advertise. And my advertising must do that."

We believe in friendship founded on business, but not business founded on friendship.

IN LIGHTER VEIN.

Spin Yarns to Your Customers, Mr. Dealer, and Watch Your Business Grow—Some Suggestions Worth Adopting.

Mr. Talker Man, are you a humorist? When your patrons call, do you treat them to the latest talker story, or lead them along the paths of phonographic anecdote?

There is a certain talking machine dealer in the City of Brotherly Love who makes a specialty of humor. He assures me that his patrons appreciate good tales, and that by exercising his ability as a story teller he is able to stimulate business very materially. Why not acquire the habit? Of course, the fact that he is built along humorous lines helps some, he being rotund of paunch and bald of head, while his eyes glow with the fires of mirth the day long.

"Have you heard the latest?" he asked as I sauntered in upon him, his face assuming the spherical proportions of a harvest moon.

"No, but I would very much like to have that pleasure," I answered, scenting the savory odor of a tale worth telling.

"Ever since the return from abroad of the father of the talking machine industry, the renowned Thomas A.," he continued, smiling at my eagerness, "there have been stories galore going the rounds of the talker shops which are supposed to have emanated from his fertile brain. Here is one that is too good to keep. Listen:

"A delegation of foreign noblemen had assembled at the plant of what was then the National Phonograph Company at East Orange, N. J., for the purpose of making a tour of inspection under the personal guidance of Mr. Edison. It was their desire upon returning to their several countries to be in a position to judge with accuracy the greatness of the wizard of Menlo Park. They passed from one department to another, becoming more interested at every step, and when at last they arrived at the recording rooms of the phonograph laboratory their enthusiasm reached a climax. Vocal and instrumental soloists, a military band, and a symphony orchestra were all doing duty in their respective booths, engraving upon cylinders of wax the world's greatest melodies for the musical education of future generations.

"A babel of complimentary shouts arose, but as there was not a mob scene booked for that day, Mr. Edison brought order out of chaos by relating this story:

"Gentlemen, when I was making my first experiments with the phonograph, the most popular form

of instrument then before the public was known as the nickel in the slot machine. Instead of the horn which is in use to-day, rubber tubes conveyed the sound to the ears of the listener. Several of these machines were installed in a store on Broadway, New York City, and a huge and gaily painted sign announced to the world that for the insignificant sum of five cents the melodious strains of Sousa's Band could be heard within.

"Down the street, perched upon his load of timothy hay, driving a team of fat and sleek-coated mules, came Ezra Hoskins, en route to the hay market from his farm near Hickory Corners. Coming abreast of the sign, he halted his trusty steeds with an emphatic 'Whoa!' and hurried into the store, remarking, 'Gol ding it! I've been a-waitin' ten years to hear Sousie, an' now I've got the chance I sure ain't a-goin' to let her slip.'

"Placing the tubes to his ears, and dropping the necessary coin in the slot, he drank in the harmonious blending of reeds and brasses ravenously,



"SHE REVELED IN EVERYTHING MELODIOUS."

his cowhide boots shuffling an obligato. The concert had not proceeded far, however, before Ezra dropped the tubes and ran from the shop at his best speed. Reaching the street, he dashed to where his mules were peacefully dreaming of clover fields down Hickory Corners way, and clutched their bridles frantically.

"What's the trouble, Rube?" inquired a policeman solicitously.

"My mules is feared of music, that's what."

"There were representatives of almost every nation among the listeners to this tale, and they all laughed uproariously with the exception of Lord Elsen, an Englishman, who maintained a most dignified mien. A few hours later, over an elaborate luncheon, amid the clinking of glasses and the exchange of repartee, and while the conversation was

drifting in an entirely different channel from that of the Ezra Hoskins episode, Lord Elsen began to laugh.

"By Jove!" he cried, the tears of mirth coursing down his ruddy cheeks, while he deftly fished for his monocle in the consomme. 'A deuced good joke on the mules. My word!'"

Before I could adequately express appreciation for my merry friend's ability as a raconteur, he launched forth again as follows:

"It seems there was, once upon a time, as they say in story books, a young woman who was very fond of music. In fact, she reveled in everything melodious. Her husband knew of her desires, but being a clerk on a moderate salary, he was not in a position to treat her to the concerts, operas, oratorios, recitals, etc., for which her soul craved.

"It was the eve of Christmas, and he had not yet decided upon a gift for her. It must be something musical; she demanded that, but he knew of no one instrument that would suffice. She longed for symphonies played by the great music masters, and golden-voiced renditions of famous songs. How to satisfy her was the question, and a most serious one. Just then the waitress—he was in a restaurant—asked demurely, 'What will you have this evening, sir?'"

"His mind was upon his wife and her gift, and he answered absently, 'A little bit of everything, please.'

"She nodded understandingly and gave the order thus: 'Hash one!'"

"While eating the hash he wrestled further with the gift problem. 'If,' thought he, 'I can get a little bit of everything in a restaurant for a modest sum, perhaps I may meet with similar success in a music store.' So there he journeyed forthwith and made known his desires.

"I want everything musical, and I want it cheap," he cried. 'Can you accommodate me?'"

"That's easy," the salesman answered. 'You want a phonograph.'"

How about establishing a bureau of fun in your talker shop, Mr. Dealer? One member of your glorious fraternity has profited by it. It's your turn next.

L'ENVOI A LA DAFFYDIL.

It was 2 p. m. of a stormy day in the magnificently appointed show rooms of the Penn Co. Frank Osmon, phonographic expert, was explaining to a beautiful young widow, whose husband had recently been talked to death by a talking machine salesman, the operation of an Edison Triumph. Placing a record of Chopin's Funeral March upon the mandrel, he asked sympathetically. "If the Philadelphia office of the Columbia Phonograph Co. had an important message to transmit to their Bridgeport factory, and the telegraph wires were down, could Grapho 'phone?'"

HOWARD TAYLOR MIDDLETON.

RECORDS OF HAWAIIAN MUSIC

Now Being Issued by the Columbia Phonograph Co.—Original Masters Made in Honolulu at Columbia Laboratory.

The Columbia Phonograph Co., General, New York, is announcing the release of the first double-disc records of Hawaiian music for the Pacific Coast trade, where considerable interest exists in that kind of music. In offering these first Columbia records of Hawaiian music the company is making an important addition to its already comprehensive repertory of records of "all the music of all the world," and that it will be appreciated by its many Hawaiian friends and also of considerable interest to its patrons in general, goes without saying.

Hawaiian music corresponds well with the beauty and romance for which the "Pearls of the Pacific" are noted, and these records, made under the supervision of the best Columbia recording experts from New York in the Columbia laboratory at Honolulu from selections rendered by a number of native glee clubs and singers, are such extraordinarily perfect reproductions that none of the characteristic beauty and peculiar charm of these typical Hawaiian melodies has been lost.

BUEHN SERVICE EXCELS

Mr. Edison Dealer, Who's Your Jobber?

It means a lot to us that the dealer who answers 'BUEHN' to this question can do so with a thoroughly satisfied tone and expression. We are striving all the time to the very best of our ability to make our patrons feel it means more and more, as time passes, to have this jobbing centre as their jobbing centre.

One order will show you just what we mean by "Buehn Service"—promptness and completeness. Send it in, no matter how large or small. May we have it?

LOUIS BUEHN & BROTHER
713 Penn Avenue Pittsburgh, Pa.

BUEHN SERVICE EXCELS

BUEHN SERVICE EXCELS

BUEHN SERVICE EXCELS

SALTER MFG. COMPANY

337-343 North Oakley Avenue

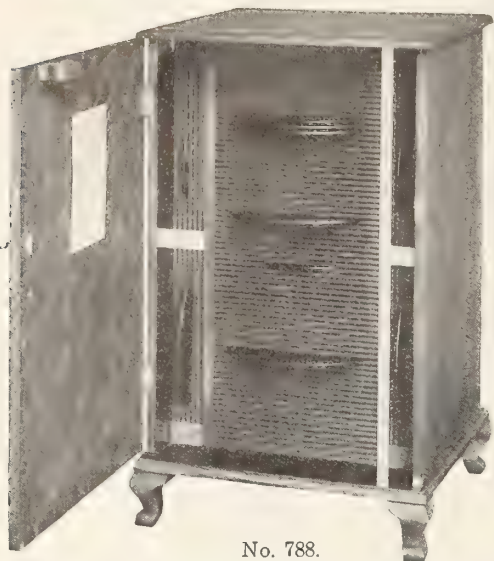
CHICAGO

Exclusive Manufacturers of

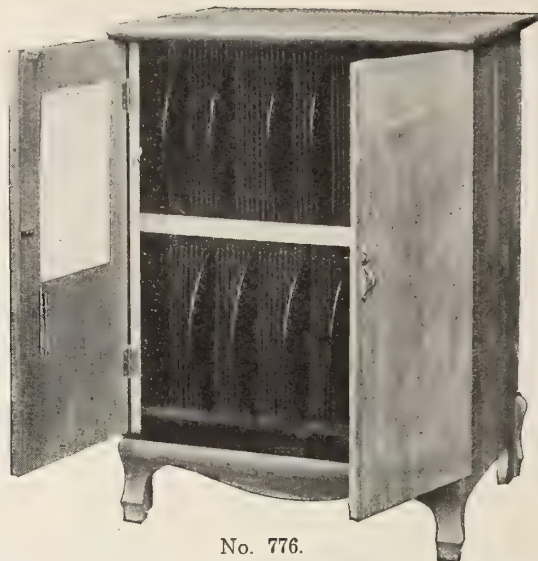
**Salter's Patent Felt
Lined Shelf**

Cabinets

**Our latest Catalogue showing
our entire line will be sent on
application.**



No. 788.



No. 776.

WRITE FOR IT TO-DAY

**WE MANUFACTURE THE MOST COMPLETE LINE OF HIGH-GRADE CABINETS FOR THE
LATEST STYLES OF VICTOR, COLUMBIA OR EDISON MACHINES**

BUSINESS GOOD IN PHILADELPHIA.

Demand During January Very Satisfactory to the Dealers, but Shortage of Goods Reported—Substantial Increase Over Last Year's Record—What the Different Managers Have to Say—Recent Visitors of Record—Old Talking Machine Houses Increase Facilities—Louis Buehn & Bro. Make Encouraging Report—Other News of the Month.

(Special to The Talking Machine World.)

Philadelphia, Pa., Feb. 6, 1912.

The talking machine business in Philadelphia during the month of January was most satisfactory so far as the demand for the instrument is concerned and more or less unsatisfactory in the inability of the factories to keep the trade fully supplied. In spite of the fact that the tremendous Victor plant at Camden, N. J., has been running full time and with a full quota of workmen right along, it seems to be unable to meet the calls upon it for instruments and likewise for records. The Victor Co. seems to be doing all it can to meet demands, but these are in such proportions that it is difficult to satisfy everyone.

All of the retailers and jobbers in Philadelphia say that their January business, in spite of shortness of stock, has been considerably larger than it was last January and is growing at rapid proportions all the time. They claim that the shortage is not alone in machines and records, but the cabinet men are unable to fill orders and in every other line the same condition exists.

The manager of the talking machine department at Wanamaker's informs me that he has been surprised the way the business has been keeping up, and added: "Our business for January has been very much larger than it was last year." There is no contemplated change in the Wanamaker arrangement of the talking machine department at present, but it is quite likely that the large room which is built within the department and which was on exhibition at the St. Louis Exposition will be removed or the inside will be converted into a series of salesrooms.

Manager Elwell, of the talking machine department at the Heppes store, says that January business has been excellent and that the only drawback experienced is the inability to get machines and records from the Victor Co. The Heppes are very short on the 8, 9, 10 and 11 Victrolas. Frank Schaller has been doing very well on the road for the firm. Among the out-of-town visitors to the Heppes house this week were Harry Cake, the Pottsville dealer, who reports that business is very good with him; and J. Harry Holt, of Mt. Holly, N. J.

The Columbia Phonograph Co. reports an excel-

lent business in January and it is feeling very optimistic over the situation. Ellison van Hoose, who has made a number of records exclusively for the Columbia, was in Philadelphia the past week as soloist with the Philadelphia Orchestra. He visited the Columbia warerooms and heard for the first time the records he had made for the company, which have been selling very well.

The Columbia Co. has been having a big run on the Favorite style which sells for \$50. It is the biggest seller among the firm's Grafanolas. A number of these machines were sold recently to the public schools in this city and they have been giving such excellent satisfaction that they expect to do a big public school business in the near future.

Marion Dorian stopped in Philadelphia for a couple of days last week on his way to Washington and Baltimore. Among the popular records recently gotten out by the Columbia are the operatic numbers made by Bernice de Pasquali, including numbers from "Hamlet," "Linda" and "Pearl of Brazil."

For the past three weeks and for the next two the Columbia machine is being used here in the Baptist Temple in connection with the exhibition there of "The Storm." They give selections on the Grafonola prior to the "Storm" and during the "Storm." Mr. Reynolds accompanies one and sometimes two of the records on the big organ.

The Columbia Co. has recently given a number of fine recitals at various churches and clubs and a great many are scheduled for the rest of the winter and this spring.

No new talking machine retailers have opened in Philadelphia during the month of January, but several of the old firms have largely increased their capacity for handling the instrument.

Louis Buehn & Bro. have found their business in January considerably better than last year, and if circumstances in the way of getting stock had been favorable it would have been tremendous. He does not look for any change for the betterment in this direction for the next two months. The Buehn people pulled off a couple of big deals during January which he believes are going to be excellent customers. Mr. Louis Buehn was in Pittsburgh several days last week and reports that business out there is very good. They only started the store last May and consequently there is as yet no comparison, but thus far it has been running ahead each month and is considerably better than he had anticipated. His brother, who conducts the Pittsburgh store, likes that city very much and says he never thinks of Philadelphia as home any longer.

The business in January of the Gimbel Bros.' talking machine department, Manager Stewart

says, was better than last January by at least fifty per cent. and probably more. They have already made plans for the erection of four new salesrooms, and their system of stocking will be entirely changed and a new and up-to-date plan devised. The Market street front of the department, which is now used as buyers' offices, will be torn out, thus giving them a larger auditorium in which it is contemplated to give recitals when the new monthly records come out. Their January sales equal the December business in 1910, which is showing a remarkable growth.

VICTORS IN THE SCHOOLS

The Subject of an Interesting Lecture and Demonstration at Scott & Jones' Hall, in Youngstown, O., on February 6, 1912.

(Special to The Talking Machine World.)

Youngstown, O., Feb. 9, 1912.

A demonstration and lecture on the educational advantages of the Victor talking machine was given by Mrs. Frances E. Clark, formerly supervisor of music in the Milwaukee public schools, in the Scott & Jones Hall, this city, on the evening of February 6. Invitations were sent to all the local teachers and to members of the school board, with the result that there was a large audience, which was both instructed and enlightened regarding the value of the Victor talking machines in the schools.

Mrs. Clark, who possesses a very magnetic personality and who is, moreover, a charming speaker, explained in detail the objects of the Victor Co.'s educational department and its great resources of Victor records to meet the requirements. In this connection records were played of the various marches, folk songs, primary songs, for the needs of the pupils through the intermediate, grammar and high school classes, whereby they form an important and regular feature of school work. She emphasized the utilitarian and artistic service of the Victor educational records in everyday school work, and particularly its advantages in the musical department, where music history and music appreciation, oratorio and opera is studied.

It was a most delightful evening in every respect, and all who were present were most favorably impressed, and it goes without saying that the public schools of this city will ere long include this very interesting and important adjunct to its educational work.

The Scott & Jones Co. handled the lecture in an excellent way. The invitations were gotten up most attractively and the entire affair reflected credit on its good judgment and management.

The science of all business is service. He profits most who serves best.

HEAVY RECORD TRADE ON THE COAST

Sales of Many Machines During the Holidays Result in Big Demand for Records During Following Months—Rainy Weather Helps—Curtaz & Son Department Moved to Main Floor—Frank Sharp in Charge—Increased Business Reported for All Wiley B. Allen Stores—Installing Edison Business Phonographs—E. W. Scott Buys Out Kohler & Chase Department—General Trade News of the Month That Is Worth Mentioning.

(Special to The Talking Machine World.)

San Francisco, Cal., Jan. 26, 1912.

"This is the season of the year when we do our greatest business in talking machine records," says A. R. Pommer, manager of the Pacific Phonograph Co. "This fact is due to the great number of new machines sold during the holidays. Naturally people who have machines want new records, as they do not usually buy a great many at the time they purchase a phonograph. Also, on account of the rainy season, folks stay indoors more and hence have need of this sort of amusement."

Extensive alterations are being made in the store of Benjamin Curtaz & Son on Kearny street, by reason of the fact that the talking machine department is to be moved from the mezzanine floor to the main floor. The talking machine business with this firm has grown considerably of late and it was found necessary to provide larger quarters. Five sound-proof rooms will be fitted up on the main floor at the rear, and the main offices will be shifted to allow room for the new department. Frank Sharp, formerly with the Columbia people, has for the last three months had charge of the Curtaz talking machine department.

The Wiley B. Allen Co. reports a big increase in its talking machine business for 1911. This increase extended to all its different stores on the Coast, namely: San Francisco, Oakland, San Jose, Los Angeles, San Diego and Portland, Ore. This company has completed its stocktaking and is now busy with plans for the new year. The record business is holding up well in spite of the rains, which have interfered somewhat with retail sales in this city.

A. G. McCarthy, secretary of Sherman, Clay & Co., says that he is surprised at the greatly increased sale of the larger sizes of Victrolas. Though handicapped by inadequate supplies of Victor talking machines from the factory, yet this company cannot complain, for it has done a record business right along. Its sales of records are keeping pace with the sales of machines.

Several big deals for installing Edison business phonographs in local business establishments have been made by Peter Bacigalupi & Sons lately, and the regular talking machine business, while not as brisk as a month ago, is averaging well for the month.

Babson Bros., who depend mostly upon their mail order business in Edison phonographs, report a slight improvement in business for January, especially in records.

E. W. Scott, formerly manager of the San Francisco office of the Columbia Phonograph Co., has just acquired the talking machine department of the Kohler & Chase Piano Co. here. He bought out this department on January 15 and consequently replaced C. Wortley as manager. In order to comply with the growing requirements of this department new quarters are being fitted up on the mezzanine floor of the Kohler & Chase building, to which floor the talking machine department will be moved from its old quarters on the fifth floor. All the demonstration and machine rooms will be finished in mahogany and plate glass, and the ceilings will be carried out in keeping with the general decorative scheme of the main floor; that is, in ivory and gold leaf. All rooms will be rendered sound-proof. When completed, about the middle of February, it is expected, this talking machine department will be as handsome, if not more so, than any similar department on the Coast. Mr. Scott says that he will make a strong bid for the best talking machine business of the city.

C. Wortley, until recently manager of the Kohler & Chase talking machine department, is now con-



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**MUSIC
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**This Trade Mark Placed On Every Horn
All Others Imitations**

SPECIAL NOTICE:—Imitations of the *Music Master Wood Horn* are on the market to resemble the **MUSIC MASTER**, but are veneered, the joints overlap, and a layer of glue between the veneers. **Look for the Music Master Trade Mark Solid Wood Horn** before purchasing, which are by far *superior* to any *Horn* or *Hornless Machine* on the market.

DON'T let the other man pick all the ripe plums. Get a few yourself.

The **Trade Mark** you see marked *Music Master* is your **safeguard**. It is the **ONLY** Horn Guaranteed.

Should your jobber be unable to supply you, write us.

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PHILADELPHIA, PA.

nected with the Dictaphone department of the Columbia Phonograph Co. here.

W. S. Gray, Coast manager for the Columbia Phonograph Co., is making a trip through the Sacramento and San Joaquin valleys.

James L. Clancy, formerly the Oakland manager of the Columbia Phonograph Co., and Mr. Le-Claire, an employe of the Oakland house of Kohler & Chase, have taken over the talking machine department of Kohler & Chase in Oakland.

The Columbia Phonograph Co. announces that now it is without any retail interests on the Coast, but is devoting its energies entirely to the wholesale business.

R. B. Davis, the phonograph dealer of Stockton, Cal., was a recent visitor to the San Francisco jobbers.

A. McDowell, in the talking machine business at Petaluma, Cal., was in the city a few days ago.

E. E. Edstrom, the Vacaville (Cal.) phonograph dealer, paid a recent visit to San Francisco.

The Sturrock Music Co. at Port Townsend, Wash., is a late firm to take up talking machines.

The Cloverdale Pharmacy, Cloverdale, Cal., has taken on a line of talking machines and records.

C. L. Barnum is a new dealer in talking machine goods at Forestville, Cal.

Mr. Schindler, of Schindler & Schuler, Chico, Cal., is a talking machine dealer who recently called on the jobbing trade in San Francisco.

William Temby, a talking machine dealer of Grass Valley, Cal., has filed a petition in bankruptcy.

The only music at the funeral recently of Prof. W. M. Skinner, a vocalist, of Jackson, Mich., was a phonographic record of his own voice.

Some time before death he sang into the machine a musical arrangement of Tennyson's poem "Crossing the Bar," and this was heard at the funeral.

It's an easy thing to do a thing to-morrow,

It's a "cinch" for one to do it bye and bye.

But the man whose life is sunny,

(He's the chap that gets the money),

Is the man whose stunt is "do it now or die."



With "the one complete line" and Columbia exclusive selling rights you can tune the talking machine business in your district up to any key-note you like the sound of.



**Columbia Phonograph Company, Gen'l,
Tribune Building, New York**

NEW COLUMBIA ARTISTS.

Interesting Quintet of Famous Artists Whose First Records Appear in March Record List.

The Columbia record list for March is especially interesting to both the trade and the public owing to the several prominent artists recently signed up by the Columbia Phonograph Co. and whose records appear for the first time in the March list. One of the best known of the new Columbia artists is Giovanni Zenatello, a tenor of great ability, who achieved popular favor in America through his



Photo Copyright Mishkin.
ZENATELLO.



CAROLINA WHITE.

work with Hammerstein's Manhattan Opera House Company and later as a member of the Boston Opera Company. The story of Zenatello's rise to a position among the world's greatest singers is one full of romance, for his talents as a singer were wasted in the entertainment of his fellow employes in a workshop in Verona until he was discovered by a French impresario and started on his way to success. Another important addition to the Co-



ELLISON VAN HOOSE.

lumbia recording staff is Carolina White, the young American tenor with the Philadelphia-Chicago Opera Company, who in the course of two seasons has won an enviable reputation in grand opera circles, coming back to America with the unqualified endorsement of European critics. The records of her voice, which is a high dramatic soprano of wonderful quality, are said to be unusually good. Ellison Van Hoose, the noted American tenor, who has also arranged to sing exclusively for the Columbia Co., needs no introduction to the music lovers of the United States, for his popularity is widespread. The peculiar sweetness and purity



CHAS. W. HARRISON.

of his voice is well illustrated in the tow records made by him and which are included in the March list. The first violin records made by Jules Falk, one of the most popular of the violin soloists now in America, are also included in the new list, both the Ave Maria, by Schubert, and Traumerei, by Schumann, being interpreted with pleasing regard for tonal values. The last of the quintet of new Columbia artists whose records are announced for March is Charles W. Harrison, the well-known tenor, who has contributed in record form a rendering of "Pluck Not the Rose" from the successful Viennese operetta, "Miss Dudelsack."

CONDITIONS IN INDIANAPOLIS.

January Made a Remarkable Showing in Sales of Machines and Records—The Volume of Business Has Surprised Dealers—The Managers of the Leading Companies Make Very Interesting Reports Which Must Result in Great Activity at the Factories.

(Special to The Talking Machine World.)

Indianapolis, Ind., Feb. 3, 1912.

Talking machine dealers report that business for January was unusually good. Thus far they have not figured out just what was the cause of the remarkable increase. All of the companies, including the Columbia Co., the Wulschner-Stewart Music Co., which handles Victors; the Aeolian Co., which handles Victors, and the Kipp-Link Co., which handles the Edison line, reported good gains.

"If the month of January is any criterion of the volume of business to be done in 1912," said Thomas Devine, manager of the Columbia Co., "this year is going to be the greatest in the history of the city. It has really been an extraordinary month for the Columbia Co. We have done far and away greater business than was ever done in any other one month of the history of the company in Indianapolis." Mr. Devine says he attributes this increase in a very great measure to the effective advertising done by the company, but in a greater measure to the unusually attractive line of machines and records and in a still greater measure to the fact that of late he has been able to get and carry in stock full lines in representative quantities of the machines and records made by the company.

W. E. Ludlow, secretary of the Wulschner-Stewart Co., said that the business of his company in the talking machine line had been 50 per cent. over that of January of the previous year, and February had opened up just as well, he said. The greatest trouble is, he says, that the demand for machines and records is so great that it cannot be filled. "I think," said Mr. Ludlow, "that we are going to have to find more room for our Victor department, but I don't know just where we are going to find it. As a matter of fact, we need all of the talking machine space we have now for the playing of machines for the customers." The Wulschner-Stewart Co., in addition to its display rooms in its main store in North Pennsylvania street, has large storage capacity at another place in the city.

O. A. Gressing, of the Aeolian Co., reported that

business had been good since the first of the year and that there had been a remarkable demand for records, which he attributed to the great number of machines sold during the holidays.

The closing of the store of the Musical Echo Co. has led to some comment as to just how well the talking machine field is covered in Indianapolis. Dealers of experience believe there is not much room in the city for anything more in the way of wholesale business, but it is admitted that there is room for more retail dealers. Koehring Bros., who owned the Musical Echo Co., closed out, it was understood, that they might devote all of their time to their hardware business in Indianapolis, which they had been carrying along with the talking machine business. The wholesale stock of the Musical Echo Co. was sold to the Wulschner-Stewart Co. and other of the stock was sold at Chicago. The Musical Echo Co. had a well equipped store in North Pennsylvania street, handling the Victor line.

Some excellent sales of Victors to the public schools, both in the city and outside, is reported. This is a line of talking machine business which is growing in Indiana.

E. P. Van Harlingen, manager of the Chicago office of The Talking Machine World, called on Indianapolis dealers last week. He made a short stay at Martinsville, a health resort near Indianapolis.

Miss Ada Willsey, who was the manager of the Musical Echo Co., now has charge of the talking machine department of the Aeolian Co. Miss Willsey is probably the most experienced talking machine woman in Indianapolis, as she has been connected with the business in an executive way for several years.

The Columbia Grafonola Baby Regent has made a great hit in Indianapolis, and has been an immense seller for the Columbia Co. store. "The design of the machine," said Manager Devine, "its finish and the beautiful tone qualities are such as to appeal to every artistic and practical housekeeper. In the less expensive machines Manager Devine is strong for the "Favorite." He says this is the best selling and the best money value machine ever manufactured by any company anywhere at any time.

Cal Stewart, who has made many phonograph records, was on the bill at B. F. Keith's Grand last week for a monologue and he was one of the hits of the bill. He came to take the place of Ed Morton, who could not fill his engagement. The newspapers in speaking of Stewart's part on the program said: "If Ed Morton, who was to have appeared instead, is any better than Cal Stewart then for goodness sake send him along next week instead of Eva Tanguay, for Cal Stewart is certainly a gem of the first water."

The Olive Mead Quartet and Charles Hackett, tenor, have recently made their first Edison records, some of which will appear shortly upon the lists of that company.

There isn't a man connected with your institution who hasn't an idea or two that will do your business good. Do you offer all your assistants opportunity for expressing their ideas?

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

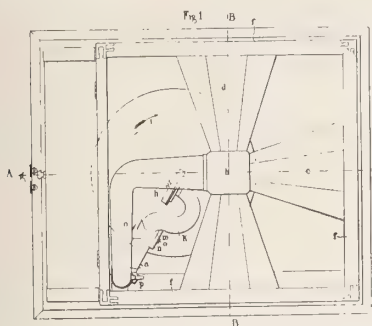
(Special to The Talking Machine World.)

Washington, D. C., Feb. 7, 1912.

SOUND REPRODUCING AND RECORDING INSTRUMENT. Henry George Wieder, London, England. Patent No. 1,013,247.

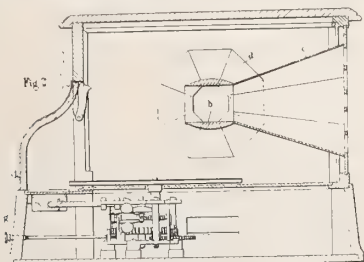
This invention relates to improvements in sound reproducing and recording devices, and one object is to obtain without a long trumpet the intensification of sound which is usually produced by a long trumpet at the same time to increase the mellowness of reproduction. In this connection the inventor provides the instrument with a plurality of short trumpets branching from the sound pipe, said trumpets being provided at or near their ends with sounding boxes, which form walls of an inclosing cabinet. By this arrangement the sounding boxes may be arranged to form a plurality of the sides of a cabinet which incloses the entire instrument, including the trumpets, and since the trumpets for a given size of instrument are very much shorter than the trumpet usually employed for such an instrument, the overall dimensions of the entire cabinet may be kept small without any parts protruding from the cabinet.

Further objects of the invention are to improve the swivel connection of the sound arm which carries the diaphragm, to provide improved support for the carrier of the diaphragm lever and needle and to provide an improved resilient mounting for the element which carries the diaphragm and needle support.



The invention further consists in pivotally connecting the portion of the sound pipe which carries the sound box to the rest of the sound pipe in such a manner that the two portions of said sound pipe are coaxial at the joint in their normal working position, and whereby the gradual taper of the sound pipe may be continued to the sound box itself.

According to another part of the invention the needle carrier and diaphragm arm are mounted on a bar having two projecting knife edged arms bearing in suitable grooves formed one on a pin extending from the sound box, and the other on a pin carried by a bracket attached to said sound box, said knife edges and their corresponding grooves being oppositely turned with respect to

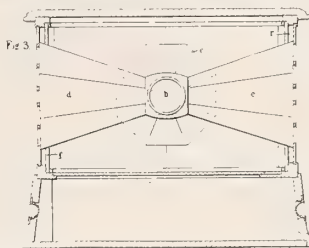


each other, and so arranged that the movement of the record against the needle tends to hold the bar more firmly in its bearings.

The invention further consists in mounting a diaphragm and needle carrying element upon the end of the sound tube resiliently in such a manner that it may move somewhat relatively to said end in a circumferential direction but may not move out of its normal plane. By this method of mounting the entire movement of the needle in the direction which affects the diaphragm is transmitted to the diaphragm instead of some of the movement being absorbed in moving the dia-

phragm carrier out of its proper plane, as occurs in apparatus of this character at present in use.

The invention further consists of an improved diaphragm for sound reproducing and recording instruments consisting of a thin disc of wood,



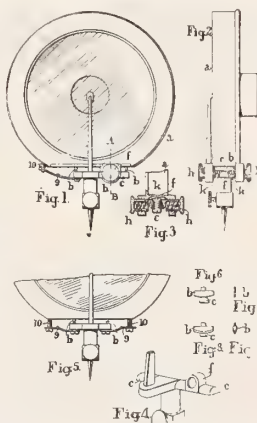
composition or the like with a circular flange or ridge some distance within the periphery, the portion of the diaphragm within this flange or ridge being thickened.

Figure 1 is a plan view showing a gramophone constructed according to the present invention. Fig. 2 is a section on the line A-A of Fig. 1, with sound pipe and diaphragm carrying element removed. Fig. 3 is a section on the line B-B of Fig. 1, showing the arrangement of the funnels and sounding boxes. Fig. 4 is an elevation of the sound pipe having a continual taper. Fig. 5 is a partly sectional view of the mechanism shown in Fig. 4, and illustrating my improved swivel joint. Fig. 6 shows an enlarged view of improved needle mounting. Fig. 7 is an elevation of improved diaphragm carrying element with part of the back cover removed. Fig. 8 is a sectional view of the parts shown in Fig. 7; Fig. 9 is a section through improved diaphragm.

SOUND BOX FOR TALKING MACHINES. Alex Fischer, Kensington, London, England. Patent No. 1,013,145.

This invention relates to sound boxes for talking and like machines and has for its object to improve the connections between the stylus bar and sound box disclosed in his patent No. 904,523, November 24, 1908.

Referring to the accompanying drawings forming a part of this specification in which like letters refer to like parts in all the views: Figure 1 is an elevational view of a sound box made in accordance with this invention; Fig. 2 is a side view of the same; Fig. 3 is a sectional detail view of certain parts; Fig. 4 is a perspective view of the spindle and connecting parts; Fig. 5 is a view of a modified form of the invention; and Figs. 6, 7, 8 and 9 are views of the bearings for the spindle.



TALKING MACHINE SOUND BOX. Alex Fischer, Kensington, London, Eng. Patent No. 1,013,146.

This invention relates to talking machine sound boxes and refers to an arrangement by means of which an extremely sensitive springing of the stylus bar and its associated parts may be effected.

The improvement is applicable to any sound box which has a rocking plate, a spindle or the like in connection with the stylus holder, and the essential principle of the invention is to so adapt a spring or springs in connection with the said rocking plate, spindle or the like that such spring or springs keep the rocking plate, spindle or the like pressed upon its seating, without a tendency to tilt the plate or spindle upon such seating.

Figure 1 is a plan view of one form of the invention; Fig. 2 is a like view of a slightly modified form of the invention; Fig. 3 is a view similar to Fig. 1, but employing two springs; and Fig. 4 is a view similar to Fig. 2, but also employing two springs.

SOUND BOX FOR TALKING MACHINES. Bentley L. Rinehart, Camden, N. J., assignor to Victor Talking Machine Co., same place. Patent No. 1,013,314.

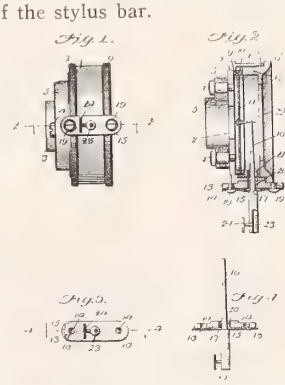
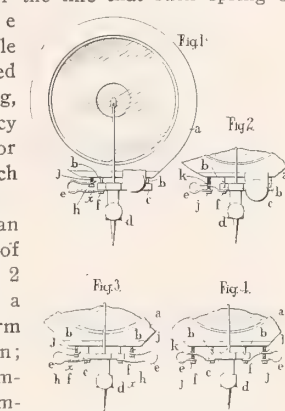
This invention relates to certain improvements in sound boxes for talking machines and particularly to the yielding support on which the stylus bar is mounted and to the means for adjusting and holding the diaphragm.

Briefly this invention consists in mounting the stylus bar on a flat spring which in turn is secured to a suitable supporting plate, the said spring between its points of support being buckled or slightly sprung away from the supporting plate and having its longitudinal axis perpendicular to the plane of the diaphragm and lying within the plane of the oscillation of the stylus bar.

In the accompanying drawings forming a part of this specification, Figure 1 shows a sound box having improved stylus spring secured thereto; Fig. 2 is a longitudinal section of a sound box containing my invention, taken on the line 2-2, and Figs. 3 and 4 are detail views showing the stylus bar and its support detached from the sound box casing.

Sound-conveying Device for Talking Machines. Eldridge R. Johnson, Philadelphia, Pa., assignor to the Victor Talking Machine Co., Camden, N. J. Patent No. 1,015,321.

The object of this invention is to provide such a construction in connection with sound tubes of talking machines that the sounds produced may be modified and purified, thereby particularly adapting said machines for the reproduction of speech and conversation, and is particularly adapted to those machines where the sound tubes are placed



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directly in or at the ear of the person listening to the sounds produced by said machine.

The sound produced by the disc type of talking machine is of such a volume and character when conveyed directly to the ear through the usual ear tube that it is necessary to reduce the volume and purify the tone to prevent the annoying and undesirable vibrations from being objectionable. This is accomplished by providing means for selecting the desirable and useful vibrations required, and allowing only such to be conveyed to the ear. In this instance the means comprise a damper or what may be called an "acoustic filter," which is inserted at a suitable point in the sound conveying means, such point being preferably that at which the hollow sound box carrying arm is pivoted to its support. Machines having this feature of construction are particularly adapted for the reproduction of conversation or speech which is required in teaching foreign languages by means of records having distinct lessons in such language or languages recorded hereon. In the latter use

of talking machines it is essential and necessary that the articulation and pronunciation be very clearly reproduced without regard to the volume, although it is, of course, required to have the volume or intensity of the words reproduced sufficiently great to be easily heard. This result the present invention

accomplishes in a most successful and efficient manner.

Figure 1 represents a side elevation of a talking machine having improvements applied thereto. Fig. 2, a plan view partly in section of the hollow sound arm and its supporting pivot or trunnion, and Fig. 3, an enlarged elevation, partly in section, of the sound tube at its point of support, and showing improved damper or acoustic filter in position therein.

PHONOGRAPH. Josiah B. Millet, Boston, Mass., Patent No. 1,013,421.

This invention relates to phonographs, being particularly concerned with the provision of means for improving the quality of the sound reproduced by such instruments.

In the drawings Fig. 1 is a side elevation of the reproducing mechanism of a phonograph equipped with one form of the invention. Fig. 2 is a detail in enlarged section showing the stylus support, and Fig. 3 is a modified form showing a stylus support suitable for use in connection with records provided with grooves having lateral undulations.

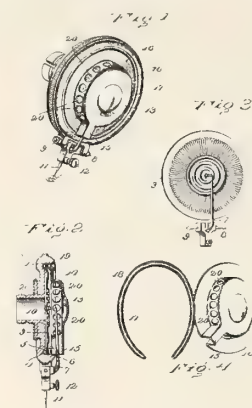
Sound Box for Talking Machines. Thomas H. Macdonald, Bridgeport, Conn., assignor to American Graphophone Co., same place. Patent No. 1,014,240.

This invention relates to sound-boxes for talking machines and has more particular reference to the means provided for protecting the diaphragms of such sound-boxes from injury. It has heretofore been proposed to provide a cover for the exposed side of the diaphragm in such sound-boxes, which cover was arranged to slip over the exterior portion of the sound-box frame, or was provided with means for securing such cover in position on the frame independent of the means for securing the diaphragm in position in the frame. It has been deemed desirable to have openings through which the said cover, and as heretofore constructed, these openings have been such that any sharp pointed instrument projecting through

the openings could extend in a right line into contact with and injure the diaphragm.

The present invention has for its object to provide a sound-box for talking machines, having a diaphragm and cover, both of which are secured in a position by the same means, and which cover is provided with openings which are so arranged in the cover that any sharp-pointed instrument or other projection entering through the openings cannot come in contact with or injure the diaphragm.

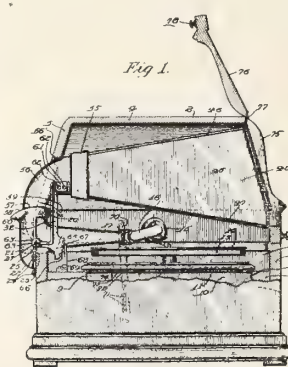
With this object in view, the invention consists in a suitable sound-box frame having a diaphragm retained through two suitable gaskets, preferably of rubber, a sound-box cover resting upon the outer gasket, and an elastic expansion ring for retaining the parts in position by the engagement of the ring with an undercut groove formed in the inner wall of the sound-box chamber.



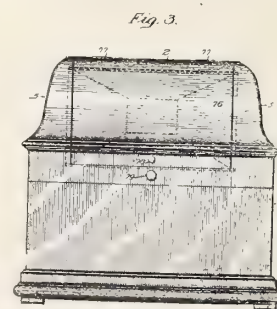
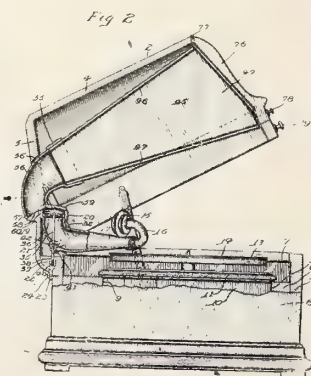
Talking Machine. Eldridge R. Johnson, Merion, Pa., and John C. English, Camden, N. J., assignors to the Victor Talking Machine Co. Camden, N. J. Patent No. 1,015,322.

Figure 1 is a perspective view of a sound box with the cover in position; Fig. 2 is a vertical central section through such box; Fig. 3 is a plan view of the diaphragm, with the stylus bar in position thereon, and Fig. 4 shows the cover and the ring for retaining the parts in their assembled position.

The main objects of this invention are: to provide a compact inclosed talking machine; to provide a talking machine in which the amplifier, the record support, and the actuating mechanism for the record support are inclosed in a cabinet provided with a movable cover, and in which the



amplifier is located above the record support and is movable vertically independent of the cover, and in which the sound box is supported by a bracket secured to the outside of the rear end of the cabinet and communicates with the major portion of the amplifier



through an elbow projecting outwardly through the rear end of the cover.

In the drawings, Figure 1 is a fragmentary side elevation, partly in vertical longitudinal section, of a talking machine constructed in ac-

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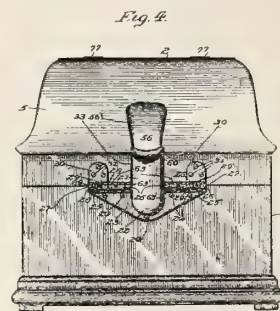
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cordance with this invention, the parts of the machine being shown in operative position; Fig. 2 is a similar fragmentary side elevation, partially in longitudinal vertical section of the same, but showing the parts in operative position; Fig. 3, a front elevation of the same showing the cabinet closed; Fig. 4 a rear elevation of the same.



COLUMBIA BRIEFLETS.

E. B. Walthall is now in charge of the Columbia Phonograph Co., General, store at Louisville, succeeding O. J. Junge, who has gone to the Columbia store in Providence, R. I. Mr. Walthall is a thoroughly capable talking machine man, and he was for some time manager of the company's store at 1008 Olive street, St. Louis.

J. G. Widener, popular and well known among the trade throughout the country, has cast his fortunes with the Columbia sales staff as special traveling representative.

C. A. Malliet, who for some time past has been New York City salesman for the wholesale and retail Columbia branch store at 89 Chambers street, has gone to Wilkes-Barre, Pa., to take charge of the Columbia headquarters in that city. Louis C. Zeigler succeeds Mr. Malliet in New York and is on familiar ground, having previously held the position for several years.

The man who looks after only the big leaks will wonder why the boat sinks so rapidly. The man who watches only the little leaks will drown while he watches. Look after all the leaks.

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RECORD BULLETINS FOR MARCH, 1912

VICTOR TALKING MACHINE CO.

No.	BLACK LABEL RECORDS.	Size
31855	National Airs of All Nations..... Victor Mixed Chorus	12
17037	That Haunting Melody (Cohan)..... Al Jolson	10
	Rum Tum Tiddle. (Madden-Schwartz) Al Jolson	10
	By Lyric Quartet.	
5869	Estudiantina Waltz..... P. Lacombe—Arr. by Dr. S. A. Pierce	10
35214	Trovatore—Peaceful Was the Night (Tacea la notte) (Act I) (Verdi)..... Edith Helena	12
	Lucia—Mad Scene (Act III) (Donizetti)..... Edith Helena	12
17032	Señorita (A Cuban Romance) (Westman)..... "That Girl" Quartet	10
	In Dixie Land with Dixie Lou (Meyer-Driscoll) "That Girl" Quartet	10
17033	Red Pepper—A Spicy Rag (Lodge, arr. by O'Hare)..... Fred Van Epps	10
	The Lobsters' Promenade (Humoresque) (Porter Steele, arr. by Otto Langey) Fred Van Epps	10
17034	Moonlight Bay (Madden-Wenrich)..... American Quartet	10
	The Harbor of Love (Jones-Blake)..... Walter J. Van Brunt	10
17039	Pickaninny's Lullaby (G. W. Page)..... Elsie Baker	10
17040	Mammy's Song (Porter-Ware)..... John B. Wells	10
	Algonquin March (Seltzer) Arthur Pryor's Band	10
	A Cyclone in Darktown (Just Rags) (Barnard) Arthur Pryor's Band	10
17041	The Skeleton Rag (Madden-Wenrich)..... American Quartet	10
	I'm Going Back to Old Virginia (Buck-A. Von Tilzer)..... Campbell and Burr	10
17042	Love Never Dies, from "Little Boy Blue" (Paulton-Berens) Inez Barbour-Harry Anthony	10
	Dreamy Days (Ashford)..... Reed Miller	10
17043	Bless Your Ever Lovin' Little Heart (Murphy-Marshall)..... Walter J. Van Brunt	10
	Come Kiss the Blarney, Mary Darling (Spencer) Harvey Hindermeyer	10
35213	Louisiana Minstrels—"Push dem Clouds Away," "I Don't Care If Yo' Nebber Come Back," "Good-bye Sweet Old Manhattan Isle"..... Victor Minstrel Co.	12
	Arkansas Minstrels—"Alabama," "Good-bye, Liza Jane," "What the Brass Band Played"..... Victor Minstrel Co.	12
55215	Forza del Destino Overture (Verdi)..... Arthur Pryor's Band	12
	Orpheus in Hades Overture (Orfée aux Enfers) (Offenbach)..... Arthur Pryor's Band	12
	PURPLE LABEL RECORDS.	
60069	The Maids of Cadiz (Les Filles de Cadiz)..... Delibes	10
	Victor Herbert's Orchestra.	
70068	L'Africaine—Indian March (Marche Indienne) (Act IV)..... Meyerbeer	12
	NEW RED SEAL RECORDS.	
89054	Enrico Caruso—Marcel Journet—In French.	12
	Crucifix..... Faure	
88339	Elisir d'amore—Una furtiva lagrima (A Furtive Tear) (Act II)..... Donizetti	12
	Pasquale Amato, Baritone—In Italian.	
88340	Rigoletto—Povero Rigoletto! (Poor Rigoletto!) Scene from Act II—Part I (with Metropolitan Opera Chorus)..... Verdi	12
88341	Rigoletto—Cortigiani, vil razza dannata! (Vile Race of Courtiers!) Part II..... Verdi	12
	Emma Eames, Soprano—In Italian.	
88344	Dopo (Afterwards)..... Paolo Tosti	12
	Frances Alda, Enrico Caruso and Marcel Journet. In Italian.	
95211	Lombardi—Qual voluttà (With Sacred Joy!) (Trio from Act III)..... Verdi	12

COLUMBIA PHONOGRAPH CO., GEN'L.

Double.	12-INCH SYMPHONY DISC RECORDS.	Single.
A5359	Otello—"Morte d'Otello" (Death of Othello)—Verdi. Tenor Solo in Italian, orch. accomp. Giovanni Zenatello	30891
	La Tosca—"E lucevan le stelle" (Then shone forth the stars)—Verdi. Tenor Solo in Italian, orch. accomp. Giovanni Zenatello	30890
A5352	When the Roses Bloom—L. Reichardt. Tenor Solo, orch. accomp. Ellison Van Hoose	
	The Lass with the Delicate Air—Thos. A. Arne. Tenor Solo, orch. accomp. Ellison Van Hoose	
A5353	Robert le Diable—Cavatina—"Roberto, tu che adoro" (Oh, Robert, Beloved)—G. Meyerbeer. Soprano Solo in Italian, orch. accomp. Carolina White	30870
	I'Pagliacci—"Stridono Lassu" (O birds in freedom flying)—Leoncavallo. Soprano Solo in Italian, orch. accomp. Carolina White	30897
A5354	Mme. Butterfly—"Un Bel Di, Vedremo" (One fine day)—Puccini. Soprano Solo in Italian, orch. accomp. Carolina White	30869
	Nozze di Figaro—"Dove Sono" (Oh happy moments ended)—Mozart. Soprano Solo in Italian, orch. accomp. Carolina White	30898
	Louise—"Depuis le jour" (Since that fair day)—Charpentier. Soprano Solo in French, orch. accomp. Carolina White	30871
	10-INCH DOUBLE-DISC BLUE-LABEL RECORDS.	
A1105	I Want to Be a Janitor's Child—Bert Green. Soprano Solo, orch. accomp. Irene Franklin	
	Don't Never Trust a Traveling Man—Bert Green. Soprano Solo, orch. accomp. Irene Franklin	
A1110	Ave Maria—Schubert. Violin Solo, orch. accomp. Jules Falk	
	Traumerei—Schumann. Violin Solo, orch. accomp. Jules Falk	
A1116	My Counterfeit Bill—Harry Von Tilzer. Contralto Solo, orch. accomp. Dolly Connolly (Mrs. Percy Wenrich)	
	If You Talk in Your Sleep, Don't Mention My Name—Nat. Averb. Contralto Solo, orch. accomp. Dolly Connolly (Mrs. Percy Wenrich)	
	12-INCH DOUBLE-DISC BLUE-LABEL RECORDS.	
A5351	Blue Bells of Scotland. Contralto Solo, orch. accomp. Margaret Keyes	
	The Hills o' Skye—Harris. Contralto Solo, orch. accomp. Margaret Keyes	
A5356	Pirates of Penzance—Vocal Gems—A. Sullivan. Operatic Selections, orch. accomp. Columbia Light Opera Co.	
	Pirates of Penzance—Selections—A. Sullivan, Prince's Orch.	
	10-INCH DOUBLE-DISC RECORDS.	
A1106	The Ragtime Violin—Irving Berlin. Tenor Solo, orch. accomp. Maurice Burkhardt	

	Bill from Louisville—Weston and Snyder. Baritone Solo, orch. accomp. Ed. Morton
A1107	Medley of Snyder Hits—Ted Snyder. Prince's Band Ramshackle Rag—Ted Snyder. Prince's Band
A1108	Bonnie, My Highland Lassie—W. A. Dillon. Baritone Solo, orch. accomp. John E. Meyer
	Driving Home the Cows from Pasture—Armstrong and Clark. Counter-Tenor and Baritone Duet, orch. accomp. Frank Coombs and Wm. H. Thompson
A1109	Gentle Annie—Foster. Baritone Solo, banjo accomp. Carroll Clark
	Baby's Lullaby—M. F. Chapman. Baritone Solo, orch. accomp. Carroll Clark
A1111	In the Golden Afterwhile—F. C. Stanley. Vocal Quartet, Male Voices, orch. accomp. Columbia Quartet
	Mine—A. Solman. Counter-Tenor and Baritone Duet, orch. accomp. Frank Coombs and Wm. H. Thompson
A1112	I'm Going Back to Dixie—Berlin and Snyder. Tenor and Baritone Duet, orch. accomp. Byron G. Harlan and Arthur Collins
	'Lizabeth Ann—T. Morse. Tenor Duet, orch. accomp. Henry Burr and Albert Campbell
A1113	It's Great When You Marry for Love—A. J. Doyle. Tenor Solo, orch. accomp. Walter Van Brunt
	I Live Up Town—G. W. Meyer. Soprano and Tenor Duet, orch. accomp. Ada Jones and Walter Van Brunt
A1114	Off to Philadelphia—B. Haines. Bass Solo, orch. accomp. Frank Croxton
	The Little Irish Girl—Herman Löhr. Baritone Solo, orch. accomp. W. Francis Firth
A1115	Love Divine, All Love Excelling—Zundel. Vocal Quartet, Male Voices, unaccomp. Archibald Bros. Quartet
	My God and Father, While I Stray. Contralto Solo, organ and violin accomp. Mrs. A. Stewart Holt
A1117	The Fountain—Zabel. Harp Solo. Dorothy Johnstone Baseler
	Valseando—G. Grasso. Rondalia Criolla
	12-INCH DOUBLE-DISC RECORDS.
A5355	12th Mass—Gloria—W. A. Mozart. Prince's Band
	The Last Hope—L. M. Gottschalk. Prince's Band
A5357	Miss Dudelsack—Waite—R. Nelson. Prince's Orch.
	Miss Dudelsack—Pluck Not the Rose—R. Nelson. Tenor Solo, orch. accomp. Chas. W. Harrison
A5358	The Quaker Girl—Come to the Ball—L. Monckton. Tenor Solo with Chorus, orch. accomp. Ralph Errolle
	The Quaker Girl—Selections—L. Monckton. Prince's Orch.
	10-INCH BLUE-LABEL HUNGARIAN DOUBLE-DISC RECORDS.
E906	Azt a Kutyafáját, énekelte Rózsa S. Lajos a "Magyar Királyi Operaház" tagja. Kísérte Farkas Pali és bandája
	Eletemnek vég Oráját Rózsa S. Lajos a "Magyar Királyi Operaház" tagja. Kísérte Farkas Pali és bandája
E907	Ujjé Paródia, énekelte Gerő József a "Folies Caprice" tagja. Zongorán kísérte Knoch karmester
	Bamberger Ur. énekelte Gerő József a "Folies Caprice" tagja. Zongorán kísérte Knoch karmester
E908	Ehrlich 606, énekelte Gerő József a "Folies Caprice" tagja. Zongorán kísérte Knoch karmester
	Nagy Baj Budapest, énekelte Gerő József a "Folies Caprice" tagja. Zongorán kísérte Knoch karmester
E909	Hulló Falevél, játszott a "Magyar Királyi Postás Zenekar" Kísérte Farkas Pali és bandája
	Keringő "Cigányzerelemből" játsza Farkas Pali és cigány zenekara. Kísérte Farkas Pali és bandája
E910	Marseillaise, énekelte a "Budapesti munkás dalegyet" Kísérte Farkas Pali és bandája
	Rajta, Rajta, Proletárok, Munkások szabadság dala énekelte a "Budapesti munkás dalegyet" Kísérte Farkas Pali és bandája
E911	Dicsértessék Szól a Legény, énekelte Királyi Ernő a "Királyi színház tagja" Kísérte Farkas Pali és bandája
	Hej, Czigáy, Halld-e? énekelte Királyi Ernő a "Királyi színház tagja" Kísérte Farkas Pali és bandája
E912	Tavaszi Elmúlt, játszott a "Magyar Királyi Postás

	zenekar	Lent a Faluvégén nem Füstöl a Kémény Csebo- gár, Játsszotta a si Gyalog Ezred Zenekar.....	Kísérte Farkas Pali és bandája
E913	Csókban van az Ifjuság (Duet), énekeltek Bendí- ner Hedwig és Királyi Ernő, a Királyi színház művészei	Volt Egyszer Egy Kis Leány. Soprano Solo, orch, accomp.	Kísérte Farkas Pali és bandája
E914	Fel Szocialisták! énekelte a "Budapesti munkás dalegyet"	Munkás Riadó, énekelte a "Budapesti munkás dalegyet"	Kísérte Farkas Pali és bandája
E915	A Csárdás Buja, énekelte Királyi Ernő a "Királyi színház tagja".....	Józanságra Nagy Bennem as Ekarat, Darázs Fesz- fek, énekelte Királyi Ernő a "Királyi színház tagja	Kísérte Farkas Pali és bandája
E916	Ha Kimegyek a Nagy Állomásra, Játsszotta a "Bu- dapesti Postás zenekar"	Friss Csárdás, Játsszotta a "Budapesti Postás zenekar"	Kísérte Farkas Pali és bandája
E917	Költözik a Darumadár, énekelte Rózsa S. Lajos a "Magyar Királyi Operaház" tagja.....	Kísérte Farkas Pali és bandája	Kísérte Farkas Pali és bandája
	Ha Majd Egyszer a Siromon, énekelte Rózsa S. Lajos a "Magyar Királyi Operaház" tagja.....	Kísérte Farkas Pali és bandája	Kísérte Farkas Pali és bandája
E918	Ugye Most Már Másnak Mondod, Játsszotta Far- kas Pali és cigány zenekara.....	Tele van a kis Ablakom Virággal, Játsszotta Far- kas Pali és cigány zenekara.....	Kísérte Farkas Pali és bandája
E919	Hol a Kezed a bal Kezed, énekelte Királyi Ernő a "Királyi színház" tagja.....	Kísérte Farkas Pali és bandája	Kísérte Farkas Pali és bandája
	Szomorú a Nyárfa Ernő, énekelte Királyi Ernő a "Királyi színház" tagja.....	Kísérte Farkas Pali és bandája	Kísérte Farkas Pali és bandája
E920	Katika, Csárdás.....	Played by Military Band	Played by Military Band
E921	Szegény Paraszt és Roman Csárdás.....	Played by Gipsy Band	Played by Gipsy Band
	Vasvári Csárdás.....	Played by Gipsy Band	Played by Gipsy Band
	10-INCH BLUE-LABEL GERMAN DOUBLE-DISC RECORD.		
E922	Muss I Denn Zum Städtel 'Naus (Abschied). Baritone Solo, orch.....	Oscar Stolberg	Oscar Stolberg
	Im Grunewald 1st Holzauktion (W. Matthias). Baritone Solo, orch. accomp.....	Oscar Stolberg	Oscar Stolberg
	10-INCH GERMAN DOUBLE-DISC RECORD.		
E923	Edelweiss (M. Penschel). Baritone Solo, orch. accomp	Oscar Stolberg	Oscar Stolberg
	Ablösen der Burgwache in Wein.....	Played by Kapelle des Kais. Franz Garde Grenad Reg't.	Played by Kapelle des Kais. Franz Garde Grenad Reg't.
	12-INCH BLUE-LABEL HEBREW DOUBLE-DISC RECORD.		
E5021	Yehi Ruzoin, Tenor Solo, organ accomp.....	Rev. Cantor Solomon Cotler	Rev. Cantor Solomon Cotler
	Av Hu Rachmim, Tenor Solo, organ accomp.....	Rev. Cantor Solomon Cotler	Rev. Cantor Solomon Cotler

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28008	Agnus Dei Marie Rappold
28009	Good-Bye Riccardo Martin
28010	Meditation—"Thais" Albert Spalding
	EDISON AMBEROL RECORDS.
924	War March of the Priests—"Athalia" Edison Concert Band
925	Inflammatu—"Stabat Mater" Agnes Kimball and Chorus
926	A Dream of Paradise R. Festyn Davies
927	The Elite March John Kimble
928	Believe Me, If All Those Endearing Young Charms Dr. Franklin Lawson
929	23d Psalm—Chant and the Lord's Prayer. Fifth Ave. Presbyterian Church Choir
930	Cradle Song Elsie Baker
931	Funeral March of a Marionet. Amer. Standard Orch.
932	After the Honeymoon Maurice Burkhardt
933	The Old Time Street Fakir Porter and Harlan
934	Don't Be Ashamed You're Irish Lottie Gilson and Chorus
935	Has Anybody Here Seen Kelly? Sousa's Band
936	Mine Irving Gillette
937	Another Rag Premier Quartet
938	Mandy, Come Out in the—Pale Moonlight. Walter Van Brunt

(Continued on page 54.)

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RECORD BULLETINS FOR MARCH.

(Continued from page 53.)

- 939 Hula Hula Medley—Two-Step..... National Promenade Band
 940 Silver Star..... Ada Jones and Billy Murray
 941 Pussy's in the Well..... Manhattan Ladies' Quartet
 942 'Lizabeth Ann..... Campbell and Gillette
 943 Coronation March—"Die Folkunger"..... Edison Concert Band
 944 Driving Home the Cows from Pasture..... Walter Van Brunt and Chorus
 945 Crucifix..... Reed Miller and Frank Croxton
 946 Baby's Eyes..... Harry Anthony
 947 In the Golden Afterwhile..... Peerless Quartet
 948 I Want to Be Down Home in Dixie..... Collins and Harlan
 949 Marry a Yiddisher Boy..... Premier Quartet
 EDISON STANDARD RECORDS.
 10541 Silver Star—Intermezzo..... New York Military Band
 10542 That Railroad Rag..... Edward Meeker
 10543 Waiting Down by the Mississippi Shore..... Campbell and Gillette
 10544 La Paloma..... Trio Instrumental "Arriaga"
 10545 Oh, You Beautiful Doll..... Premier Quartet

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- 1413 Caprice the Charmer (La Lisonpera-L'Enpense)..... U-S Symphony Orch.
 1415 Come to the Ball, from "The Quaker Girl"..... Jas. F. Harrison
 1432 Huckleberry Pie..... Ada Jones and Walter Van Brunt
 1430 Mary (Kind, Kind and Gentle Is She)..... John Young
 1417 The Sweetest Story Ever Told..... U-S Instrumental Trio
 1401 Let Me Dream Again..... Elsie West Baker
 1399 The Arkansas Traveler..... Len Spencer and C. D. Almaine
 1326 Norah Acushla..... Will Oakland
 1219 The Song That Reaches Irish Hearts (The Wear-
 ing of the Green)..... J. W. Myers
 1425 Ballet Music, from "Faust"..... U-S Symphony Orch.
 1371 Ben Bolt..... Francis J. Sadlier
 1410 The Irish Emigrant..... W. H. Thompson
 1352 Two Dark Town Poets..... Billy Golden and J. C. Hughes
 1403 Sweet Miss Mary..... Martha May Hathaway
 1426 L'Esprit Francaise Polka (Xylophone Solo)..... Albert Benzler
 1428 Sunset..... John Barnes Wells
 1429 I Want a Regular Pal for a Gal..... Walter Van Brunt
 1366 Just Like You Are, Love, To-day..... Peerless Quartet, Accomp. by Orch.
 1419 That Ragtime Goblin Man..... Arthur Collins
 1331 Wilhelmina Waltzes..... Military Band
 TWO-MINUTE RECORDS.
 438 Carnival Bingo (March, Two-Step)..... U-S Symphony Orch.
 454 Come Kiss the Blarney, Mary Darling..... N. W. Hindermeyer
 455 Another Rag (A Raggy Rag)..... Burr and Campbell
 456 The Little Irish Girl..... W. H. Thompson
 418 Samland March (Accordion Solo)..... John J. Kimmel
 453 I'm Going Back to Dixie..... Collins and Harlan
 458 I Live Up Town..... Ada Jones and Walter Van Brunt
 460 From the Land of the Sky Blue Water..... Louise MacMahan
 441 The Gallant Black Watch (A March and Two-Step
 in Scotch Style)..... U-S Military Band
 FOUR-MINUTE GRAND OPERA RECORDS.
 In Italian.
 33025 Infelice—Ernani..... Henri Scott
 33027 Credo of Iago—Otello..... Cesare Alessandroni
 TWO-MINUTE GRAND OPERA RECORDS.
 In German.
 7500 Das Koenig's Gebet—Lohengrin..... Allen Hinckley
 TWO-MINUTE FOREIGN RECORDS.
 In Italian.
 21135 Maria Mari (Neapolitan Song)..... P. Lega and Chorus
 In German.
 21252 Es Hat Nicht Sollen Sein (Aus Der Trompeter
 von Sakkingen)..... Francis J. Sadlier
 In Latin.
 22100 Ave Maria (Accomp. by Organ, Piano, Violin
 and Cello)..... Mme. Roma Devonne

UNIVERSAL TALKING MACHINE CO.

ZON-O-PHONE DOUBLE RECORD DISCS.

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- 5859 A—"Shillalah 'O"—Characteristic Two-Step..... Albert C. Sweet
 B—A Toi (To Thee)—Waltz..... E. Waldteufel
 5860 A—Yesterthoughts..... Victor Herbert
 B—Frühlings-Einzug (The Coming of Spring)
 —March..... Franz von Blon
 Zon-o-Phone Orchestra.
 5861 A—Gipsy Life—Valse..... Lillian Raymond
 B—The Coon's Wedding—March..... Hermann Darewski
 5862 A—African Dreamland—Intermezzo—Two-Step..... George Atwater
 B—Soft and Sneaky—Eccentric Dance..... Jerome Shay
 VOCAL SELECTIONS.
 With Orchestra Accompaniment.
 5863 A—How Enthralling the Music's Soulful Greet-
 ing, from "The Rose of Panama" (Elsie
 Baker)..... Heinrich Berte
 B—As My Dear Old Mother (Henry Burr)..... Antonin Dvorak
 5864 A—Ring, Ting-a-Ling, from "Over the River"
 (Ada Jones)..... Jerome and Schwartz
 B—Norine (Harry Anthony)..... H. C. Verner
 5865 A—When I Was Twenty-one and You Were
 Sweet Sixteen (Harvey Hindermeyer)..... Egbert Van Alstyne
 B—My Very Own (Helen Clark)..... Clare Kummer
 5866 A—Take a Little Tip from Father (Billy Murray)
 Berlin and Snyder
 B—Croon, Baby, Croon (Jnez Barbour)..... F. Wynne-Jones
 5867 A—The Skeleton Rag (Arthur Collins)..... Percy Weinrich
 B—Down in Gossip Row (Ada Jones)..... Edward Harrigan and Dave Brahm
 5868 A—One O'clock in the Morning I Get Lonesome
 (Walter Van Brunt)..... Irving Berlin
 B—No One to Love (Frank Coombs)..... C. Everets
 5869 A—Way Down East Where I Belong—Descrip-
 tive (Byron G. Harlan)..... Wm. McKenna
 B—Roll on, Silver Moon (Pete La Mar)..... Arthur Foote
 5870 A—The Little Irish Girl (Wm. H. Thompson)..... Hermann Löhr
 B—An Irish Folk Song (Beulah G. Young)..... Arthur Foote
 5871 A—Brass Band Ephraim Jones—Descriptive
 Arthur Collins and Byron G. Harlan..... Geo. W. Meyer
 B—Nicodemus (Arthur Collins)..... Egbert Van Alstyne
 5872 A—Lingering Love (Ada Jones and Billy Murray)
 Dave Reed and Harry Armstrong
 B—To-morrow (William Wheeler)..... G. Palloni
 5873 A—By Gift of Love, from "Victory Divine" (Alice
 C. Stevenson and Henry Burr)..... J. Christ, Marks
 B—Israfel (James F. Harrison)..... Oliver King

CREATORE'S MUSIC IS REPRODUCED.

Bandmaster Delighted with Strains of His Pieces on the Columbia Phonograph.

Signor Guiseppe Creatore, the vivacious band conductor, spared a few hours from rural pursuits on his farm near Hartsville, Bucks County, yesterday, and came to the headquarters of the Columbia Phonograph Co., at 1109 Chestnut street, to hear the first phonographic reproductions of his band selections on the Columbia phonograph, for which instrument he has contracted to play exclusively.

The fiery and spectacular wielder of the baton sank back in a chair before a Columbia machine

and Gannes' "La Victorie," followed, completing the concert of the great conductor to himself.

Creatore was highly pleased with the work of the Columbia machine in reproducing the music of his band.

The Columbia Co. has been endeavoring for some time to obtain records of Creatore's Band, and it was only last month that he consented to his music being copied. A representative of the company said yesterday that Creatore is being paid a higher price for the privilege than has ever been given a band conductor for this purpose.

Machine Carefully Studied.

The Columbia Phonograph Co. declares that Creatore merits the consideration, because before he accepted the contract from the company he made



CREATORE LISTENING TO PLAYING OF COLUMBIA RECORDS OF HIS BAND.

and the record of his adaption of Suppe's "Poet and Peasant Overture" was run off. Creatore listened with wrapt attention, and at times forgetting himself, raised his hands in characteristic gestures, as if leading his band, whose music issued in faultless reproduction from the instrument.

Band Master Highly Pleased.

Creatore's own arrangement of "Nearer, My God, to Thee," which his band has played with so much success, was played and his own adaptation of "The Hallelujah Chorus," from "The Messiah,"

a study of the instrument for the purpose of satisfying himself that the machine was capable of reproducing his music in an accurate manner.

Through the Columbia machine the selections of Creatore's Band will be heard with many new and beautiful effects, and it is the intention of the conductor, to have his entire repertoire preserved on Columbia records. Much of this work will be accomplished this winter before he takes his band on a tour of the South and the Pacific Coast, starting on February 27.—Philadelphia Press.

JANUARY TRADE AHEAD

Of the Same Month Last Year as Far as the Sales of Victor Talking Machines Are Concerned—This Is the Report Made by G. T. Williams, General Manager of the New York Talking Machine Co., Victor Jobbers.

G. T. Williams, general manager of the New York Talking Machine Co., Victor jobbers and distributors, 83 Chambers street, New York, in a chat with The World this week expressed himself as well pleased with the 1912 outlook. Regarding general business for the month past, Mr. Williams said: "January's closing days find us substantially ahead of the same month in 1911. Just how heavy the increase will prove we can't say until the books

are balanced for the month. The demand has not been confined to any one style of instrument, but rather has been strong and healthy for the entire product of the Victor factories. We have enjoyed a phenomenal sale of records of all classes, the demand being so great as to almost cause a shortage. This condition appears to be general throughout the trade and is certainly an encouraging omen for the future. Personally," concluded Mr. Williams, "I am optimistic concerning the prospects for a new year of brisk trade. Victrola types are gaining in favor every day, with other Victor styles a close second. The great demand for records indicates a growing sentiment for high-grade music, and the talking machine business on the whole is making tremendous strides in the quality of the products."

Leading Jobbers of Talking Machines in America

Paste This Where You Can Always See It!

MR. DEALER:

We refer all Talking Machine inquiries coming from towns where we are represented by dealers to the dealer or dealers in that town.

VICTOR and EDISON JOBBERS

Lyons & Healy

CHICAGO

Leading Jobbers of Talking Machines in America

HARGER & BLISH
JOBBERS
**VICTOR
EDISON**

It's worth while knowing we never substitute a record. If it's in the catalog we've got it.

Dubnue, Des Moines and Sioux City
IOWA

Try Our Hurry-Up Service


on VICTOR,
EDISON and
REGINA.

We make a specialty of getting
the order out on time—every time.

The Rudolph Wurlitzer Co.

Cincinnati and Chicago

Two points of supply; order from the nearer

CHASE & WEST

Eighth Street, between Walnut and Locust

DES MOINES, IA.
Victor Distributors

Talking Machines, Records and Supplies.
Everything in stock all the time.

The best
service in IOWA

**SOLE JOBBERS OF ZONOPHONE GOODS
IN GREATER NEW YORK**

Greater New York Phonograph Co.

'Phone, 3425-3426 Orchard 308-310 Grand St., N. Y.

Repairs and Parts For Dealers in All Lines A Specialty

IF YOU'RE IN WESTERN MICHIGAN
it will be money in your pocket to order

Victor Machines and Records

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30-32 Canal Street, Grand Rapids, Michigan

Our Motto: Quick Service and a Saving
in Transportation Charges

PERRY B. WHITSIT

L. M. WELLER

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213 South High Street, Columbus, Ohio.

Edison Phonographs and Records **JOBBERS** Victor Talking Machines and Records

**OLIVER
DITSON
COMPANY**
BOSTON

Largest VICTOR Talking
Machine Distributors East
of Chicago.

Creators of "The Fastest Victor
Service." Let us tell you more
about our service.


**Where Dealers May Secure
Columbia Product**

Ready, Full Stocks, and Prompt
Deliveries from Convenient
Shipping Centers all
over the United
States

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Birmingham, Ala., Columbia Phonograph Co., 2625 Second Ave.
Boston, Mass., Columbia Phonograph Co., 174 Tremont St.
Buffalo, N. Y., Columbia Phonograph Co., 622 Main St.
Chicago, Ill., Columbia Phonograph Co., 101 N. Wabash Ave.
Cincinnati, O., Columbia Phonograph Co., 117-119 W. Fourth St.
Cleveland, O., Columbia Phonograph Co., 918 Euclid Ave.
Dallas, Tex., Columbia Phonograph Co., 1403 Main St.
Denver, Colo., Columbia Phonograph Co., 505-507 Sixteenth St.
Des Moines, Iowa, Columbia Phonograph Co., 808 W. Walnut St.
Detroit, Mich., Columbia Phonograph Co., 114 Broadway
Hartford, Conn., Columbia Phonograph Co., 719 Main St.
Indianapolis, Ind., Columbia Phonograph Co., 27 N. Pennsylvania St.
Kansas City, Mo., Columbia Phonograph Co., 1112 Grand Ave.
Little Rock, Ark., 604 Main St.
Livingston, Mont., Scheuber Drug Co.
Los Angeles, Cal., Columbia Phonograph Co., 422 S. Broadway.
Louisville, Ky., Columbia Phonograph Co., 425 South Fourth St.
Memphis, Tenn., 91 South Main Street.
Milwaukee, Wis., Albert G. Kunde, 516 Grand Ave.
Minneapolis, Minn., Columbia Phonograph Co., 424 Nicollet Ave.
New Haven, Conn., Columbia Phonograph Co., 25 Church St.
New Orleans, La., Columbia Phonograph Co., 938 Canal St.
New York City, Columbia Phonograph Co., 89 Chambers St.
Omaha, Neb., Columbia Phonograph Co., 1811 Farnam St.
Philadelphia, Pa., Columbia Phonograph Co., 1109 Chestnut St.
Pittsburg, Pa., Columbia Phonograph Co., 101 Sixth St.
Portland, Me., Columbia Phonograph Co., 550 Congress St.
Portland, Ore., Columbia Phonograph Co., 371 Washington St.
Eilers Piano House, Portland, Ore.
Providence, R. I., Columbia Phonograph Co., 119 Westminster St.
Rochester, N. Y., Columbia Phonograph Co., 38 South Ave.
Sacramento, Cal., Kirk, Geary & Co.
Salt Lake City, Utah, Daynes-Beebe Music Co., 45 Main St.
San Francisco, Cal., Columbia Phonograph Co., 334 Sutter St.
Seattle, Wash., Columbia Phonograph Co., 1211 First Ave.
Spokane, Wash., Columbia Phonograph Co., 818 Sprague Avenue
Springfield, Mass., Columbia Phonograph Co., 208 Worthington St.
St. Louis, Mo., Columbia Phonograph Co., 1008 Olive St.
St. Paul, Minn., Columbia Phonograph Co., 20 E. Seventh St.
Toledo, O., Columbia Phonograph Co., 329 Superior St.
Washington, D. C., Columbia Phonograph Co., 120 G St., N. W.
Wilmington, Del., Columbia Phonograph Co., 610 Market St.

DEALERS WANTED—Exclusive selling rights given where we are not actively represented.

Write for particulars to the Columbia Phonograph Co., Wholesale Department, Tribune Building, New York.

Headquarters for Canada:

Columbia Phonograph Co., McKinnon Building, Toronto, Ont.

You should
get this
sample package
of
Puritone Needles
sent free

Puritone Needles should pay you a good profit. It costs nothing to sell them because you have your organization.

To help you we will print special envelopes with your name and business; every envelope gives you profits and free advertising.

You will be advertised, too, by the satisfaction-qualities of the needles; owners of machines will regard yours as the best needle store; this will build your business.

Get this sample package, telling us who's your jobber, and find out the goodness of Puritone Needles, built of experience, material and brains.

JOHN M. DEAN
PUTNAM, CONN.


PACIFIC COAST DISTRIBUTORS OF
Victor Talking Machines and RECORDS

STEINWAY PIANOS—LYON & HEALY
"OWN MAKE" BAND INSTRUMENTS

Sherman, Clay & Co. San Francisco Portland
Oakland Los Angeles

NEW ENGLAND
JOBBER HEADQUARTERS
EDISON AND VICTOR

Machines, Records and Supplies.

THE EASTERN TALKING MACHINE CO.

177 Tremont Street BOSTON, MASS.

**Edison Phonograph Distributors
for the SOUTHWEST**

All Foreign Records in Stock

Houston Phonograph Co., HOUSTON, TEXAS

STANDARD TALKING MACHINE CO.
PITTSBURGH, PA.
Exclusive Victor Distributors

"If it's made we ship it the same day order is received"

Every Jobber in this country should be represented in this department. The cost is slight and the advantage is great. Be sure you are in the March List.

Every time you order new Edison Records keep in mind the individual tastes of the people to whom you have sold Edison Phonographs, and to a certain extent make your selections particularly for them.

The way to make your stock of Edison Records even more profitable than it has ever been before, is to keep it moving even faster than it has ever moved before—and the way to keep it moving faster is to supply your local demand.

Classify your customers according to their particular tastes—for example: Mrs. Brown likes Grand Opera and classical selections. Mr. Harrison likes rag. Soandso is strong for band tunes and coon shouts. Lay out a definite schedule, so that when the new Records come out each month you'll know to a great extent beforehand exactly what to order for your *regulars*, to say nothing of gaining a better insight into the line of entertainment that appeals quickest to each new Phonograph prospect.

And when the new stock arrives, don't forget to invite Mrs. Brown and Mr. Harrison into your store to hear the Records you have ordered *especially for them*.

A little more personality and enthusiasm—and a lot more profits.


Thomas A. Edison
INCORPORATED

59 Lakeside Avenue, Orange, N. J.

The TALKING MACHINE WORLD

AND
NOVELTY
NEWS

Published Each Month by Edward Lyman Bill at 373 Fourth Avenue, New York, March 15, 1912



The world's greatest singers make records only for the Victor

The world's *greatest* singers! The greatest tenors; the greatest sopranos; the greatest contraltos; the greatest baritones; the greatest bassos.

These famous artists—universally acknowledged *the* greatest, and commanding the highest salaries—make records *only for the Victor* because *only the Victor* brings out their voices as clear and true as life itself.



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MUSICAL INSTRUMENTS

List Price From \$20.00 to \$75.00

We will equip the \$50.00, \$60.00 and \$75.00 Machines with the Music Master Wood Horn at no extra charge.

Double Record Discs

10 inch—65c.

12 inch—\$1.00

Our new catalogue of foreign Double Records is ready for you on request.

The greatest care is exercised in combining the selections, each side of the disc presenting the latest and best in popular music or standard compositions. No extra charge for copyright selections.

Zon-o-phone Records will stand comparison with any make. A trial will convince you.

Universal Talking Machine Mfg. Co.
Fourth and Race Streets PHILADELPHIA, PA.

WHERE YOU CAN OBTAIN THE ZON-O-PHONE PRODUCT:

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Hot Springs.....Joe Hilliard, 216 Central Ave.
Ft. SmithR. C. Bellinger, 704 Garrison Ave.

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Bridgeport.....F. E. Beach, 962 Main St.

FLORIDA

Tampa.....Turner Music Co., 604 Franklin St.

ILLINOIS

Chicago.....Joseph Jiran, 1333 West 18th St.
Chicago.....W. H. Sajewski, 1011 Milwaukee Ave.
Chicago.....Tresch, Fearn & Co., 73 Fifth Ave.

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Annapolis.....Globe House Furn. Co.
BaltimoreC. S. Smith & Co., 641 W. Baltimore St.

MASSACHUSETTS

Boston.....Katz & Hoffman, 9 Portland St.

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St. Paul.....W. J. Dyer & Bro., 21-23 W. 5th St.

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Detroit.....J. E. Schmidt, 336 Gratiot Ave.

MISSOURI

Springfield.....Morton Lines, 325 Boonville St.
St. Louis.....Knight Mercantile Co., 211 N. 12th St.
St. Louis.....D. K. Myers, 3839 Finney Ave.

NEW JERSEY

Hoboken.....Eclipse Phono. Co., 203 Washington St.

NEW YORK

Brooklyn.....B. G. Warner, 1213 Bedford Ave.
New York.....Greater New York Phonograph Co.,
810 Grand St.
New YorkS. B. Davega Co., 126 University Place.

NORTH DAKOTA

FargoStone Piano Co., 614 First Ave., N.
Grand Forks.....Stone Piano Company.

OHIO

Akron.....Geo. S. Dales Co., 133 S. Main St.
Cincinnati.....J. E. Poorman, Jr., 639 Main St.

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Allegheny.....H. A. Becker, 601 Ohio St.
Harrisburg.....J. H. Troup Music House, 15 So. Market Sq.
Philadelphia....Harmonia Talking Machine Co., 1221 Arch St.
Philadelphia....S. Nittinger, 1203 N. 6th St.
Pittsburgh.....C. C. Mellor Co., Ltd., 319 Fifth Ave.

TEXAS

Baumont.....K. B. Pierce Music Co., 608 Pearl St.

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Milwaukee.....G. H. Eichholz, 552 12th St.
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Vancouver, B.C.M. W. Waitt & Co., Ltd., 555 Granville St.
Winnipeg, Man. Whaley, Royce & Co., Ltd.

The Talking Machine World

Vol. 8. No. 3.

New York, March 15, 1912.

Price Ten Cents

PROVEN VALUE OF RECITALS TO THE DEALER.

Some Interesting Views of the Subject Set Forth Herewith—Recitals Tend to Lift the Talking Machine Above Commercialism and Appeal to the Artistic Sense—How a Recital Should Be Conducted to Secure Best Results—Interesting Pointers in This Connection.

From the very earliest days of the talking machine business The World has preached, consistently and persistently, on the value of recitals as a means of developing business. There is no more dignified, forceful and effective means of demonstrating the value of the talking machine than through recitals. It not only interests, instructs and broadens the intelligence of those invited to participate, but it insures the dealer who develops the recital idea of an enlargement of a knowledge of his respective lines among the class of people who will surely buy, because they are interested in music of some sort, whether it be popular or classical.

While a great many dealers have adopted the recital plan of publicity yet it is well to bear in mind that it is of little avail unless it is done right, and some valuable and practical suggestions regarding this work are contained in the following views of O. A. Kellog, who placed his experiences before the trade as follows:

"Beyond a doubt, public recitals wherever tried have given the business an impetus and resulted in sales. However, the number of sales depends largely, if not entirely, on just how the recitals are conducted. This feature of the talking machine business, although showing some improvement, is still sadly neglected. This is an epoch of demonstration, therefore it behooves the dealer to inform the public of the great artists through the 'talkers' and records. Whenever possible, give these recitals in your warerooms. Train the public to understand that your establishment is the abode of great artists' voices. If you rent a hall, aside from the extra expense, the surroundings are only usual, and you lose a valuable asset.

"My idea of the recital feature is to eliminate commercialism. Don't advertise that 'Smith & Brown Co.' invite you to a recital; rather say the management of 'Grand Opera Hall,' 'Victor Hall,' 'Edison Hall,' or any other suggestive name, will present Caruso, Melba, Farrar, Sousa's Band, etc. Do not add that the 'Victrola' will do the work. You arouse curiosity by not doing so.

"The program must be arranged tactfully and tastefully. If you are not educated in music and have never studied the arrangement of programs, secure some musician to assist you, and you can also draw on local talent to aid you. In following this plan you secure gratuitous publicity through the society columns and music pages of the papers before and after the recitals. The Victrola advertisement should appear on the same page, and next to, if possible, the write-up of the recital.

"The attendant at the machine should describe each record before it is played. Tell your audience where the number appears in the opera, or, if it is a ballad, give an outline of the composer; say when and where born, the prominent compositions of the author, and then recite the poem that you are about to demonstrate. Also, mention the artist who renders the selection. This plan is much more effective than merely methodically playing one record after another in a sort of a mechanical manner. As to the attendance—request the presence of the leading musicians and society people, and provide them with reserved seats. You will find a fair percentage of those in attendance, although they may have attended from curiosity, will have developed into good customers.

"One evening an old gentleman sat near the Victrola, very much interested. He shook hands with me on retiring, and remarked he hadn't expected to hear anything so grand. A few days later his daughters presented him with a Victrola, remarking to me that all he could think of since hearing the recital was grand opera.

"Ascertain the studies in the public schools and search your catalogs for compositions by the authors they are studying, then invite the teachers to demonstrations. By so doing you will receive free announcements in the schools, with the request that the pupils attend. I invited the professor of music of the public schools of Dayton to spend an evening with me hearing grand opera. He grasped the possibilities of the talking machine as an educator and induced the superintendent to secure the purchase of a machine by the school board. Three other schools have since been supplied, and soon all the schools of that city will possess a Victor.

"A lady came in the other day and asked to see and hear a machine like the one used in the school, remarking that her children were becoming so familiar with classical music that she had herself become interested, and wanted a machine at home, so as further to develop her children's minds in good music.

"Excellent results will be obtained in giving well devised recitals. David Bispham is on record as saying that a talking machine and player-piano should be used in every school. Other prominent educators are getting in line, and the question is, Will you be the dealer to profit in your locality?"

VICTOR LINE FOR JACOB BROS.

Prominent Piano Concern Handles Victor Line in all Retail Stores.

Jacob Brothers, the prominent piano manufacturing and retailing concern of New York, have made arrangements for handling the entire Victor line of talking machines and records exclusively in all the retail stores which they control in New York city and other nearby cities. The extent of the field covered in a retail way by the concern and the high standing of the various stores in their respective communities, the deal is an important one for all concerned. An initial stock of Victor goods has already been placed in each of the Jacob Bros. stores.

EDISON EDUCATIONAL EXHIBIT

Held in St. Louis in Conjunction with the Convention of the National School Superintendents' Association—Talking Machines and Moving Pictures as Aids to the Teacher.

(Special to The Talking Machine World.)

St. Louis, Mo., March 9, 1912.

During the recent convention of the National School Superintendents' Association, held in this city, Thomas A. Edison, Inc., took advantage of the occasion to maintain an educational exhibit in the Jefferson Hotel, the use of both talking machines and moving pictures as aids to teachers being demonstrated in a thoroughly interesting and convincing manner.

The exhibit was in charge of W. H. Ives, head of the educational department of the Edison Co. and well known to the educators as originator of text books, and two assistants. Prof. Ives' reputation as a practical and progressive school man had much to do with the generous reception accorded his innovation, which was shown before a teachers' organization here for the first time.

The Edison idea does not conflict directly with the Victor Co.'s music plan as it is the Ives idea to relieve the teacher of much of the routine work, and his records speak examples, such as "multiply 52 by 7." These records are designed to give the teacher relief from what is universally admitted to be the most nerve racking and fatiguing part

of the teacher's work and to permit her to devote time to the government of the school. The idea will be carried into spelling and other lines.

The dealers' interest in these records were largely due to the new composition used in these cylinders, which are indestructible and which local dealers assert mean an innovation in the Edison record business. The records were spoken on an Opera machine supplied Mr. Ives by the Silverstone Talking Machine Co., the local Edison jobber, and many favorable comments were heard from the teachers and others on the effective production.

The moving picture machine, with its historical scenes and the neatness and compact films, aroused great interest and was accepted by the teachers instantly as being a great help in the school work.

COLUMBIA AGENCY IN BROOKLYN.

House of F. G. Smith to Give That Company's Products Live Representation—Handsome New Quarters in Flatbush Avenue—Other Big Deals Closed or Pending.

The Columbia Phonograph Co. has recently completed a big deal in Brooklyn, N. Y., whereby the great piano house of F. G. Smith, manufacturers and retailers of the Bradbury piano, of which there are thousands in Brooklyn homes, has made arrangements to handle the Columbia line of graphophones and grafonolas and double disc records in the new four-story F. G. Smith building on Flatbush avenue. The new deal provides for what will be one of the most representative talking machine establishments in the borough, the trade up to the present being handled chiefly by a number of small dealers. With the new branch as a basis the Columbia Co. look for a rapid development of its trade on the other side of the bridge.

George W. Lyle, general manager of the Columbia Co., announces that the company has recently sold its business in Denver, Colo., and turned over the exclusive jobbing rights for that territory to Dalzell Bros. & Scheuber, who, upon completion of the new arrangement, placed an initial order for \$20,000 worth of Columbia products.

"This transaction," added Mr. Lyle, "is in accordance with the policy which we have already announced of turning over our own business to dealers at such time as suitable arrangements can be made to take care of the territory effectively. In the same way our store in Little Rock, Ark., has been sold to J. C. Nielsen, and our store in Oakland, Cal., has been taken over by L. O. Clancy. In each case a healthy, flourishing business was developed before these stores were disposed of. We are, of course, satisfied that in each case our interests will be properly taken care of." Mr. Lyle added "that negotiations are pending for similar transfers in other cities."

PHONOGRAPHS FOR LECTURING.

To Be Used in Future on the Sightseeing Automobiles in San Diego, Cal.—Economy and Accuracy Given as the Reason.

According to a dispatch from San Diego, Cal., the phonograph will replace the human lecturer on the sight-seeing automobiles operated in that city. It is planned to put into service new double decked cars carrying fifty passengers and the phonographs have been decided upon from the viewpoint of both economy and accuracy. If the experiment proves a success there is a strong possibility that phonographs will supplant lecturers on sight-seeing cars in other cities.

NAME OF FIRM CHANGED.

In order to standardize its office work the firm heretofore known as "The Tone Controller Co." of Providence, R. I., will hereafter be consolidated with "The Minute Shine Co." The Dust Off Record Cleaner products will be marketed under this latter firm style.

DEVELOPMENT OF TALKING MACHINE TRADE IN JAPAN.

Japan-American Phonograph Manufacturing Co. Declares Dividend of 25 Per Cent. at Annual Meeting and Amalgamates with Nipponophone Co. Under Latter's Name—Interesting Facts Regarding Manufacturing and Selling Methods—Japanese Market Practically Controlled by One Company—The Management Is in the Hands of Americans.

(Special to The Talking Machine World.)

Yokohama, Japan, Feb. 17, 1912

One of the most convincing evidences of the increasing interest in the talking machine manifested by the Japanese is the development of the Japan-American Phonograph Manufacturing Co.

This concern held its annual meeting recently and declared a dividend at the rate of 25 per cent., amounting in value to 62,500 yen and showing a net profit for the year of 79,735.43 yen. At this meeting it was decided to amalgamate with the Nipponophone Co. under the latter's name, the consolidation being based on the Nipponophone Co.'s issuing four yen 50.00 shares of Nipponophone stock for one Japan-American Phonograph Manufacturing Co.'s share of 100,000 each. In this connection President F. W. Horne said:

"The consolidation of these two companies is decidedly beneficial to both. Your directors are of the opinion that notwithstanding the increase of the capital stock of the Nipponophone Co. from yen 350,000.00 to yen 850,000.00 the dividend can be maintained by the Nipponophone Company at the rate of 20 per cent. per annum, payable in July and January. The capacity of the manufacturing plant has been increased so as to enable your company to double the former output, which we believe will take care of the increase in trade for considerable time in the future.

"Within the next few weeks it will be necessary for your company to take steps to liquidate. In so doing, I think that we can congratulate ourselves on the fact that after three years of hard work your stockholders have been able to more than double the value of their stock."

The directors and inspectors elected for the ensuing year are as follows: Directors, F. W. Horne, H. E. Metcalf, W. T. Payne, J. R. Geary, J. C. Fletcher; inspectors, W. E. Ketcham, S. H. Gray.

In the amalgamation just referred to the manufacturing company has decided to take the name of the Nipponophone Co. and conduct the manufacturing and sales departments as one corporation.

The Nipponophone Co., Ltd., at its annual meeting reported an increase in business of 50 per cent., and declared a dividend of 20 per cent. per annum. It may be interesting to the American trade to get an inkling of retail conditions in Japan which are set forth rather illuminatingly in the report submitted by Chairman Horne at the

annual meeting. After commenting upon the increase of business and the dividend declared he said: "We, however, would point out to you that while we are able to put our company on a 20 per cent. dividend basis in the first year of its existence, you must take into consideration that the Nipponophone business was carried on for two years previous to the organization of your company by individuals under the trade name of Nipponophone Co. during which time there was a loss of over yen 50,000.00 in building up the business to a paying basis, which you may call the experimental stage. The company was only incorporated when it was earning 10 per cent. on its present capital stock.

"The small cash balance on hand will indicate to you that we have not sufficient capital to take care of the rapid increase in our business. While we have some yen 216,000.00 worth of stock on hand, it is a comparatively small amount when you come to distribute it amongst the 31 branch offices which we now own and control ourselves and supply over 106 agents who are under contract to handle our goods exclusively, to say nothing of wholesale trade.

"It is the intention of your directors to increase our stock on hand to nearly yen 400,000.00 in order to fill orders promptly. In order to do so, a special meeting will be called in the near future for the purpose of considering the increase in our capital aside from the increase of the capital of yen 500,000.00 which has been authorized for the purpose of purchasing the Japan American Phonograph Manufacturing Co.'s plant complete, which will be consummated within a few days.

"The purchase of the manufacturing plant and consolidating it with your company under the name of Nipponophone Co., Ltd., with a capital stock of yen 850,000.00 will be beneficial and your directors can assure you that by so doing we cannot only maintain our present rate of dividend of 20 per cent on the total stock, but will have a reasonable margin to take care of depreciation, equalization of dividends and reserve.

"The policy of your company of treating all agents alike according to the amount of their purchases, as well as maintaining one price for wholesale and retail trade for the merchandise they are selling, will be continued as in the past, as we find the public much prefer to have but one price without any rebate which enables them to order their goods by any means they deem best, being

assured that they will receive the goods at the lowest possible price they are sold to anyone. It has further been the policy of your company to make good without charge any inherent defect in records or machines sold by us, which will be continued.

"The directors of your company have to thank each and every one of our employes for their loyalty to the interest they represent. I can say that the credit for the splendid organization is due to our general manager and his able assistant.

"Each and every manager of our various branches owes his position to the ability that he has shown. Each and every man in our employ we have to thank for the services they have rendered.

"Numerous changes have been made in our staff within the last year with the result that I can say that the men in our employ at the present time are picked men. They are a fine lot of progressive young men who secure their trade by attention to their business in a businesslike manner and avoid making sales by entertaining, for trade obtained by these methods is not only expensive to secure, but cannot be held and costs more than it is worth, to say nothing of the bad moral effect on our salesmen and others.

"Patents—We are advised by our attorney that we are in an exceedingly strong position by reason of patents we have taken out in our own name and those we have purchased of others, which virtually gives us the control of the hornless machines and the best style of reproducers. We have instructed our attorney to commence suit against infringers and to prosecute them to the full extent of the law. We have every confidence that our position will be maintained.

"It is with pleasure that we can say that our records have steadily improved in quality and today, I believe, they are equal to any in the world, taking in consideration durability and quality of tone. Our machines have become standard and in the near future we will bring out several new styles which, we believe, will enable us to greatly increase our business."

From the names of the parties interested in this talking machine enterprise in Japan, it is easy to surmise that Americans are strongly represented. As a matter of fact the original promoter of both the manufacturing and retailing companies and their largest shareholder is F. W. Horne, an American citizen. The experts of the company are Thomas Kraemer of Philadelphia and O. H. Wetzig, also an American.

The company holds the Japanese market practically without competition, as there is a high import duty of 50 per cent. on foreign made goods, but there is still room for one or two more.

WRITE US FOR INFORMATION AND PRICES NOW

EDISON

Headquarters for
NEW ENGLAND
MACHINES
RECORDS AND SUPPLIES

Sound Box Controller for Victor
Record Albums at Right Prices. A
New Oak Disk Record Cabinet at
a Very Attractive Price for Victrolas
IV., VI. and VIII. :: :: ::

AND ABOVE ALL

VICTOR

Distributors
Largest, Most Complete Stock
East of the Factory

YOU SHOULD KNOW ALL ABOUT OUR
NEEDLES .. **"Grand Opera"** .. NEEDLES

EASTERN TALKING MACHINE COMPANY

177 TREMONT STREET

BOSTON, MASS.

FOR SIXTEEN YEARS AN EXCLUSIVE TALKING MACHINE HOUSE



Victor - Victrola

The leader in the world of music

The perfect rendition of all the masterpieces—unequaled richness of tone—has made the Victor-Victrola the unapproachable leader in the world of music.

And in wending its way to the exalted position it occupies today, it has made its influence felt and elevated every branch of the musical industry.

On the principal avenues of the great cities of the world, luxurious salesrooms have been established where the Victor line is sold exclusively. In some instances rentals of twenty thousand dollars and thirty thousand dollars per year are justified because of the immense value of the Victor-Victrola as a business bringer and a money maker.

It has brought to him not only a steady stream of customers, but a steady stream of dollars and ever-increasing prestige that makes the success of the past seem insignificant in comparison to the golden future that is still before it.

Victor Talking Machine Co., Camden, N. J., U. S. A.

Berliner Gramophone Co., Montreal, Canadian Distributors.

Always use Victor Records played with Victor Needles—there is no other way to get the unequaled Victor tone.

VICTOR DISTRIBUTORS

Albany, N. Y. Finch & Hahn.
 Atlanta, Ga. Elyea-Austell Co.
 Phillips & Crew Co.
 Austin, Tex. The Talking Machine Co. of
 Texas.
 Baltimore, Md. Cohen & Hughes, Inc.
 E. F. Droop & Sons Co.
 H. R. Eisenbrandt Sons.
 Bangor, Me. Andrews Music House Co.
 Birmingham, Ala. E. E. Forbes Piano Co.
 Talking Machine Co.
 Boston, Mass. Oliver Ditson Co.
 The Eastern Talking Machine
 Co.
 M. Steinert & Sons Co.
 Brooklyn, N. Y. American Talking Machine Co.
 Buffalo, N. Y. W. D. Andrews.
 Neal, Clark & Neal Co.
 Burlington, Vt. American Phonograph Co.
 Butte, Mont. Orton Brothers.
 Chicago, Ill. Lyon & Healy.
 The Rudolph Wurlitzer Co.
 The Talking Machine Co.
 Cincinnati, O. The Rudolph Wurlitzer Co.
 Cleveland, O. W. H. Buescher & Sons Co.
 Collister & Sayle Co.
 The Eclipse Musical Co.
 Columbus, O. Perry B. Whitsit Co.
 Denver, Colo. The Hext Music Co.
 The Knight-Campbell Music
 Co.
 Des Moines, Ia. Chase & West.
 Harger & Blish, Inc.
 Detroit, Mich. Grinnell Bros.
 Dubuque, Iowa. Harger & Blish, Inc.
 Duluth, Minn. French & Bassett.

Elmira, N. Y. Elmira Arms Co.
 El Paso, Tex. W. G. Walz Co.
 Galveston, Tex. Thos. Goggan & Bros.
 Grand Rapids, Mich. J. A. J. Friedrich.
 Honolulu, T. H. Bergstrom Music Co., Ltd.
 Indianapolis, Ind. Wulschner-Stewart Music Co.
 Jacksonville, Fla. Florida Talking Mach. Co.
 Kansas City, Mo. J. W. Jenkins Sons Music Co.
 Schmelzer Arms Co.
 Lincoln, Neb. Ross P. Curtice Co.
 Little Rock, Ark. O. K. Houck Piano Co.
 Los Angeles, Cal. Sherman, Clay & Co.
 Louisville, Ky. Montenegro-Riehm Music Co.
 Memphis, Tenn. E. E. Forbes Piano Co.
 O. K. Houck Piano Co.
 Milwaukee, Wis. Wisconsin Talking Machine
 Co.
 Minneapolis, Minn. Laurence H. Lucker.
 Mobile, Ala. Wm. H. Reynolds.
 Montreal, Can. Berliner Gramophone Co., Ltd.
 Nashville, Tenn. O. K. Houck Piano Co.
 Newark, N. J. Price Talking Machine Co.
 New Haven, Conn. Henry Horton.
 New Orleans, La. Nat'l Auto. Fire Alarm Co.
 Philip Werlein, Ltd.
 New York, N. Y. Blackman Talking Machine Co.
 Sol. Bloom, Inc.
 Emanuel Blout.
 C. Bruno & Son, Inc.
 I. Davega, Jr., Inc.
 S. B. Davega Co.
 Chas. H. Ditson & Co.
 Landay Brothers, Inc.
 New York Talking Machine Co.
 Silas E. Pearsall Co.
 Beni. Switky.

Oklahoma City, Okla. Schmelzer Arms Co.
 Omaha, Neb. A. Hospe Co.
 Nebraska Cycle Co.
 Peoria, Ill. Putnam-Page Co., Inc.
 Philadelphia, Pa. The Talking Machine Co.
 Louis Buehn & Brother.
 C. J. Heppe & Son.
 Penn. Phonograph Co., Inc.
 H. A. Weymann & Son, Inc.
 Pittsburg, Pa. C. C. Mellor Co., Ltd.
 Standard Talking Machine Co.
 Portland, Me. Cressey & Allen.
 Portland, Ore. Sherman, Clay & Co.
 Richmond, Va. The Corley Co., Inc.
 W. D. Moses & Co.
 Rochester, N. Y. E. J. Chapman.
 The Talking Machine Co.
 Salt Lake City, Utah Consolidated Music Co.
 San Antonio, Tex. Thos. Goggan & Bros.
 San Francisco, Cal. Sherman, Clay & Co.
 Savannah, Ga. Phillips & Crew Co.
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 Koehler & Hinrichs.
 Syracuse, N. Y. W. D. Andrews.
 Toledo, O. The Whitney & Currier Co.
 Washington, D. C. E. F. Droop & Sons Co.
 Robert C. Rogers Co.

ENTHUSIASM IN BUSINESS.

"A Little More Enthusiasm and a Lot More Profit"—Some Timely Illustrations.

Does it not do you a world of good to meet Mr. Enthusiast, and are you not always better for the introduction? There is a vigor, a freshness, and, yes, a magnetism, too, about him that exhilarates and strengthens. Socially, he is a captivating chap, for he has a hobby and can talk about it fascinatingly, but the real place for the enthusiast is in business, for there he can turn his talents to the acquiring of riches.

Enthusiasm turns work into play and makes of business a pleasing pastime. There is a well known saying to the effect that most mortals are square pegs in round holes, and this is true, but why? Because of the absence of enthusiasm. How can a man hope to succeed without it? He will continue to be a square peg in a round hole just so long as he remains uninterested and bored. If he finds it impossible to become enthusiastic in the profession which he has adopted, he should turn to other worlds to conquer. There is a round hole, Mr. Talking Machine Dealer, for every man if he can but find it, and to the fellow of intelligence who is dissatisfied, and who longs for a congenial and remunerative occupation, the talking machine business holds out its arms in cordial welcome.

I have met and am personally acquainted with a goodly throng of business enthusiasts, and I assure you, it is indeed a delight to know them, and to watch their ever-increasing success.

Did you ever try to gain some idea of the character of a dealer through a conversation with one of his customers? I have, and, would you believe it, I can tell in almost a moment whether or not that dealer is practicing enthusiasm. If the patron is enthusiastic himself; if he has a severe attack of talkeritis; if he has passed it along to his friends until the whole neighborhood is infected with the desire for talking machines, I

arrive at the very definite conclusion that Mr. John Smith, Enthusiast, is doing business near at hand. The enthusiastic dealer makes it a point to inoculate his patrons with the serum of enthusiasm. He caters to their individual tastes; he thinks out various ways of increasing their enjoyment along phonographic lines, and he makes suggestions, which if carried out, will tend to more firmly establish their interest in his wares.

Do you know, Mr. Dealer, that the once widespread prejudice against the talker is fast dying out, and that enthusiasm is taking its place? There is great cause for rejoicing here because it shows that the public is awakening to the real truth concerning this marvelous instrument.

Listen to what "The Ladies' Home Journal," speaking editorially, under the title of "Spoiling a Good Thing," has to say upon the subject:

"Just see what we have done with the 'talking machine.' Here is a marvelous invention: wonderful in its possibilities for good. But what do we do with it? First, we consider it a tribute to our musical knowledge to speak of its results in derision as 'canned music.' Next, we pervert its possibilities by insisting that we shall be furnished with the meaningless ditties and worthless music of the streets and the musical comedies. There is no doubt that summer evenings have been made hideous to many of us by a 'Victor' on one side of us grinding out 'The Virginia Rag' and a 'Columbia' on the other side of us torturing every nerve with 'There's a Lemon on Every Tree but Mine.' But that is not because the 'talking machine' is a nuisance; it is because there are people who can always be depended upon to vulgarize and abuse anything, no matter how good it may be of itself. The fact remains that the 'talking machine' has made good music possible to thousands. If your children plague you almost to distraction with their ragtime 'records' it should not be forgotten that the same 'talking machine' can do quite another thing if you wish. It can sing to you with the voices of the great artists whom you can never hear; it can give you the tones of the



"SHE HAD A SEVERE ATTACK OF TALKERITIS."

violin and even of the orchestra, not merely for your amusement, but insensibly training your ear to some comprehension of the charm of the great world of tone. No matter where you live you can be a part of the awakening of the American public to the beauty of music. It is all in how you use the 'talking machine.' It offers you what you will."

Does it not lift you to the lofty heights of enthusiasm to read this glowing tribute, especially when it comes straight from the editorial column of a great, sincere and conservative magazine such as "The Ladies' Home Journal?"

A recent number of "Woman's Home Companion" contains a story, "The Boarding House Graphophone," in which the author, Norvell Harrison, conscientiously, I am sure, admits the musical excellence of the talker, as follows:

"When you stop and think that we three nerve-racked teachers liked to come home in the afternoon and rest, it won't seem queer that we didn't want a graphophone in the boarding house sitting room, will it? *A soothing tune set going at the right moment, or even an hour of choice repertory would have appealed to each of us;* but not a medley of the moment's rag-time hurled against a noise-weary tympanum, a daily six-hour performance with only a dozen records to draw on! *A graphophone controlled by an adult musician would be one thing; one controlled by Boysie would be another!* Imagine having forty-two algebra papers to correct, and of having the 'Laughlin Coon' tickled from supper-time to bedtime. Oh, I don't mean to be facetious because we hard-working teachers felt it anything but funny! Boysie's wanting a graphophone meant war between Boysie and us; this is the story of the campaign about it."

The tale, a few sentences of which I have quoted above, is a scream, and should be read by everyone with a sense of humor, and, Mr. Dealer, it brings out this fact very prominently: A talker need be a nuisance only when rendering "a medley of the moment's rag-time * * * with only a dozen records to draw on."

Mr. John Smith, Enthusiast, would educate his patrons to avoid such a condition, seeing to it that the neighbors and his customers, instead of appealing to the authorities to stop the noise, would beg for more music. It is all in the selection of records. Everybody likes a little rag-time; it causes a pleasing reaction from the heavier and more solemn melodies, but in order to keep the musical standard of the talking machine in the exalted position it now holds, the dealer and the manufacturer, working in harmony, and with enthusiasm, should lead the purchasing public ever upward toward the very best in music.

L'Envoi a la Daffydil.

The shipping department of the Talking Machine Co. was humming with nervous activity. There was very little chance for "conversations" but eventually "Danny Deever," who had fastened



Won't You Have a Lesson in Spanish?

It's so easy to learn by the I. C. S. system—and a knowledge of Spanish is so useful nowadays.

The I. C. S. system of language instruction by means of the phonograph makes easy the mastering of a foreign language, and appeals with compelling power to thousands. The dealer in phonographs who does not carry I. C. S. Language Outfits is neglecting a quick and sure way to increase his business. The new \$35 Language Outfit of the I. C. S. is a marvel. It represents the highest art in the teaching of languages, and embodies a method that has won the warmest praise of thousands qualified to speak authoritatively. The Spanish, French, and German Embassies at Washington, as well as the leading colleges, have cordially indorsed the I. C. S. method of teaching languages.

The I. C. S. Language Outfit consists of an Edison Gem Phonograph made especially for language work; small horn; headband hearing tube; oil can; and 25 Conversational Records teaching pronunciation guaranteed to be absolutely correct, with native intonation and inflection. In addition to these Conversational Records there are pamphlet Instruction Papers teaching the theory of the languages. The new Outfit is at one and the same time the best and cheapest ever offered—the price being only \$35.

If you want to increase your business, write to-day for full particulars.

International Correspondence Schools

Box 918, Scranton, Pa.



If you're not handling Columbia goods, there must be a reason why, or a misunderstanding. If it's a *reason*, we honestly believe it's *wrong*. If it's a *misunderstanding*, is it *yours*, or *ours*?



**Columbia Phonograph Co., Gen'l
Tribune Building, New York**

his lunch hooks on a two hundred and fifty plunk Circassian walnut joy producer from Camden, N. J., asked curiously "What Victrola on needles about?" Then "Callaghan" looked up from his job of packing near conductor's punches, and explained thusly: "She was 'Waiting at the Church' 'In the Gloaming' for 'Bill from Louisville,' so 'Wade Cutter.'"

HOWARD TAYLOR MIDDLETON.

DICTAPHONE AT SPOKANE AD CLUB.

Some Interesting Records Made and Absent Ones Heard from Through This Means, at Recent Meeting of Advertising Men.

(Special to The Talking Machine World.)

Spokane, Wash., March 5, 1912.

At a recent meeting of the Spokane Ad Club, presided over by A. W. Sawyer, advertising manager of Eilers Music House, Spokane, Wash., a novel feature was introduced.

Dictaphone records were secured of an address given by C. C. Chapman, secretary of the Portland Commercial Club and a man well known to the ad men of Spokane and the Northwest.

A large horn was attached to the Dictaphone and the address given to the ad club while the real speaker was more than 500 miles away. The records were clear and distinct and could be heard well throughout the spacious hall in the Davenport restaurant, and there was a smile of approval from the ad men and their friends when they recognized the voice of their friend Chapman.

Dictaphones were used in order to cut the number of records down, the entire fifteen minute address being given on three records.

There were about seventy-five ad men and business men in attendance and many declared that it was the most novel and interesting stunt ever pulled off at the club luncheons.

Mr. Sawyer received some splendid publicity for his firm, both in the announcements and in the papers as well as the exhibit of machines, and feels well repaid for his efforts.

TALKING MACHINE HELPS POSING.

Victrola Enables Photographer to Secure Natural Expression on Part of Subject—A New Field for the Dealer.

According to the latest report a talking machine has been found to solve the problem of the photographer in persuading and aiding his subject to assume a natural pose and, what is even more difficult, smile naturally. It is understood by photographers that to get a proper effect the attention of the subject must be concentrated on something foreign to the idea of having a photograph taken and the posing necessary for that purpose, and while a stuffed dog or cat served to attract the attention of a small child, the grown person has presented a greater problem. Not long ago a prominent photographer in one of the larger cities installed a Victor Victrola in his studio for the entertainment of his patrons and was not long in discovering that the subject's expression was all that could be desired when the Victrola had been played while the

picture was being taken. According to The Voice of the Victor, L. Earl Elsham, manager of the talking machine department of the Trafford Co., Mason City, Iowa, recently sold a Victrola to a local photographer for developing natural poses on the part of his patrons and states that the results exceeded expectations by a wide margin. The result has been that several other photographers in that city are considering the installation of Victrolas.

PACKARD PLAYER AND VICTROLA

Heard in Joint Recital at Ross C. Kiningham's Piano Warerooms at Danville, Ill.

(Special to The Talking Machine World.)

Danville, Ill., March 8, 1912.

The beautiful display rooms of Ross C. Kiningham in the Commercial Bank building, were transformed into a well decorated recital hall, which was filled to overflowing with an appreciative and enthusiastic audience Wednesday evening. Classical and popular selections were given on the Packard player-piano by P. B. Hickman, Mr. Kiningham's player expert, and Ernest McGill, of the Packard Co. In part of the program the Victrola was used with a player-piano accompaniment, which convinced those present not only of the marvelous possibilities of the Packard player-piano, but of the wonderful effects possible through the union of that instrument with the Victrola.

The affair was hugely enjoyed and the concert will certainly be repeated at an early date. Among those members of the trade present were Messrs. Taylor, of the Victor Talking Machine Co., and Conover, of the Talking Machine Co., Chicago.

PHILADELPHIA DEALERS ELECT OFFICERS

The Talking Machine Dealers' Association, of Philadelphia, was organized in that city on February 14, when the following officers were elected: President, Wm. S. Gibson, 4239 Frankford avenue; vice-president, John A. Popp, 2324 Columbia avenue; secretary, M. Goodstein, 5207 Market street; treasurer, L. L. Goodstein, 327 West Girard avenue.

The meeting took place in the Parkway building, 119 East Broad street. There was a goodly attendance of dealers, and an active campaign is to be carried on to interest others.

DEATH OF THOMAS B. RODGERS.

(Special to The Talking Machine World.)

Pittsburgh, Pa., March 8, 1912.

Thomas B. Rodgers, a valued employe of the local store of the Columbia Phonograph Co., died Friday, February 23. The deceased was connected with the Pittsburgh store for about ten years, filling the position of manager of branch stores at Homestead, Pa., and Wheeling, W. Va., and for the past four years traveling salesman, representing the company in West Virginia and sections of Ohio and Pennsylvania.

Every position was filled by Mr. Rodgers with credit to himself and to the satisfaction of the company, and by his genial manners made hosts

of friends in the territory which he traveled and endeared himself to his associates in the Pittsburgh store.

VICTOR CONCERT IN PUBLIC SCHOOL

In New York Affords the Greatest Pleasure to Pupils and Teachers—Machine Will Be Installed.

Chester I. Abelowitz has resigned his connection with the talking machine department of the Frederick Loeser & Co.'s store in Brooklyn, with which he has been connected for two years, and has joined the forces of the Abelowitz Phonograph Co., which is opening a new store at 1353 St. Nicholas avenue, New York.

Recently Mr. Abelowitz gave a very interesting Victor concert at Public School 25, New York. He used the Victor machine, and the program consisted of about thirty selections, including popular, standard and operatic records. The pupils and teachers present were exceedingly delighted and manifested their appreciation by the closest attention and applause.

The Caruso Aria from "La Boheme" afforded such pleasure that it had to be repeated at the request of the principal, while Harry Lauder's "Breakfast in Bed on Sunday Morning" caused the teachers and pupils to go wild with laughter. All in all, the concert was a huge success, and it is probable that the school will become the possessor of a Victor talking machine for educational purposes.

Chas. C. Roberts, principal of the school, in his address after the concert said in part: "There are people living and dead who have never had the opportunity to hear such great artists as we have heard here this morning. You really cannot imagine how much it would cost if all of us were to go and hear these wonderful singers at the opera. Through the Victor and the courtesy of Mr. Abelowitz these world famous artists have come to us. The Victor does so much justice in reproducing their voices that by possessing one you have a Metropolitan opera of your own."

When the concert was over Mr. Abelowitz played the "Semper Fidelis March," by Sousa's Band, to which the boys marched out of the auditorium, keeping fine time with the music. Mr. Abelowitz is now arranging to give a number of concerts in the public schools throughout the city, which will doubtless be productive of good results in a business way.

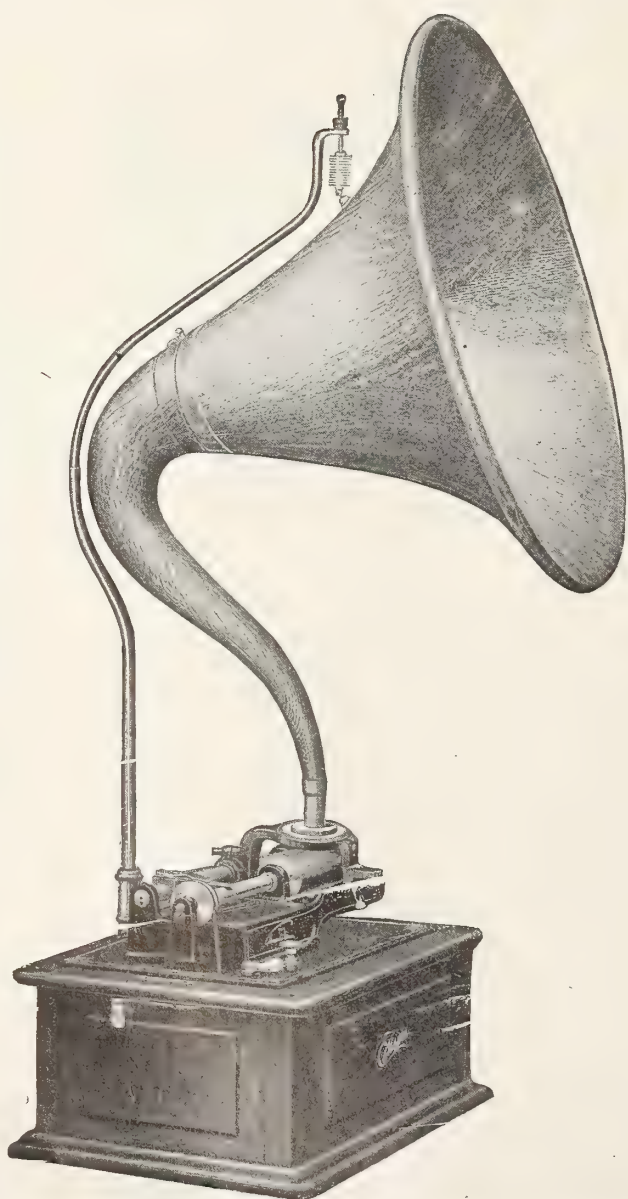
THE VALUE OF THE WINDOW.

Every dealer gives—or, at any rate, should give—a good deal of time and thought to his windows. Whether the store be large or small, the relative importance of the windows is the same. Don't neglect them. If you are tempted to do so by seemingly more important duties that crowd upon you, put in new display cards, put in new goods, etc., and these will help solve the problem.

When the smoke of battle blows away, don't let people find you sitting there telling about what might have happened. See that they find you busy preparing for the next fight.

The musical interest that Easter always creates is just one more of the outside forces you can make use of in boosting

THE EDISON PHONOGRAPH



Everybody associates Easter with sacred music. Make everybody associate sacred music with the Edison—

by running timely advertisements in your daily newspapers—by making use of the Edison Easter window display—

and by giving Edison Easter concerts, to which everyone on your mailing list should be especially invited.

Easter presents a real live opportunity and you ought to make the best use of it. Be sure that your Record stock is complete. Look it over carefully and write your Edison jobber to-day.

Thomas A Edison
INCORPORATED

59 Lakeside Avenue, Orange, N. J.

Approach your prospective customer from every possible angle. Drive home your selling arguments with a continuous accompaniment by

THE EDISON PHONOGRAPH

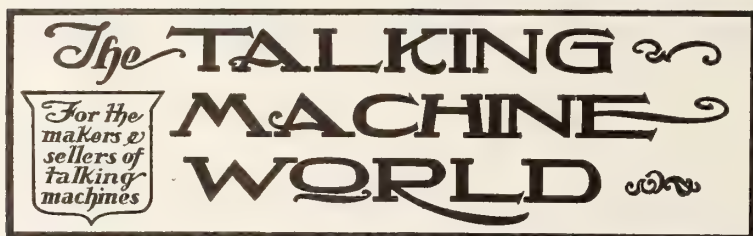
While you are reaching the customer's reasoning mind with your own logical selling talk, the Edison is getting his sentimental side. It is exerting its own powerful influence, and is putting him in a buying mood twice as quickly and twice as easily as you could accomplish the same result unaided.

Keep the instrument and records busy. Keep up the atmosphere of Edison enthusiasm, and *cinch* the order then and there.


Thomas A. Edison
INCORPORATED

59 Lakeside Avenue, Orange, N. J.





EDWARD LYMAN BILL, - - - Editor and Proprietor.

J. B. SPILLANE, Managing Editor.

Trade Representatives: GLAD, HENDERSON, C. CHACE, L. E. BOWERS, B. BRITTAIN
WILSON, A. J. NICKLIN, AUGUST J. TIMPE, H. E. JAMASON.

Boston: JOHN H. WILSON, 324 Washington Street.
Chicago Office: E. P. VAN HARLINGEN, 37 So. Wabash Ave.
Philadelphia: R. W. KAUFFMAN. Minneapolis and St. Paul: ADOLF EDSTEN.
San Francisco: S. H. GRAY, 88 First St. Cleveland: G. F. PRESCOTT.
St. Louis: CLYDE JENNINGS. Cincinnati: JACOB W. WALTER.
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NEW YORK, MARCH 15, 1912.

THE offices of this trade newspaper institution are now located in the new building, 373 Fourth avenue, between Twenty-sixth and Twenty-seventh streets. Our friends who are located in town and those who are visiting this city will find the new location a convenient one.

WHILE business for the past month has not been as active as in January, yet the volume of trade in talking machines and records throughout the country is decidedly larger than for the same period last year. Despite the political ferment which is inevitable now that the competition for the Republican nomination for President of the United States centers between Col. Roosevelt and President Taft, with the battle on among other notable personalities on the Democratic side, the leading men in the talking machine industry are inclined to the belief that interference with business for the year will be comparatively slight, and a buoyant feeling prevails in all branches of the trade.

The talking machine business as a whole was never in a healthier condition than to-day. There are some matters of detail, particularly in the retail and jobbing fields, that will need consideration and revision, but, broadly considered, the business as a whole is being conducted along progressive lines.

It is a business of evolution—a business of laboratory skill—a business of education—a business of entertainment—a business of scientific development.

Its possibilities were never greater, and it only requires the confidence and enthusiasm of talking machine men to score a still greater measure of success than has even yet been accomplished.

Confidence and enthusiasm in the business and in the products should be the slogan for 1912.

THE word "service" is about the greatest word in commerce to-day. There is as much difference between good service and poor service as there is between good money and counterfeit money. Every possible effort is necessary to perfect service and to maintain it, and once established it has a money value; and this applies to any business or profession. There are countless large buyers who are willing to, and do, pay something in money for service—counting it profitable. A man said a while ago that the difference in salary between two men depended upon the difference in supervision required. So in service. Its value depends upon the certainty of it, and therefore wise buyers will seek it and buy it regularly.

When a customer remains faithful to a house because of service, the Good Will is there, and it is the opposite of the old-

fashioned Good Will, which one man kept because he was financially able and the other acknowledged because he was forced to.

THERE continues to be a great demand for first-class salesmen who understand the retail talking machine business in all its phases. There are plenty of men applying for positions, but the trouble centers in the fact that they know little about the business, and when they do get a position no effort is made to learn other than the superficial requirements in regard to styles and prices of machines.

Few men stop to think why they cannot "deliver the goods." Either through stupidity or vanity they overlook that this condition is due in a large measure to indifference and lack of energy. They float along the channel of least resistance instead of seeking to learn everything of importance and value regarding sales methods—the knowledge of, and control of, stock; the difference in machines; in tone values; in constructive details; an acquaintance with the various records; the importance, when selling, of using only first-class, instead of worn out, scratchy records; of impressing customers with the musical values of the various styles.

On the other hand, the department manager is to be censured for his failure to help the salesman—particularly the new man. He should make it a point to get in close touch with his force at regular periods and explain the policy of the house as well as the selling features of the different machines. The principles upon which the tone is reproduced by the sound-box, or reproducer, should be explained, as well as the methods of making records; the handling of customers with their varied eccentricities should be treated of fully; in other words, the department manager must do his share to make the salesman a greater factor in the development of the business of the house.

Many managers seem to think that they are disposing of a very valuable asset in instructing their salesmen regarding selling methods. They feel that they are giving them a knowledge which may be sold at a higher salary to some other establishment a little later.

While this is very true, still to withhold helpful information is a narrow conception of one's obligations. With very few exceptions when men are taken into the confidence of the manager and their knowledge and enthusiasm aroused regarding their work they will be loyal to their chief and to the establishment.

There must be confidence, however, on both sides, and this is the condition that will insure success.

In the talking machine field, as in every other industry, it is the man who sets to work seriously to know the business thoroughly in all its details that wins out. Knowledge is power. While a pleasing appearance and address are a valuable asset to a salesman, they become worth considerably more when they are backed by a knowledge of the goods which he is selling.

THE man who doesn't want to be told is a bad piece of the business world. The fellow who has pulled the doings of things down to the perfection notch and is unable to see where somebody on the outside can give him a suggestion worth trying is in a very bad way. When we occasionally run across him we experience a cross between indignation and amusement.

The upishness of the mental workings of a man who feels himself so secure in the regulation of affairs under his control that he is incapable of taking kindly and in a spirit of willingness to any suggestions that may be offered to him simply needs the application of a slipper of commensurate size to his anatomy to bring him to a proper realization of the fact that nobody knows so much that he can't learn something else with profit.

We run across men who have managed business in certain lines for years and who have so conformed themselves to their own cut and dried ways of doing things that they simply won't listen to anything that is proffered to them by other people. The result is that these men are sooner or later worsted and beaten in their lines by those others who have realized that a reasonable suggestion from anyone is worth trying, or at least worth carefully calculating before it is rejected entirely.

The exasperating attitude of a man who intimates that he is so completely perfect and satisfied with his ways that he doesn't care to listen to anything different, is similar to that of the man who listens and deliberately acts as though he had never heard.

None of us has succeeded in getting so complete a hold on what we are doing that we can't make use of something the brain of someone else may evolve, and the sooner we realize that it is worth while to pick up new ideas and use them whenever possible the surer will be the business results of a satisfactory kind. It isn't often one can afford to be cocksure. It may be a "smart" attitude, but the man with an inquisitive mind invariably wins out.

AN EDUCATIONAL FACTOR.

Success of Exhibit and Demonstration of the Victor Talking Machines and Records in Educational Work at Convention of National School Superintendents' Association in St. Louis—Interview with Mrs. Frances Elliott Clark, in Charge of the Campaign.

(Special to The Talking Machine World.)

St. Louis, Mo., March 9, 1912.

The amazing success of the Victor Talking Machine Co. in promoting the use of the talking machine in the public schools was made plain by the interest shown in the exhibit of that company at the Planters' Hotel in this city during the meeting of the National School Superintendents' Association and affiliated societies. There is no musical section connected with this meeting and that might have appeared a drawback, but the absence of those who are most directly interested in musical education only served to emphasize interest of the executives. None attending this meeting as a member of the societies is graded lower than a principal, and it is upon the recommendation of the persons gathered in this city that school boards buy devices for the school.

Mrs. Frances Elliott Clark, director of the Victor Co.'s educational department since last April, was in charge of the exhibit and was assisted by Howard J. Shartle, of the record order department, and H. C. Brown, and few idle moments did these three have.

"Our rooms have been thronged from early morning until night," said Mrs. Clark to The World correspondent, "and the persons gathering here to hear the machine have shown an intelligent curiosity as to its use in the schools. They all have heard of its excellent work and of the use of hundreds of machines in the schools of New York City, Boston, Chicago, and of their entering the Philadelphia schools recently.

"Some of these school heads until recently have had an idea that a talking machine was like the old tin horn instrument that used to drive persons off the porches for a block from its owner years ago. They are beginning to know that something different has been made or it could not be given a place in any school. Such ideas were prevalent a year ago. They are not now. Every school head is in a receptive mood.

"Our real work began last summer in San Francisco, where for 12 days we entertained grade teachers attending the National Educational Association with programs fitted for school work. We showed those teachers how pupils have as much right to know of the great fields of music and vocal expression, in singing and reading, as in literature and science. We played for them programs of folk dances suitable for school exhibitions and playground work. We showed them how tone culture was best taught by samples of performance and that Tetrassini was the great head tone artist and from her records best could a child appreciate the difference from a throat tone. Also we showed them how good music, perfectly and artistically executed, was better for all school purposes than indifferent piano playing by a grade teacher, who had been so busy equipping himself for the other work that he was not a gifted musical performer. And the great renditions of the English classics was a powerful object lesson. Then, of course, comes readings in other languages for advanced classes.

"The grade teachers and other visitors were impressed and went home and talked. At this meeting are many superintendents who have long been friendly to the talking machine, but there are others who have only heard its praises. These latter are

the ones who have been thronging our rooms. The appreciative ones come here with them and relieve us of pointing out the advantages to a certain extent.

"It might be supposed that entertainment would lead many visitors to us, but such is not the case, or if that is the motive they are quickly converted to intelligent investigators.

"Yes, we are making progress even in St. Louis. Since I was here last November four machines have been placed in St. Louis schools and more are being placed. With the beginning of next year I hope to have a very favorable report to make on St. Louis."

Mr. Shartle said that his only anxiety after seeing the interest shown in the machines was ability to supply records, "but that will be all right after we get into our own new six-story factory, of which reference was made in a recent letter to the trade.

"We are told by other exhibitors," continued Mr. Shartle, "that they are glad to have us here; that we are doing much toward drawing the members of the associations to the exhibits; that our exhibit is new and when they come to see our wares they visit the others. We have been accorded an excellent reception and are very glad we came."

It was noticeable at the hotel where most of the exhibits were installed that the Victor Co. was doing its campaigning in a way that commands respect. The placards in the corridors were plentiful and handsomely made. In no way did they permit any other exhibitor to obtain a lead.

The visit of Mrs. Clark and Mr. Shartle was made the occasion for a local educational campaign. The Koerber-Brenner Music Co. obtained consent to invite all of the nearby talking machine dealers to visit the hotel one day while the teachers were attending sessions of the association and hear the demonstration by experts and also to pick up pointers on the new educational work.

The Bollman Bros. Piano Co. took advantage of the occasion to issue to all St. Louis school principals invitations to visit the exhibit. Vocal music teachers not connected with the schools were in-

EDWARD LYMAN BILL left on March 2 for a European trip taken in the interests of this trade newspaper institution. For some time past our trade has been steadily expanding abroad and we shall have an important business announcement to make within the near future which will mean a material augmentation of the influence of this trade newspaper institution in various parts of the world.

vited to investigate from the standpoint of their work.

Incidentally it might be remarked that some local vocal teachers are seeing wherein they can use the talking machine records in demonstrations as an aid to pupils, and several such sales are reported.

A PHONOGRAPHIC PARROT.

Bird Dealer—But what's the matter with that parrot? You've had him three months now, and



you say he talks and sings all right. I don't see why I ought to exchange him.

Customer—Er—well, then, can't you put a new record in him, anyhow?

BUILT A GOOD EDISON BUSINESS.

(Special to The Talking Machine World.)

Woonsocket, R. I., March 4, 1912.

The A. S. Cook Co. has one of the finest phonograph departments of any similar establishment in New England, one entire side of the store being devoted to this growing branch of the company's business. Under the able management of Robert Peck, the Edison business has been going by leaps and bounds. Mr. Peck is careful to see that there always is a catchy window display, which means a good deal in inviting business.

The DITSON Pledge

Is to see that our clientele has a better service than ever—setting a new standard in Victor jobbing deliveries. The demands of alert Victor dealers—the kind that grow—are many and varied, and we furnish the "first-aid" in every instance.

We believe this year's Victor business will be of tremendous proportions, and it will pay you to have

The Fastest Victor Service

which is a requisite in this hustling age. We possess the largest stocks, the best organization and most up-to-date equipment in the Eastern half of the country.

This covers Victor machines, records and supplies of every kind, not to mention cabinets, needles and trade-marked accessories.

Will you let us tell you more about Ditson co-operation? A postal gets this information!

L OLIVER DITSON CO., Boston, Mass.

The Talking Machine Trade in New England

BURLINGTON, VT., TRADE ACTIVE.

Bailey Music Room Pushing Edison Goods—R. C. Smith Becomes Edison Jobber.

(Special to The Talking Machine World.)

Burlington, Vt., March 8, 1912.

William Walker, who is in charge of the Bailey Music Room at Burlington, Vt., has waxed very enthusiastic over business lately and the quarters, located in the Y. M. C. A. building, entertain a great many customers during a day, all of them interested in the Edison proposition.

R. C. Smith has taken on a full line of Edison goods and henceforth will be known as an Edison jobber in the trade. Mr. Smith has a fine store on the main street of the city. While a good portion of the establishment is devoted to sporting goods, Mr. Smith has set apart a commodious section to be devoted to talking machines. His store is widely known throughout the Green Mountain State.

RECORD SPEECHES FOR REUNION.

Worcester Gentlemen Make Records for Use at Philadelphia Alumni Banquet and Experiment Proves Great Success.

(Special to The Talking Machine World.)

Worcester, Mass., March 6, 1912.

This city was the scene of an interesting event the other day when phonograph records were taken of the remarks of a group of Worcester gentlemen for use at a reunion to be held in Philadelphia of the Alumni Association of the Worcester Polytechnic Institute.

A representative member of the Alumni in Philadelphia thought it a good idea that if certain prominent fellow members could not attend in person, at least it would be a great thing to "hear" them, and he approached the Pittsburgh office of Louis Buehm & Bro., who are jobbers in Edison phonographs. The firm in turn communicated with the Pardee-Ellenberger Co. at New Haven, Conn., who turned the letter over to Manager F. H. Silliman of the Boston office of the Pardee-Ellenberger Co. In the letter was a list of thirteengentlemen, including Hon. Charles G. Washburn, who were to be approached. As the records were to be in Philadelphia at a certain date Mr.

Silliman immediately gave his personal attention to the matter, and went to Worcester to arrange for the reproductions, and although he had a very limited time in which to get busy he was able to come in touch with nearly one-half of those whose names had been submitted.

These gentlemen went to the office of the Worcester Phonograph Co., 11 Trumbull Square, and each one made a record which was forwarded that very night to Philadelphia. The experience proved a most interesting one to the participants at the Worcester office, as several of them never had heard a machine and the idea of their so talking that the same could be reproduced over in Philadelphia seemed to them to be a most marvelous feat. One man, who was approached, could not be induced to go to the office and make a record.

Needless to say the records proved a most enjoyable part of the after-dinner speaking at the alumni gathering.

BIG DEMAND FOR COLUMBIA MACHINES.

(Special to The Talking Machine World.)

St. Johnsbury, Vt., March 7, 1912.

A. L. Bailey, the largest piano dealer in the State of Vermont, and who operates a number of stores, with the largest one here, has been having a large demand for Columbia goods lately, and his business during February was unusually large. Most of his Columbia business is in the higher-priced goods.

NEW STORE FOR CHELSEA.

(Special to The Talking Machine World.)

Chelsea, Mass., March 8, 1912.

Arrangements are under way for the opening of a large store here within the next month or so to be devoted to talking machines as well as pianos. The Edison line will be carried.

MOVES TO CENTRAL LOCATION.

(Special to The Talking Machine World.)

Woburn, Mass., March 7, 1912.

J. F. Lovell, who has been an enterprising Edison dealer here for a number of years, and who has had a place of business at his own home, up one flight, has gone into the center of the town,

where he has opened an attractive store. This step was made necessary by the growth of his business.

TAKES ON COLUMBIA LINE.

The W. B. Lincoln Piano Co., Springfield, Plans Active Campaign—Special Opening a Success—Robt. W. Carter in Charge.

(Special to The Talking Machine World.)

Springfield, Mass., March 5, 1912.

The W. B. Lincoln Piano Co., which has an attractive establishment at 493 Main street, has just installed a full line of Columbia goods and on the opening day, which was on March 1, there was a large crowd of persons to visit the store. W. E. Getchell, the Columbia's hustling salesman, was on hand to assist in welcoming the visitors, all of whom took a lively interest in the machines and records which the Columbia puts out. There were a number of large sales on the opening day. Robert W. Carter, formerly of Carter & Lewis of Lynn, has taken the management of this new department of the Lincoln Co. Mr. Carter at one time was located in Boston.

BECOME COLUMBIA DEALERS.

(Special to The Talking Machine World.)

West Somerville, Mass., March 8, 1912.

William Caldwell & Son of Davis Square have just become Columbia dealers, and their finely equipped store is well adapted to exhibiting Columbia goods to the best possible advantage.

SUCCEED WITH EDISON LINE.

(Special to The Talking Machine World.)

Concord, N. H., March 7, 1912.

Going into this city one is impressed at the size of the business being done by the firm of Brown & Saltmarsh, who have been Edison dealers only a comparatively short time. Lately they have been obliged to increase their line of Edison machines and records and they contemplate in the near future a rearrangement of their store so as to get in more demonstration booths. They are the exclusive Edison dealers in the city.

HERE'S A CLOSE CORPORATION.

(Special to The Talking Machine World.)

North Berwick, Me., March 6, 1912.

Rather a surprising illustration of the growth of business in a small place, due entirely to energy and hustle on the part of the dealer, is afforded in the case of Austin & Austin, which firm, by the bye, is composed of Mr. Austin and his wife. This town is at the end of a car line and numbers a population of only 1,800 persons, yet this firm has been able to dispose of three Opera styles of Edison machines and one Amberola, as well as a lot of lower-priced machines during the month of February. Each of the firm has her and his distinct part of the business; that is to say, Mrs. Austin goes around and gets the "prospects" and Mr. Austin follows and closes the deal.

NEW OPERA STYLE MAKES GOOD.


(Special to The Talking Machine World.)

Portsmouth, N. H., March 5, 1912.

The new Opera style of Edison machine has proved a fine seller with F. W. Peabody. Mr. Peabody also has stores at Haverhill and Amesbury, Mass., but in the first-named city the business has been growing to such proportions that he has been obliged to open an additional establishment.

LIVELY NEW HAMPSHIRE DEALERS.

Two New Hampshire dealers of Columbia goods, not far removed from each other, are the Greer Piano Co. of Manchester and Harriott & Co. of Concord, both of whom report a business for January and February only exceeded by that of December.



THE KEYSTONE

OF OUR

BUSINESS BUILDING

IS P-E SERVICE

The keystone of your profit arch is embodied in getting Edison goods when you want them.

Two complete Edison stocks at New Haven and Boston; shipped on short notice to dealers in New York and New England.

Live dealers require fast Edison Service. P-E Service fulfills your needs for repair parts, records and machines.

EDISON JOBBERS EXCLUSIVELY

THE PARDEE-ELLENBERGER CO.

66 Batterymarch St. BOSTON, MASS.

96 State St. NEW HAVEN, CONN.

FROM OUR BOSTON HEADQUARTERS

324 WASHINGTON STREET, JOHN H. WILSON, MANAGER.

(Special to The Talking Machine World.)

Boston, Mass., March 11, 1912.

There has been a great number of inquiries for the records of Emmy Destin at the Boston quarters of the Columbia Phonograph Co. ever since the announcement was made that this great opera singer was to warble for this concern. Miss Destin has always been a great favorite in Boston. Some of her records to be made in association with one of the Boston Opera House stars promise to be unusual contributions to the catalog of Columbia records, and Manager Arthur Erisman has had several conferences with a popular male star of the Boston opera arranging for a convenient time for the two to make the records.

Keeping in Touch with His Customers.

W. J. Fitzgerald of the Eastern Talking Machine Co. has devised a new postal plan for keeping in close touch with customers which already has brought excellent results. A return postal is sent out and on one side is the line "Kindly send me on approval the following Victor records." Then underneath are three rows of blank spaces, in each of which the prospective customer is to fill in the figures. At the bottom is a line for the name and another for the address. Down in one corner is the further request "How many needles?" Some of the return postals received by Mr. Fitzgerald have been almost completely filled out and there is space to request twenty-one records by number.

Excellent Columbia Co. Business.

The February business at the Columbia Phonograph Co.'s Boston establishment was considerably more than double the business of the same month of a year ago, the extra day, of course, giving the house an advantage. Manager Arthur Erisman says this makes the second largest month's business since the Boston office was established, December of last year being the banner month. The month of March has started off well, and there is every prospect of its proving a record-breaker. Fred Erisman, the assistant manager of the concern seized a few days the first part of the month to go over to New York for a short trip. On his way over he stopped at the Columbia factory at Bridgeport. Manager Erisman has been sorry to lose one of his valued employees, Joe Pyle, an expert machinist, who has been associated with Mr. Erisman for twelve years, the latter having so esteemed his services that he brought him with him from Detroit several years ago, when he took the management of the Boston store. Mr. Pyle's wife was a Detroit woman, and the climate of Boston has not agreed with her, so the doctors ordered her back to her home city. Mr. Pyle, therefore, will associate himself with the Detroit quarters of the Columbia.

New Manager of Henry Siegel Co. Department.

The personnel of the talking machine department of the Henry Siegel Co., the large Boston department store, has been changed since reference was made to this establishment a couple of months ago. A. Rubin, a hustling young man, is now in charge, having returned to the employ of the Siegel store after a season with Schwartz & Bernstein at Gloucester, who, by the bye, are making good in the sale of talking machines. The buyer for this department in the Siegel Co. is E. Reisman, who has come over from New York. The business in machines and records has been growing considerably of late and a large quantity of Columbia goods are being disposed of in these well-fitted up quarters. One of the large show windows on the Washington street front has been fitted up with an elaborate and extensive display of Columbia goods.

Chas. F. Atwood Adds Line of Talking Machines

The latest Boston store to deal in talking machines is that of Charles F. Atwood, formerly located in the Walker building, where he carried a fine line of pianos. Mr. Atwood opened his new store at 207 Tremont street, around the corner

from Boylston street, the end of February and, together with pianos, he has taken on a line of Victor machines, records and all the Victor paraphernalia. Almost the entire window is given over to an exhibit of machines and the center piece is the familiar Victor dog perched on a pedestal of small machines, and the animal's constant revolutions serve to attract many passersby. The store is in a very convenient location and all of Mr. Atwood's many friends are wishing him success in his new undertaking.

Edison's Son Shows Knowledge of Talker.

One day recently a good-looking young man entered the establishment of the Eastern Talking Machine Co. in Tremont street and was waited on by E. A. Welch. The visitor appeared to have a knowledge of machines and their method of opera-

tion, so Mr. Welch casually inquired if he was interested in talking machines. The conversation that followed developed the fact that the young man was Thomas A. Edison, Jr., son of the celebrated inventor, and he is a student at the Massachusetts Institute of Technology, in which the senior Edison long has been interested, believing it to be one of the foremost schools of its kind in the world.

Wm. A. Condon Calls on Boston Dealers.

An interested visitor to the Victor establishments in Boston a few days ago, being especially entertained at the quarters of the Eastern Talking Machine Co., was Wm. A. Condon of New York, head of the Condon Auto-Stop Co., whose appliance to stop the movement of the disc, once

(Continued on page 14.)

Two values for one price. Loud and Soft tones with Duplexetone Needles. A remarkable achievement.

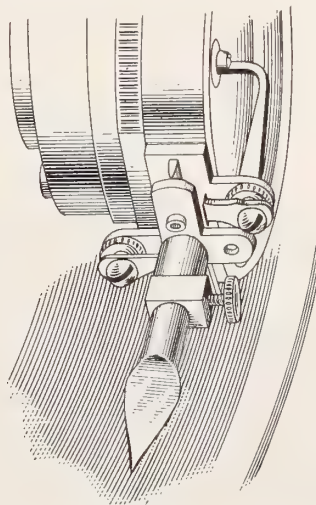
Two months ago a brief announcement was made about Duplexetone Needles; views were shown of the two methods of playing them.

Before this announcement lies a story, a story that is of interest to everyone connected with the talking machine industry and to every owner of a talking machine.

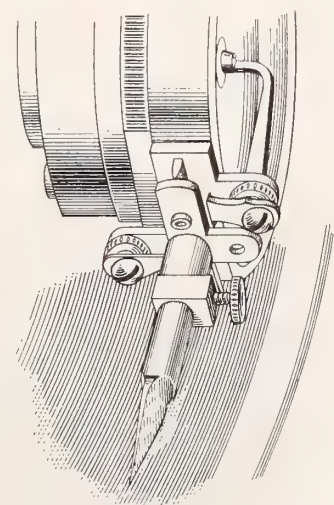
The PROBLEM was to produce a talking machine needle that would be of the HIGHEST GRADE and could be used for either LOUD or SOFT playing.

The temper of steel would have to be of special material; likewise the size and shape of the needle would have to conform to particular laws. Many experiments were made and the last one—the thirty-fourth experiment—solved the problem. The needle was named the Duplexetone.

For playing LOUD the needle is held this way:



For playing SOFT this is the position:



Just how the Duplexetone will create sales and make profits for you will be told next month. However, tell us your jobber's name and we'll send you a generous package of Duplexetone Needles.

W. H. BAGSHAW, Sole Manufacturer
LOWELL, MASS.

FROM OUR BOSTON HEADQUARTERS.

(Continued from page 13.)

the needle has reached the end of the number, is meeting with such universal success. Mr. Condon reports business as very large everywhere.

Special Caruso Window Attracts.

On Tuesday, March 5, the day that Caruso was in town to sing in "The Girl of the Golden West" at the Boston Opera House, the Eastern Talking Machine Co. recognized his appearance in Boston by setting forth a window display comprising Caruso records and literature bearing on the great singer. Passers-by considered it a very clever piece of advertising.

Resign from Boston Talking Machine Co.

F. W. Hager, the song writer, and George L. Cheney, both of whom were with the Boston Talking Machine Co. for a time, have severed their relations with the company and have gone over to New York. Messrs. Hager and Cheney earned the sobriquet of the Beefsteak Twins, for their good work in getting up the famous beefsteak party of the talking machine men of the city back in the fall. J. G. Widener, who also was with the Boston company for a time, resigned several weeks before and left the city. He lately was heard from in St. Louis.

George W. Lyle a Visitor.

George W. Lyle, general manager of the Columbia Phonograph Co. in New York, was a recent visitor to Boston, spending several days here and taking in a splendid performance of the opera at the Opera House. A part of the time he was the guest of Manager Arthur Erisman.

News of the Travelers.

The Pardee-Ellenberger Co. is finding business conditions rapidly improving every day, and Manager Frank Silliman is having all he can do to get goods sufficient to supply the demand. Mr. Silliman has just returned from a short trip through some of the central points of Southern New England, such as Providence, Fall River, Woonsocket and everywhere he stopped he heard good accounts of Edison business.

H. R. Skelton of the phonograph sales department for Thomas A. Edison, Inc., who has had a very successful tour through New England, has returned to Boston for the automobile show in Mechanics building, which always is the rendezvous of a large number of talking machine men when these big exhibitions are usually held.

Feature Zon-o-phone Records.

Manager Chester J. Sylvester of the talking machine department of the C. E. Osgood Co., lately went over to New York and contracted for a large quantity of Zon-o-phone records which had been in the possession of a large department store. As a result there is a large and well-arranged display of machines and records in the window and a great bargain sale is being advertised. The Zon-o-phone records are selling like wildfire at the very low rate placed upon them. Just now there is quite a demand made upon Mr. Sylvester's department for high-priced Edison goods.

Meeting of E. T. M. Associates.

The Eastern Talking Machine Associates held their monthly meeting in their hall in the Tremont street quarters on the evening of February 29 and plans were informally discussed for the annual field day, which always is held on June 17. Harry Brown is greatly missed by the associates in the Eastern office, for he was the crack bowler of the team that had given the Associates such high prestige on the alleys. Harry, by the bye, dropped into the office the other day to see his former fellow workers, and he was given the "glad hand" in hearty fashion.

Geo. L. Schirmer & Co., Add Talkers.

Back Bay people do not have to go far these days for their talking machine appurtenances, especially those living in the vicinity of Huntington avenue, for George L. Schirmer & Co. at 34, that thoroughfare, has added to his stock of pianos a complete outfit of Victor machines and records, which are given a distinctive window display.

New System for Checking Records.

A new system of keeping a memorandum of the records that go on approval has been put in

operation at the Eastern Talking Machine Co.'s establishment, which has fitted up a special office on the second floor for the use of the new system. Miss Maud Cass of Lynn, a half sister of Charley Trundy, George Lincoln Parker's able lieutenant, has been placed in charge, and already the system has proved itself of the greatest value in keeping a close knowledge of the whereabouts and condition of all the records.

A Visitor from Pittsfield.

E. A. Tompkins of Pittsfield, the Columbia dealer, was in Boston for a few days early in the month. Visiting the Columbia's Tremont street quarters Mr. Tompkins found several styles of machines that he did not have in stock, so he quickly placed a good-sized order for them.

Victor for Governor Foss' Home.

George Reece of the Eastern Talking Machine Co. entertained as customers the other day the wife and daughters of Governor Foss of this State, who called with an eye to making an extensive purchase. Mr. Reece, who formerly was in the stock room, and has only been on the floor as a salesman for a short time, was able to sell Mrs. Foss one of the most expensive Victors as well as a large stock of records.

An Excellent February Business.

Ubert Urquhart, manager of the Victor department of the Henry F. Miller Co., had a fine business during February, which was especially notable for the large number of expensive machines disposed of.

Some Distinguished Visitors.

Frank Burbeck, the well-known actor, playing with James K. Hackett in "A Grain of Dust" at the Hollis Street Theater, was a visitor at the Eastern Talking Machine Co.'s quarters the first of the month. Mr. Burbeck has made some fine records for the Victor. Others among theatrical folk who found time to drop into the Eastern's sales rooms were Nora Bayes and her husband, Jack Norworth, who were playing an engagement at Keith's. Another visitor, whose arrival in his handsome automobile is always quite an event of interest, has been Lucius Tuttle, former president of the Boston & Maine Railroad, who is a large and frequent purchaser of Victor goods.

More Space for Geo. L. Parker.

George Lincoln Parker, whose attractive quarters on the third floor of the Colonial building are the rendezvous of a fine line of customers, has added more space to the Victor department by leasing another room across the hall, into which the records have been moved, and which will serve henceforth as the department for this branch of the talking machine business. This department, as is well known, is managed by Charles Trundy, whose enthusiasm for work is one of the chief characteristics of his personality.

Endorse the Columbia Machine.

T. R. Plunkett, president of the Adams Musical Society of North Adams, has sent to Manager Erisman of the Columbia Phonograph Co. a high indorsement of the Columbia machines. The society is now using them and the records employed are only those of the leading opera singers, whose reproduced voices are used by the members for purposes of study as well as entertainment.

Enjoying an Excellent Victor Business.

Herbert L. Royer of the Arch street office of the Victor department of the M. Steinert & Sons Co. was over at the Camden headquarters of the Victor most of this week, arriving home only on the afternoon of the 7th. He reports things in a hustling state at the factory. Business in his department at home is reported by Mr. Royer as surprisingly large considering the difficulty of getting the goods.

Expansion with Oliver Ditson Co.

Henry Winkleman has time for little else these days but look after the Victor business for the Oliver Ditson Co. The business of his department is growing at a very rapid rate, which in large part is due to the staff of assistants he has under him, for they always are most courteous and obliging young men, the type it is a pleasure to do business with.

Recent Visitors.

George Orstein, traveling sales manager of the Victor Talking Machine Co., and Frank Madison

of the legal department of the Edison Co., were visitors to Boston lately, remaining here a few days.

Now on the Selling Staff.

M. L. Reed has been advanced in the Eastern Talking Machine Co.'s Boston office; and hereafter instead of being on the second floor as formerly he will be one of the selling staff on the first floor. Mr. Reed has lately—but that's another story.

Putting Victors in the Schools.

The Eastern Talking Machine Co. has been conducting quite a strenuous campaign in the introduction of Victor machines into the schools, a resume of which appeared in this department last month. Lately outfits have been sent to Malden, Bridgewater, Salem, Arlington, Framingham, Marlboro, Beverly and other places, and teachers and pupils alike have become most enthusiastic over the music. Through the medium of the schools a number of Victor machines are finding their way into the homes of the pupils.

Notable Concerns Use the Dictaphone.

The Dictaphone business of the Columbia Phonograph Co. has been very large in the last few weeks and some of the new houses to introduce them have been the Pettingall-Andrews Co., electricians; Whitcomb & Co., the American Unitarian Association, Frank G. Macomber, fire underwriter; the American Crayon Co. and the Pneumatic Scale Co., also James H. Vahey, the well-known lawyer. One especially interesting incident of the Dictaphone business is the fact that each afternoon they were used by Adjutant General Pearson while he was in charge of the militia at Lawrence during the strike. He came down to Boston late in the afternoon and to his quarters in the State House despatched his reports by means of a Dictaphone, and this out of the way he returned to Lawrence for the next day's duty.

R. E. Golden, a graduate of the Sheldon School, is one of the new recruits taken into the office of the Columbia by Manager Erisman. Mr. Golden will be a salesman for the Dictaphone exclusively.

FITCHBURG DEALER MOVES.

(Special to The Talking Machine World.)

Fitchburg, Mass., March 8, 1912.

T. B. Matthews has lately removed into a more commodious and better equipped store in the center of the city. Mr. Matthews now has the advantage of two large plate glass windows and a series of demonstration booths where the Edison goods are shown to the best advantage.

ADDS GRAPHOPHONE LINE.

(Special to The Talking Machine World.)

Groveton, N. H., March 7, 1912.

W. O. Emerson & Co. is one of the new Columbia dealers in that State. The house has a good territory in which to work and the indications are excellent for a fine business.

COVERS WIDE TERRITORY.

(Special to The Talking Machine World.)

Gloucester, Mass., March 9, 1912.

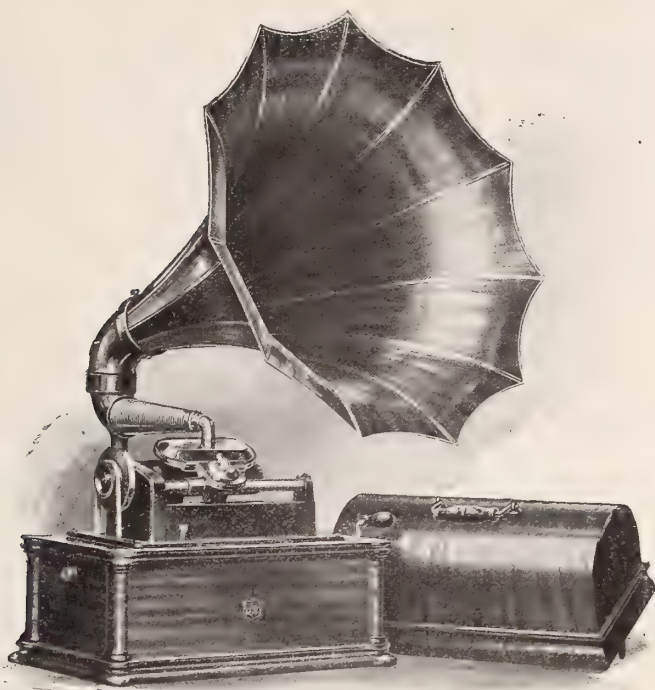
The Gloucester Talking Machine Co. has found a great many customers along the North Shore quite outside the domains of its own city. Mr. Schwartz of the firm of Schwartz & Bernstein, who operate the store, went up to Boston the other day and made a large purchase of high-priced Columbia machines, as well as a large stock of all the latest records.

LOWELL CONCERNS ACTIVE.

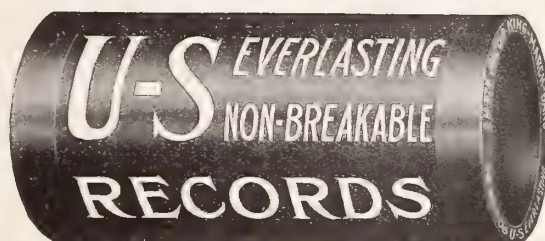
(Special to The Talking Machine World.)

Lowell, Mass., March 6, 1912.

Conditions here have been improving considerably of late, the fact being evidenced by the large orders that two of the leading talking machine houses have been sending in. These concerns are F. P. Crawford & Co. and George H. Batchelder, who have been ordering more Edison goods than in a long time past.



U-S Banner Model—\$40 to \$50.



FIT ANY PHONOGRAPH

More Dealers are Daily Joining the U-S Ranks

THE exclusive features of the U-S Everlasting Records make an instant hit with dealers and users alike.

U-S Records are more profitable for the dealer because they're quick sellers, and because they don't break, chip, crack nor wear—no damaged records to cut into the profits.

They're attractive to the user for many reasons. They sell at popular prices—even for grand-opera selections. They offer a representative and up-to-date repertoire of instrumental, vocal and vaudeville successes. They fit any phonograph. And they're indestructible—affording a lifetime of entertainment.

The U-S Phonographs—\$30 to \$200—also have many selling-points. The change from two-minute to four-minute records is instantaneous. The extra-large and sensitive diaphragm gives superior voicing. And no change of reproducing-points is required.

Write for the U-S proposition to dealers. It gives every opportunity to build up a profitable and safe business. Address the main office or the nearest branch listed below.

THE U-S PHONOGRAPH COMPANY

Associate with

The Bishop-Babcock-Becker Company

1013 Oregon Avenue, CLEVELAND

BRANCHES

5-7 Union Square, West....New York	1106 Commerce St.....Dallas
219-225 West Washington St...Chicago	368-370 Broadway.....Albany
338-340 Minnesota St.....St. Paul	58-60 W. Mitchell St.....Atlanta
Portland and Chardon Sts.....Boston	210-212 S. Broadway.....St. Louis



Columbia Grafonolas and Records are already being bought by *your* customers. That money ought to be *yours*.



**Columbia Phonograph Company, Gen'l
Tribune Building, New York**

NO COMPLAINTS IN CLEVELAND.

Business During Opening Months of Year Keeps Well in Sight of December Record—Talking Machine Trade Reaches a Point Where the Element of Chance Does Not Enter—The Talker in a Boarding House—Convict Uses Phonograph to Train Canaries—Some Recent Visitors of Record—U-S Phonograph Factory Working at Capacity—Increase in Columbia Retail Business—What the Various Jobbers and Dealers Are Doing.

(Special to The Talking Machine World.)

Cleveland, O., March 9, 1912.

The remarkable business in the talking machine line in December, the closing month of last year, was apparently a forecast of the business of this winter and for the coming spring. While the dealers generally are inclined to be reserved in their statements, reports of an unusual number of sales during the past three months lend support to the hopes that 1912 is going to prove the banner year in the trade hereabouts. Some of the dealers claim the sales for the first two months of this year showed a large per cent. of increase over corresponding periods in other years. That people in general expect a good business is evident from the continuous booking of orders. To a large extent the volume of business during the year will be measured by the ability of the factories to supply the demand, both for machines and records.

There was a time when the element of chance entered most largely into the talking machine dealers' calculations, but now the business has been reduced to a solid basis, skill, science and artists have solved the problem and taken the place of uncertainty, efficiency has superseded novelty, and the future is assured. Things which are going to determine very largely the measure of success in the future are the stability of the company, the quality of their output and the sort of service rendered dealers in the way of publicity.

Not a little commotion at a boarding house was the result recently of a man next door investing in a phonograph. The morose boarder protested he would have to hunt another domicile as the music was irritating when he desired to read. The other boarders were agreed that such a proceeding would give general satisfaction. The star boarder told him Shakespeare expressed his opinion that the man who is not charmed by the concord of sweet sounds is fit for treasons, stratagems and spoils. "There is," he said, "something wrong with the man who protests against the phonograph. The truth is that it is one of the greatest blessings of the age. I purposely visit a married friend of mine once in a while to pass a pleasant evening listening to his phonograph. There is no other amusement so cheap and satisfying. The phonograph has made home life doubly attractive, and it makes me angry when I hear anyone speak in slighting terms of the wonderful instrument in a misguided effort to be funny."

Not infrequently one hears interesting stories of the use made of the phonograph. Three years ago John Atkinson, a life prisoner in the Ohio Penitentiary, was given the position of guard runner for the annex, where condemned prisoners are con-

fining awaiting execution. He made his headquarters in the death chamber, with only the gallows, electric chair and the pictures of those who had been executed as companions. Realizing that he would become insane if he didn't occupy his mind, he picked up a stray cat, which he trained until it would do a surprising number of tricks. He became possessed of a book on canary bird culture, and becoming interested, prevailed on the warden to allow him to have canaries for companions in his dreary cell. Last year he raised one hundred canaries, which he sold and uses the money derived from the sales in enlarging his facilities. To aid in educating the birds to sing he purchased a phonograph, and from the day the birds hatch through the shell of their eggs they are forced to listen to music from it, and they soon learn. Some of the birds will sing only when the phonograph is playing, and to some degree follow the tune played.

The records are carefully selected, consisting mostly of whistling selections. Atkinson's birds have become noted and are not only sought by citizens, but are always in constant demand by the condemned prisoners in the annex, and he is always free with the happiness which they afford. He appreciates the happiness the birds have brought to him and he is unselfish.

B. Feinberg, special traveling representative of the Columbia Phonograph Co., General, spent several weeks in this section recently. He signed up an initial order of over \$500 with H. H. McFarland, piano dealer, at Springfield, O. Also an initial order of over \$500 with Henry Matern, Sandusky, O., who is an exclusive Columbia dealer.

L. C. McChesney, advertising manager of Thomas A. Edison, Inc., Orange, N. J., was recently a guest of A. O. Paterson, manager of the Luckner Edison jobbing house.

F. D. Witt, president of the Witt Music Co., which handles the Columbia goods at Lorain, O., was a visitor at the Columbia store March 1. He stated the company was doing a fine business and that it was daily increasing.

Wm. A. Miller, special representative of the National Publishing Co., Philadelphia, was interesting talking machine distributors in a new record album here March 4.

John McCarthy, with the W. H. Buescher & Sons Co., is an ardent admirer of the talking machine. "Within the past two years," he said, "I have observed with great satisfaction the rapid, wonderful growth of the business, and I predict that in the next three years it will have become the principal musical traffic of the world. It is wonderful what strides it is making."

The factory of the U-S Phonograph Co. is operating to capacity in an effort to fill pressing orders. Mr. Nisbett, of the company, said: "Business with us continues to boom. Our January and February sales showed a marked increase over December. A steady increase is shown all along the line, and both our machines and records are meeting with popular approval. A number of fine new selections have been added to our catalog, among others, by Henri Scott, of the Metropolitan Opera House, Margaret Keyes, Elsie Baker and Reed Miller; also some remarkable violin solos by Dr. A. Pop-

per. Others are now being recorded by the U-S Co., by Louis Von der Mehden and his orchestra, and are fortunate in securing the exclusive services of this maestro."

The Schubert Piano Co. 729-731 Prospect avenue, has taken the agency of the Keen-O-Phone talking machine and is the exclusive dealer in this city. Recently the company put in a complete line of the machines and is meeting with good success. Geo. T. Verreault, manager, is enthusiastic in praise of the instrument and with the results already attained. He said: "It is a wonderful machine, not only in its mechanical construction but in the production of a clear, pure and natural tone. It only needs a demonstration to conclude a sale. Within ten weeks we sold thirty-seven Keenolophones, the cabinet machines, and sixty-three Keen-O-Phones, the horn machines. The prospects for a large business in this line are excellent, and it works in fine with our piano trade."

Conditions at the Columbia store were reported of the most satisfactory character. "The month of February this year," said Mr. Madson, manager, "is the first month that the Columbia store, since the purchase of the Probeck Co., could compare this year's business with last year's, and the gain has been considerably over 100 per cent. The advertising campaign of our company is gaining new dealers and customers throughout this territory. The call for the Favorite Grafonola, the popular \$50 machine, is away beyond what the factory can allow us. There is also an increasing demand for the Regent line of tables, which are growing in popularity. The Berner Co., of this city, and H. C. Fischer, of Fremont, O., have taken on the line of Columbia goods."

The Eclipse Musical Co. is doing a prosperous business both in the wholesale and retail departments. Mr. Towell said the wholesale trade was practically the same as for the previous month—good. T. H. Towell, president of the company, said he visited the Victor factory last week for the purpose of trying to hypnotize the management into hurrying along several carloads of goods. He stated he discovered while there that about the same conditions existed and that the business was good all over the country.

The Caldwell Piano Co. is pushing the talking machine business and securing a desirable clientele. On the afternoon of February 21 the company gave a matinee with the Victrola and Kurtzmann player-piano in the large recital room, attended by 250 invited guests. The program of eighteen selections included records by Caruso, Galski, Mme. Schumann-Heink, Christie MacDonald and others, interspersed with piano selections. The recitals are to be continued regularly once a week. Mr. Scroton, manager of the Victrola department, said business was very fair, with an excellent demand for records, with prospects of a good spring trade.

Before it had fairly got started the Phonograph Record Exchange, 59 The Arcade, ceased business. The presence of Frank E. Madison, of the legal department of Thos. A. Edison, Inc., last month, and an interview with the parties concerned, it is said, determined them to retire.

Business at the store of W. H. Buescher & Sons Co. is good, as is evidenced by the large number of daily sales of Victrolas and records, largely of the highest grades.

At the Edison jobbing house of Laurence H. Lucker business continues good and constantly expanding. "Trade is keeping up very satisfactorily," said A. O. Peterson, manager. "The retail dealers in this city and throughout this section are ordering both machines and records very liberally, and all express themselves satisfied with the business they are doing. Without exception they make inquiry about the new Edison disc machine and are looking forward anxiously for its advent.

Norman H. Cook, manager of the talking machine department of the W. F. Frederick Piano Co., said trade was fair and that he was daily adding to his list of customers. "Our volume of business," he said, "has been somewhat impeded by the scarcity of various types of Victrolas. However, we think that the continuous growth in our record trade has taken care of this unfortunate loss. The outlook for future profitable business is very encouraging."

Conditions at the music store of the H. E. McMillin & Son Co. are reported very satisfactory.

At the warerooms of the B. Dreher's Sons Co. preparations are making for the removal April 1, but it is not interfering with the business of the talking machine department.

Business in both the wholesale and retail departments of the Collister & Sayle Co. is rather quiet. "Machines and records are coming through very slowly," said Mr. Dorn, manager, "and our trade is greatly curtailed by reason of our inability to get the goods. The demand keeps up for both machines and records. It is especially pronounced for the \$50 machines, and we haven't got one nor have we had one for some time."

Charles I. Davis is doing an exceptionally fine business at his store here. "I consider it remarkable that in so short a time I have built up so successful a business in the talking machine line, both here in Cleveland and at Pittsburgh. I am now considering the installation of talking machines in all my stores, now numbering fifteen."

The H. M. Brainard Piano Co., which took on a complete line of Columbia goods last December, is doing remarkably well. "Every week," said Mr. Brainard, "shows improvement in the business, and our customers speak in the highest terms of praise of the Columbia machines and records."

E. A. Friedlander, of the Bailey Co., said he was very well satisfied with conditions in his department.

The Talking Machine Co. reports business is fair and that it is doing something all the time, both in Victor and Edison machines and records.

AN IMPORTANT STATEMENT.

The Victor Co. in Discussing the Recent Action of the U. S. Circuit Court of Appeals in the Suit on the Petit Double-Faced Record Patent States That Infringers Will Be Prosecuted.

It will be recalled that in an earlier issue we reported the substance of Judge Hazel's opinion on final hearing in a suit brought by the Victor Talking Machine Co. against the American Graphophone Co. et al., on U. S. patent No. 749,092, sometimes called the "double-faced record patent." Judge Hazel, it will be recalled, held the patent to be invalid, in view of certain prior art.

The Victor Co. took an appeal from Judge Hazel's decree to the United States Circuit Court of Appeals for the Second Circuit, and the argument of the appeal was heard in January, 1912. The Appellate Court has very recently filed its opinion disposing of the appeal, and, in view of the somewhat unusual disposition made of the appeal, it may be well to point out that, while the Appellate Court affirmed Judge Hazel's decree, it expressly states in its opinion that the affirmance is made without passing upon the validity of the Petit patent, and permits the court, should another suit involving this patent be brought to it for determination, to pass upon the validity of the patent without being constrained by any action taken in the suit just decided.

The United States Circuit Court of Appeals for the Second Circuit in its opinion states that it took the action which it did because it appeared that since Judge Hazel's decision the parties to the suit had entered into some settlement concerning this patent whereby the standing of the parties would not be affected by its decision in the case, and there was nothing left which called for the Appellate Court's decision in this particular case.

As far as the American Graphophone Co. and the Columbia Phonograph Co., General, are concerned, there was a certain settlement, but the Victor Co. announces that it is not settled as to others, and that it is determined to prosecute infringers of this Petit patent. The Victor Co. states further that it is confident of finally sustaining this Petit double-faced record patent, and that if any other concerns start or continue the manufacture or sale of double-faced records, other suits under this patent will be instituted and the whole matter will have to be fought over again to the Court of Appeals.

The action of the Appellate Court in affirming Judge Hazel's decree was based chiefly upon a technicality, and was not on the merits, so that the effect is unimportant.

THOMAS A. EDISON AND HIS MOTHER.

The Noted Inventor Says His Mother Was the Making of Him—Pays a Graceful Tribute.

Next to Col. Roosevelt no other man figures so prominently in the public press as Thomas A. Edison, the inventor of the phonograph. Recently he paid a characteristic tribute to his mother when he said: "My mother was the making of me. She was so true, so sure of me; and I felt that I had someone to live for, someone I must not disappoint. I did not have my mother very long, but in that time she cast over me an influence which has lasted all my life. The good effects of her early training I can never lose."

"I was always a careless boy, and with a mother of different mental caliber I should probably have turned out badly. But her firmness, her sweetness, her goodness were potent powers to keep me in the right path. I remember I used never to be able to get along at school. I don't know now what it was, but I was always at the foot of the class. I used to feel that the teachers never sympathized with me, and that my father thought that I was stupid, and at last I almost decided that I must really be a dunce. My mother was always sympathetic, and she never misunderstood or misjudged me."

"One day I overheard the teacher tell the inspector that it would not be worth while keeping me in school any longer. I was so hurt by this last straw that I burst out crying, and went home and told my mother about it. Then I found out what a good thing a good mother was. She came out as my strong defender. Mother-love was aroused, mother-pride wounded to the quick. She brought me back to the school and angrily told the teacher that he didn't know what he was talking about, that I had more brains than he possessed. In fact, she was the most enthusiastic champion a boy ever had, and I determined then that I would be worthy of her and show her that her confidence was not misplaced."

APPOINTED DOMINION MANAGER.

Jos. H. Wilson Takes Charge of the Dictaphone Interests of the Columbia Phonograph Co. in Canada.

Joseph H. Wilson, formerly and for several years connected with the New York sales staff of the Columbia Phonograph Co., General, has been appointed Dominion manager, with headquarters at Montreal, for the dictaphone. Mr. Wilson is a highly efficient salesman and his many New York friends predict a great success for him in Canada.

Count that day lost
Whose low descending sun
Sees goods sold at less than cost,
And business done for fun.



"Nothin' to do till tomorrow"

That's us. A clean slate every night—every order received that day filled and on its way to our customers.

If you are one of our regular customers this will not surprise you. If you are not, it will likely be somewhat of a revelation to you.

Yes sir, every order shipped the same day it is received.

No matter what you want in Victors, Victor-Victrolas, Victor Records, record cabinets, needles, fibre cases, horns, repair parts and other accessories, we have it right under our own roof, ready to start to you the minute you give the word.

Put us to the test and see if we don't "make good." And remember, that sort of service is a regular thing with us.

Write us today for our latest catalog and we'll also send you our interesting booklet, "The Cabinet That Matches."

New York Talking Machine Co.

Successors to
Victor Distributing and Export Co.

81 Chambers Street

New York





For quality, variety, interest, activity, the Columbia Record List for April is a symphony!



Columbia Phonograph Co., Gen'l
Tribune Building, New York

FAVORABLE REPORT FROM ST. LOUIS.

Chief Difficulty of Dealers Lies in Inability to Secure Enough of Certain Styles of Machines—Columbia Co. Store Renovated—Busy Times in Aeolian Co. Department—Columbia Favorite Proves a Hit—Mark Silverstone's Experience With a Grateful "Hobo"—Some Recent Trade Visitors—Trade News of the Month Summarized.

(Special to The Talking Machine World.)

St. Louis, Mo., March 9, 1912.

The general reports regarding conditions in the local talking machine trade at the present time are of a very favorable nature and the majority of the jobbers and dealers state that the chief trouble lies in the fact that certain styles of machines are more popular than others and that the result is that it is difficult to keep a sufficient stock of the popular machines on hand. The opening months of the present year produced a volume of business in excess of that for the same months in 1911 and the prospects for the future are of a decidedly encouraging nature.

The store of the Columbia Phonograph Co. is being redecorated and thoroughly overhauled under direction of Charles L. Byars, retail manager. Enameled white paint is being used for the wood work and the demonstration booths and the paper and hanging will be as cheerful as possible, the intention being to make the store inviting, but not of forbidding excellence.

John Schmelzer of Centralia, Ill., a prosperous and widely known jeweler, who finds the Edison talking machine a profitable and well liked side line, was a recent caller at the Silverstone Talking Machine Co.

Harry Levy of the Aeolian talking machine department says the continued trade on XVI machines is the feature with the retail departments at that store. "I think we are beginning to see where the small machines are a material benefit to the trade," he said. "Already they are coming back and, of course, bringing customers for good machines, for it is impossible for a person to hear the records put out today on any machine and not become charmed with them. The small machine is just the taste of what is wanted."

The wholesale trade, Mr. Levy states, continues to be a problem of distribution as to both records and machines and that the country trade has held up very well. "February keeps up the remarkable record this company has been making."

"Our trade continues to settle on the Favorite model," said C. L. Byars at the Columbia Co. "One surprise is the excellent class of trade the general advertising for this model is bringing. We find that most of those to whom this model is suggested have already been sold as far as persuasion is concerned, it needs only the suggestion as to action. Our trade is limited chiefly by the supply we are able to get from the factory. The salesmen ask 'How many Favorites can I sell?' This morning we received 16 and this evening we cannot promise immediate delivery of a Favorite. There is a fine proportion of cash trade this month. It began last month when the

cash business ran ahead of the installment business and continued for February. Of course this is some good salesmanship in persuading so large a proportion of buyers to pay cash and we are pleased when we succeed, as we then have a good record customer from the start instead of a machine customer coming to the store to make payments on the instrument."

E. C. Rauth, secretary of the Koerber-Brenner Music Co., says that his firm is well pleased with the first month as exclusive Victor jobbers. "The country trade is very good and the stores in the city have been making some excellent sales of records. We are now shaping our affairs for an aggressive campaign to extend the St. Louis jobbing territory for talking machines and general musical merchandise."

Mark Silverstone of the Silverstone Talking Machine Co. has had a unique experience with hiring help through sympathy. During the extreme cold weather a man who admitted himself a "hobo" came into the store and asked for work. Mr. Silverstone needed a man to help in arranging the new stock that had come with his appointment as exclusive Edison jobber and he employed him. Three days later the man got sick and the next day two men of the same class appeared and were given work in the other's place. They worked a week and were paid each night. One noon they walked out the back door. Mr. Silverstone soon established that a machine was gone and set about learning the number before he reported to the police. Before he had finished that search a policeman called and asked if he had lost a machine. Of course he had and the police had the two thieves. The first man employed was so thankful for the aid given him that when he heard of the other men, whom he knew had taken his place, were reported at the lodging house as wanting to sell a talking machine that they must have stolen it from Mr. Silverstone and he followed them to a pawn shop and then told the police. Before their arrest the men had disposed of the pawn ticket, but the thankful man also located the purchaser. In the end the thieves were sent to the workhouse and the man who bought the pawn ticket got the job at the Silverstone Talking Machine Co., for the original incumbent did not recover sufficiently to work and the purchaser was a poor man who told Mr. Silverstone of his need for work when the latter reimbursed him for his loss. The machine that gave all this experience was a Fireside model and was stolen in an original package. The men were not sufficiently versed in the business to know values of the packages.

Henry C. Brown, advertising manager of the Victor Co., was a recent visitor to jobbers here.

Miss Elizabeth Vandeventer is attracting much attention in the local talking machine circles by her skillful handling of the department at Bollman Brothers Piano Co.

W. S. Byrd was a caller at the Columbia store the first of the month after a very successful trip through Missouri and Southern Illinois for the Columbia line.

Mark Silverstone of the Silverstone Talking Machine Co. says that he is more than pleased

with his first month as exclusive Edison jobber. "I have met several of the new customers and have about completed stock arrangements for making an aggressive fight for business. I will send a man on the road within a few days. I am not yet in position to speak accurately on the new business, but it appears very good to me." W. W. Fisher of Murphysboro, Ill., was one of Mr. Silverstone's new customers who called at the store and he expressed personally what he had already written of his satisfaction with a large record order, not only as to the completeness with which it was filled and the packing service.

The A. H. Mengel Music Co. of 4300 Olive street, one of the heavy retailers of the Victor line in the city, are changing their business quarters in the prosperous West End by the relinquishing of one of their suite of store rooms and the leasing of another which will increase their display advantages.

FROM A PROHIBITION STATE.

What Maine Frost Did to the Music of a Talking Machine and What Happened Thereafter—What Might Be Termed "Heavy" Music.

We have all heard of the tyrant whose voice was of such caliber as to cause the blood of his intended victims to congeal and to cause them to stand in their tracks as though frozen. In such a case the freezing was due to horror rather than to frost, but now, out of the wilds of New England, from the land of the Puritans, where truth stands mighty, comes the following story of the effect of intense cold on the notes emitted by a talking machine and the dire results:

It was so cold at Danville Junction, Me., recently that the music emitted by a talking machine froze in transit and, striking little Mary, the daughter of James Lamb, in the face, severely injured her. The accident occurred in this way: The little girl had just started the Victrola when her father entered from out of doors. The blast of cold air immediately congealed the stream of music, which struck the girl with telling effect. Unfortunately, the record was a military march played by Pryor's full brass band. One of the cymbals struck Mary over the left eye, cutting a severe gash. The bass drum then emerged from the horn of the machine and with thunderous effect completely enveloped the child.

It was more than four minutes before help came, and as it was only a five minute record, most of the damage was done before the child's danger was known to the rest of the family. When discovered four B-flat clarinets were dug out of the wall; a bass horn was hanging on the corner of the mantel piece; two trombones were wound around the parlor stove and Mary had an oboe under each arm.

It is believed that if the child had not been protected by the bass drum, which enfolded her, the high notes from the E-flat cornets or the piccolos would have pierced her little body and caused her death. It certainly has been cold at Danville Junction.

Established 1856.

WURLITZER
REG. U. S. PAT. OFF.

Fifty-sixth year.

SERVICE

Give the Wurlitzer Victor and Edison wholesale service a trial.

We believe you will find Wurlitzer service the most satisfactory you have ever had.

Large shipments of all types of machines and records are now arriving daily. Wurlitzer has complete stocks of every type of machine and record the factories can supply.

Send us your orders—large or small—and they will be promptly and completely filled with fresh, new goods.

The Rudolph Wurlitzer Co.

CINCINNATI :: :: :: CHICAGO



TWO POINTS OF SUPPLY; ORDER FROM THE NEARER

OPTIMISTIC IN MILWAUKEE.

Trade Both in Wholesale and Retail Lines Shows Steady Gains—Talking Machine Men Working Harder Than Ever and Being Well Rewarded—Gimbel Bros. Business Shows Immense Increase as Compared with Last Year—Miss Gannon Visiting Egypt—Book Issued by E. O. Schmidt Wins Praise of Louis L. Geissler—J. H. Becker Building Up Nice Business—Recent Visitors—Other Items.

(Special to The Talking Machine World.)

Milwaukee, Wis., March 11, 1912.

Despite the fact that business in some lines is not as satisfactory as it might be, the talking machine trade seems to be making steady gains. This is due in part to the fact that so many moderate-priced high-grade machines have been placed on the market and to the persistent campaign of advertising which Milwaukee dealers have following during the past two or three years. This campaign has been pushed harder than ever during the past few months, in view of the fact that business in some lines has been slow and dealers realized that hard and consistent work was necessary to produce the hoped for gain in talking machine sales. Jobbers and dealers have plans under way for continuing the fight even more vigorously than in the past, and with this determination and with steady improvement taking place in other lines of activity, the outlook in the Wisconsin talking machine field is far from unsatisfactory.

Jobbers report that dealers about the State are placing good orders for machines, records and supplies in order to be in readiness for the usual spring trade. Money has been more plentiful in the smaller cities and towns of the State and business there has naturally shown more activity without the strenuous methods which have been required in Milwaukee.

"The jobbing business is showing decided improvement at this time," said Lawrence McGreal, Milwaukee and Wisconsin jobber for the Edison line. "I do not believe that the fact that a presidential election will take place this year will seriously affect the talking machine trade. Business is now at a better stage than it was a year ago and the prospects are good."

Probably the most striking gain made during the past month by local dealers is reported by L. C. Parker, manager of the talking machine department of Gimbel Brothers' Milwaukee store. Mr. Parker has figures to prove that his department showed an increase of 104.62 during the past four weeks as compared with the business received during February, 1911. Mr. Parker recently accomplished the record of selling four \$200 Victrolas within one day. The Gimbel department has been so busy that its employees have had no time for outside soliciting since the opening of the new year.

Miss Gertrude F. Gannon, head of the Wisconsin Talking Machine Co., Milwaukee and Wisconsin jobbers for the Victor line, is enjoying with a party of friends an outing of several months' duration in Italy, Egypt and surrounding countries. Miss Gannon is now taking the entire Mediterranean trip, stopping at Naples and probably going as far as Alexandria. The party, which may also visit several points of interest in Europe, will probably not return until April 15. During the absence of Miss Gannon, the business is in charge of Harry Fitzpatrick and Joseph Gannon.

A. G. Kunde, Columbia jobber and retailer, has renewed his lease on the store at 516 Grand avenue and steps will be taken at once toward remodeling the entire establishment. A rear partition will be removed, new and handsome sound-proof booths will be installed, offices will be enlarged and the repair department will be given better quarters. The entire store will be re-decorated. Mr. Kunde reports a steadily increasing business and says that trade is so much better that he has been forced to enlarge his office force. Mr. Kunde followed up the Columbia Phonograph Co.'s recent double-page advertisement in The Saturday Evening Post by an extensive campaign

of advertising in the Milwaukee newspapers, featuring the Columbia Favorite. The result has been that sales in this line have increased at a tremendous rate. The Kunde store is now Wisconsin representative of the Dictaphone line for the Columbia Phonograph Co.

Lawrence McGreal, Edison jobber, has returned from New Orleans, where he and his family enjoyed a two weeks' pleasure trip and a visit with relatives. After basking in his shirt sleeves in the warm New Orleans weather, Mr. McGreal returned to Milwaukee just in time to experience the worst blizzard that Wisconsin has had this winter.

No permanent manager for the talking machine department of the Hoeffler Manufacturing Co., 306-308 West Water street, has been secured as yet. Miss Elsie Meiser, formerly assistant to J. H. Becker, Jr., the former manager who is still in charge, reports some very good Victrola and U-S talking machine sales.

The plant of the New Idea Cabinet Co. is in busy operation turning out more New Idea cabinets than at any time since the establishment has been opened.

William P. Hope, genial traveling representative for the Thomas A. Edison Co., Inc., paid a recent visit to his Milwaukee friends. Mr. Hope is enthusiastic over the prospects for the coming season.

Adolph Hoeffler, president and general manager of the Hoeffler Manufacturing Co., retailers for the Victor and U-S lines, has been given the sympathy of the trade as the result of the recent death of his father, Henry Hoeffler, a pioneer business man of Stevens Point, Wis., in his 82d year.

Emil O. Schmidt, well-known piano dealer, who now carries a full line of Victrolas, has issued a handsome illustrated little booklet, entitled "A Heart to Heart Talk with the Piano Buyer," in which he gives up considerable space to the Victrola line. The one-price system of doing business is the general theme throughout and the pamphlet has attracted much favorable comment. Louis F. Geissler, general manager of the Victor Talking Machine Co., has written Mr. Schmidt as follows:

"Allow us to congratulate you on the very high-class folder you are sending out to your prospective buyers. It is a relief to see a dealer maintaining a one-priced system and it cannot help but bring you success. It is a pleasure to see Victor goods listed in such a circular, among pianos on a good clean basis like this."

Lawrence McGreal, president of the National Association of Talking Machine Jobbers, has announced himself as a candidate for delegate from the Fifth Wisconsin district to the national Democratic convention in Baltimore, June 25 to 28. McGreal is recognized as the original Champ Clark man in Milwaukee, has always been prominent in local Democratic circles and his election is practically assured.

Florian F. Flanner, manager of the talking machine and musical merchandise departments of the Flanner Music House, 417 Broadway, reports the largest Victrola business that his house has experienced in several months. Joseph Flanner and Florian F. Flanner have disposed of their interests in the Flanner-Hafsoos Piano Co. to Eric Hafsoos and will now devote their entire time to the various other activities of the Flanner Music House.

A brisk business is reported by Harry Krienitz, one of Milwaukee's enterprising young talking

1866

1912

NYOIL

FOR

Talking Machines, Typewriters, Phonographs, Dictaphones, Adding Machines, Cash Registers, Guns and Tools, and on all Polished Instruments. The finest Oil Made. You can see it's better at a glance and when you have once tried it you know that it has no equal.

For polishing varnished woodwork it is extremely satisfactory. No oil is so clean

NYOIL

Absolutely Prevents Rust.

Sold Everywhere in Hardware Stores and other Progressive Places

WILLIAM F. NYE
NEW BEDFORD, MASS.



machine dealers, who opened a piano department and is finding that the two lines go very well together. Mr. Krienitz gives up his entire first floor to the talking machine line and has his piano parlors located on the second floor.

J. H. Becker, Jr., who recently resigned as manager of the Hoeffler Manufacturing Co.'s talking machine department to take charge of a new store at 1120 Walnut street, is securing a fine business by various up-to-date methods. Mr. Becker has just mailed 1,000 circular letters to his friends and prospective customers, announcing the opening of his new store, describing the Victor line and calling attention to the new March Victor records. The results have exceeded even his expectations and have strengthened his conviction that advertising will repay any retailer who goes about it in the right manner. Mr. Becker reports that sales of Victrolas, styles XVI, II and XIV have been especially large, while the demand has been good for the smaller types of Victrolas.

Roy J. Keith of the Talking Machine Co. of Chicago, recently called upon the Milwaukee talking machine trade. Other visitors included Mr. Gibbs of the Rudolph Wurlitzer Co. of Chicago and Mr. Mauer of Lyon & Healy, Chicago. L. G. Krause of Krause & Grau, talking machine dealers at Port Washington, Wis., visited Milwaukee jobbers recently.

The William A. Kaun Music Co., 209 Grand avenue, well-known sheet music house, now carrying the complete Victor line, will be located in larger quarters at 90 Wisconsin street, soon after April 15.

Everything that has been done well has been done calmly. Many things that have been done poorly owe their failure to the haste, or lack of calmness, with which they were performed. This peace of mind which helps to win battles is a habit that can be formed by those who are willing to cultivate the tendency to forget rather than fret about trivial mishaps.

The human race is divided into two classes, those who go ahead and do something, and those who sit and inquire, "Why wasn't it done the other way?"—Oliver Wendell Holmes.

THE BEST TRADE MAKERS ON THE MARKET ARE THE LINE OF ELECTRIC-PLAYERS

MADE BY

THE ELECTROVA CO., 117-125 Cypress Ave., NEW YORK

As a side line for Talking Machine Dealers they are unequalled. They mean easy money and big profits. We will send the arguments that will convince you and your customers.

Write for Catalogs, Prices and List of Perforated Music Rolls. You will be interested.

THE VICTOR IN THE SCHOOLS.

Live Dealers Can Make a Local Proposition Out of the Victor Company's Big Campaign in the Interests of School Music—How the Trafford Music Co. Handles the Matter Successfully—Interesting the Teachers.

One of the pleasing features of the campaign being carried on by the Victor Talking Machine Co., with a view to placing Victor talking machines and selected lists of records in the public schools of the country, is the manner in which many of the Victor dealers in various sections of the country have made a local issue of the campaign and put forth their best efforts to convince the school authorities and teachers in their vicinities that the Victor was very necessary and desirable. As any dealer who has faith in the proposition knows, the most effective methods of

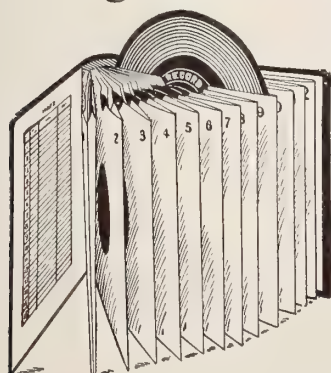


TRAFFORD MUSIC CO. INTERESTING TEACHERS.

winning over the educational authorities is to give actual demonstrations where the Victor can be played and the various points in favor of the use of the machine may be explained and actually demonstrated while the prospect is interested.

The accompanying illustration shows how one western house manages to make the educational campaign dividends. The view is of a room in the store of the Trafford Music Co., Mason City, Iowa, with a number of local teachers gathered together to listen to a demonstration of the Victor. The gentleman standing is L. Earl Elsham, manager of the Victor department of the company, who is giving the matter his personal attention. Several meetings were held in the Trafford Co.'s store for the benefit of the teachers, who for their part were most enthusiastic over the records played for their benefit and the plans for the use of the Victor in the schools as explained to them. As a matter of fact several of the schools in Mason City were already in possession of talking machines before the Victor Co.'s campaign was

If Bought at the Right Price



Albums are Profitable.

THE Schafford Albums

Are made by the best of album makers. They possess qualities found in no other, and the prices are the lowest. Think! Better albums at lower prices.

New York City dealers bought 3,000 in one week.

Schafford Albums are for Victor or Columbia Records and are made in many sizes and styles. If your order is sufficient you can have a special cover and stamped in gold with your name and trade-mark without extra charge.

Send for Folder "T," and learn more about increasing your album sales and profits.

THE SCHAFFORD ALBUM CO.
182 Grand Street, New York

started, but through the efforts of the Trafford Co. the teachers in those schools have become really enthusiastic regarding the possibilities of the proposition, owing to the fuller knowledge of the details, and their work has become much more systematic and effective.

WM. A. CONDON'S LONG TRIP.

Left Last Week for a Two Months' Tour of the Leading Cities for the Purpose of Introducing the Condon-Autostop.

William A. Condon, secretary and treasurer of the Condon-Autostop Co., 26 Front street, New York city, left on Monday last on an extended trip which will carry him to the principal cities in the leading States in the East, West and Northwest.

His purpose is to introduce the Condon-Autostop for disc talking machines, which has won favorable consideration from the trade and talking machine users. His longest sojourn will be in Cleveland, Chicago and St. Louis, and it goes without saying that he will make some important connections for his house at all points visited.

With its own manufacturing plant the Condon-Autostop Co. is now well prepared to supply all orders with promptness and insure a standard of quality in the product that will do much to make it popular with the trade.

It is the intention of the company to put salesmen on the road in Cleveland, Chicago and St. Louis points, and W. Wesley Aube has been engaged to cover the New York territory.

Good advertising space has been arranged for by the Condon-Autostop Co. in the Saturday Evening Post, April 20; Collier's Weekly, April 27, and the Post again on May 24. This general scheme of national advertising will be continued. In other words, it is the intention of the manufacturers of the Condon-Autostop to educate the users of talking machines to the knowledge of the Autostop and in this way drive the trade to the dealers handling this line of goods. Thus the jobbers will be benefited.

RULES FOR ADVERTISERS.

An expert in the producing of good advertising copy has formulated the following rules which cover the subject in a sensible and scientific manner:

Rule 1. Make each advertisement a short, simple lecture upon the goods advertised.

Rule 2. Use only short arguments, short paragraphs, and the smallest words possible. Avoid technical expressions, literary terms, ultra-correct grammar and diction. Employ straight from the shoulder Anglo-Saxon language which everyone can understand and appreciate.

Rule 3. Be absolutely truthful and avoid wilful exaggeration.

Rule 4. Have your illustration as part of the argument.

Rule 5. Avoid all "fancy" effects of border and type.

Rule 6. Give all the information possible.

Rule 7. Don't fail to have some sort of a guarantee of satisfaction.

Rule 8. If you can't get the order, make your customers write for particulars. This is very important.

Rule 9. Don't say "we" so much as "you" in an ad.

Rule 10. Stand on your own merits. Don't knock competitors.

Rule 11. State the price.

G. T. Williams, general manager of the New York Talking Machine Co., 81 Chambers street, and Mrs. Williams were called to Hendersonville, N. C., recently to attend the funeral of Mrs. Williams' mother, who died in that city.

An apology to those who have

purchased our needles and had to wait because all the business swamped our facilities.

This condition was regretted more by us than you. To prevent its recurrence and to care for an increased trade, additional machinery has been installed at the German factory.

No more delivery trouble this year and shipments will be prompt—depend upon it.

An offer to those who have not

bought our Imported German and English made needles, and are buying the inferior American needles:

Do you know that you can buy imported needles—German and English made—at no extra cost?

These imported needles are made of the highest grade steel; put up in bulk or packed in special lithographed tin boxes or envelopes with your own ad at no extra cost than inferior needles.

Special prices for large quantity buyers. Send us specifications of your requirements for our lowest prices.

All standard needle sizes in stock; special sizes made to order at no additional cost.

Sole Importers and Distributors

**The Talking Machine
Supply Company**

563 Fifth Avenue
NEW YORK

FEINBERG TO SELL MUSIC ROLLS.

Well-Known Talking Machine Man Joins the Forces of the American Piano Co. as Traveling Salesman—Active Campaign Mapped Out for Some Months to Come.

B. Feinberg, who for a number of years has been prominently connected with the talking machine trade, first as head of the Talking Machine Shops,



B. FEINBERG, NOW WITH THE AMERICAN PIANO CO.

Chicago, and later as special traveling representative for the wholesale department of the Columbia Phonograph Co., General, has resigned from the latter position to become traveling salesman for the American Piano Co., one of the most prominent concerns in the piano trade, with headquarters at 439 Fifth avenue, New York. Mr. Feinberg will

devote his time exclusively to introducing and promoting the sales of the American Piano Co.'s new and improved music roll, the Rythmodik, which reproduces perfectly the music as actually interpreted by famous pianists. Chas. F. Stoddard, the inventor of the Rythmodik roll, will accompany Mr. Feinberg and demonstrate the merits of the new records. Mr. Feinberg is a highly successful salesman and Mr. Stoddard is an accomplished artist on the player-piano. With these two men, both experts in their own particular line, the success of their efforts is almost a foregone conclusion. The first trip of the campaign will be among the trade between New York and Denver, Col., and eventually their travels will take them over the entire country.

EDISON GLEANINGS.

Many Visitors to Plant at Orange—Thos. A. Edison Off to Florida Home—Baseball Soon—A New Volume That Shows the Work of a Master Hand—Dealers Should Look It Up.

The Edison social record at Orange, N. J., contains the following well-known names—members of the fraternity entertained during the past month: Hy Eilers, Eilers Music Co., Portland, Ore.; George Heidinger, Eilers Music Co., Spokane, Wash.; W. M. Cole, H. E. Sidles Phonograph Co., Lincoln, Neb.; Louis Buehn, Philadelphia, Pa.; E. Buehn, Pittsburgh, Pa.; Hugh Shields, Denver Dry Goods Co., Denver, Colo.; C. S. Shank and Mr. Title, of George Bogar, Harrisburg, Pa.; H. L. Ellenberger, Pardee-Ellenberger Co., New Haven; J. E. Pearce, New Orleans, La.; C. B. Haynes, C. B. Haynes & Co., Richmond, Va.; H. G. Stanton, R. S. Williams & Sons Co., Ltd., Toronto; H. S. Loudon, Toronto, Canada; J. N. Blackman, Blackman Talking Machine Co., New York; H. M. Meyer, the Meyer Store, Pittsfield, Mass.

Carl H. Wilson, general manager, is at Atlantic City for a few weeks' rest.

Thomas A. Edison, accompanied by his family, departed on the ninth for Florida, where Mr. Edi-

son will remain for a month. Mr. Edison has a winter home at Miami, one of the most beautiful spots in the State.

The Edison Club is organizing a baseball team which is going to be "some" team, so the boys assert. After the spring training this "9" will be looking for games, particularly with talking machine teams.

C. E. Goodwin, manager of salesmen, mixed business with pleasure by stopping week-ends at Atlantic City, where he could be in consultation with General Manager Wilson.

Business at the Edison works is in excellent shape; everyone is working—even the shipping department is hustling—which is most optimistic for a bright spring condition.

L. C. McChesney, advertising manager, reports a spirited demand for the volume "Splitting the Other Four-Fifths," a book describing the merits and advantages of the Edison business phonograph. This book was written under Mr. McChesney's guidance and it shows the work of a master hand from cover to cover. The Edison Co. will be glad to mail a copy to any live dealer in the country and it will either show him a way to make extra money or a path that will start him rounding out new profits.

HAGER WITH KEEN-O-PHONE CO.

Appointed Musical Director and Will Manage Recording End of Business.

(Special to The Talking Machine World.)

Philadelphia, Pa., March 8, 1912.

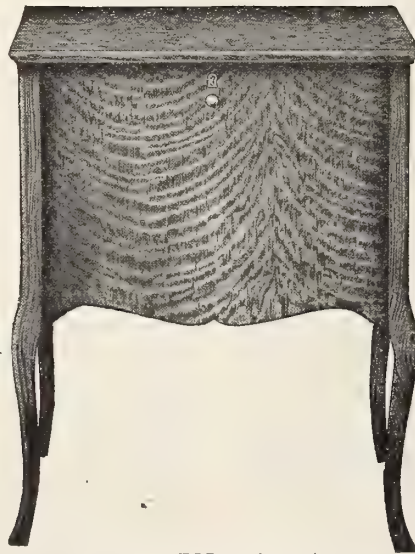
Frederic W. Hager has been appointed general musical director of the Keen-O-Phone Co., manufacturers of talking machines. Mr. Hager will handle the talent and recording end of the business. He has had considerable experience along these lines, not only in the production of records, but in the musical centers he was at one time in the publishing field. Mr. Hager is also a composer of note. The company is to be congratulated on securing Mr. Hager's services, as his experience and training have been wide and exhaustive.

Two Styles of the New Line From The Hanover Factories

Hanover Quality
will be
Maintained



D26. TOP 28 x 19.
QUARTERED OAK AND MAHOGANY.



D32. TOP 23½ x 19½.
QUARTERED OAK AND MAHOGANY.

Exceptionally
Well Made and
Elegantly Finished
to match
Talking Machine
Cases.

Distributed by the jobbing trade

THE GEO. A. LONG CABINET CO.
HANOVER, PA.

Address Communications to **CLEMENT BEECROFT**, 309 W. Susquehanna Ave., Philadelphia, Pa.

The announcement of immediate deliveries on the Columbia Grafonola "Non-pareil" makes most interesting news to the average dealer right now.



**Columbia Phonograph Co., Gen'l
Tribune Building, New York**

DICTAPHONE CONTEST A HIT.

One of the Prominent Features of the Recent Business Men's Exposition in Indianapolis—Prizes for Best Letters—Typewriter Companies Show Interest in Competition.

(Special to The Talking Machine World.)
Indianapolis, Ind., March 9, 1912.

A Dictaphone display at a Business Men's Exposition is not a new thing by any means, but there was an element of novelty in the exhibit put on here at the recent exposition in Tomlinson hall

and interest in the contest was thereby made general rather than local.

The various typewriter agencies of the city were quick to see the benefit that could be made to accrue to them, could it be said that it was upon one of their machines that the winning letter had been written. In consequence of this, all the typewriter firms brought the contest to the notice of the operators of their respective machines scattered over the city, and invited them to come to the exposition and try for the prize of \$10 in gold.



DICTAPHONE AT BUSINESS MEN'S EXPOSITION, INDIANAPOLIS.

by the Indianapolis branch of the Columbia Phonograph Co. A unique feature of the exhibit was the giving of a prize to the stenographer who could write the best letter from the Dictaphone at the booth of the Columbia Co.

Typewriting machines of all the leading makes were embodied in the exhibit. Connected with each of these was a type B-6 Dictaphone, upon which was a cylinder containing a short letter, so dictated as to be easily and readily written by any one competent to use a typewriter. The award was made with regard to neatness and accuracy, speed cutting no figure whatever. Under these conditions all stenographers had an equal chance,

Miss Lizzie Hubbard, employed by the American Motor Car Co. of this city, using an L. C. Smith typewriter, wrote the winning letter. Miss Anna M. Counts, using a Remington, was second and Mrs. Louis M. Reeves was third. Mrs. Reeves used an Underwood typewriter. It is only fair to Miss Counts and Mrs. Reeves to mention the fact that the Dictaphone was absolutely new to them, whereas Miss Hubbard had been familiar with its operation for some time. In the picture of the display, C. P. Herdman, of the local branch of the Columbia Phonograph Co., is at the tube. The display was designed and arranged by C. V. Weaver.

A CONGRESS OF INVENTIONS.

Inventors of All Classes to Display the Results of Their Genius at an Exhibition in Grand Central Palace.

Inventors of high and low degree, from perpetual motion "bug" to Edison, Westinghouse, Steinmetz, Cooper Hewitt, Marconi, Bleriot, and other giants of mechanics, will show their greatest achievements to the public in the new Grand Central Palace from April 13 to 20 at the newly organized Inventions Show. This will be a congress of inventors, conducted for the education of the public and the direct meeting of manufacturer and consumer.

Another aim of the Inventions Show is to put inventors in touch with capital, and hundreds of unknown geniuses with great ideas needing money for development will exhibit their brain children beside the mechanical progeny of famous men who

have made their dreams come true. The great floor space and scientific arrangement of the new Grand Central Palace make it possible to assemble what is expected to be a splendid exhibition of the magic of inventive genius.

Edison will show all his great inventions in their latest development from cement houses to storage batteries, giant motors, electric lights, talking machines and motion picture marvels, and other inventors will display their masterpieces.

TALKING MACHINE EXPORTS.

The Figures for January Presented—Reports Show Falling Off for the Month.

(Special to The Talking Machine World.)
Washington, D. C., March 6, 1912.

In the summary of exports and imports of the commerce of the United States for the month of January (the latest period for which it has been compiled), which has just been issued by the Bu-

reau of Statistics of the Department of Commerce and Labor, the following interesting figures relating to talking machines and supplies are set forth:

The total exports of talking machines, records and supplies for January, 1912, amounted to \$226,660, as compared with \$292,347 for the same month of the previous year. The seven months' exportation of talking machines, records and supplies amounted to \$1,615,162.

TAKES ON VICTOR LINE.

Henry Kleber & Bro., of Pittsburgh, Arrange Department to Be Devoted to Talking Machine—Scott & Jones, of Youngstown, Also Fall in Line—Other News of Interest.

(Special to The Talking Machine World.)

Pittsburgh, Pa., March 9, 1912.

The Talking Machine Shop, of this city, has just added two new rooms to its talking machine shop which are very unique, both rooms being the Italian pagoda style, having the latticed sides and roof, one room with wistaria and flower decorations and the other with roses and grapes. It has fitted up the new rooms entirely after the rural style.

Henry Kleber & Bros., piano dealers, 513 Wood street, have taken on the complete Victor line and will devote their entire first floor to the Victor. They have equipped their department with four handsome sound-proof booths, and altogether will have a very beautiful department, the decorations being Paris gray and white.

Scott & Jones, of Youngstown, are moving their Victor department from the basement to the first floor, are putting in four of the finest sound-proof booths in the country at the cost of \$2,300 and, altogether, they will have one of the finest departments between Pittsburgh and Chicago.

The various dealers in Pittsburgh report good business in so far as the present shortage will permit.

IMPROVEMENT OF DICTATING MACHINE.

A new earpiece for the Edison business phonograph has been invented and put on the market. The apparatus is similar to the old ones in use, except that the ear tubes are of aluminum and therefore lighter and easier on the ears of the operator than those made of hard rubber composition.

Wisconsin Traveler Wanted.

We want a good, snappy, up-to-the minute traveler to sell Victor goods in the State of Wisconsin. One capable of establishing new dealers and who can help latter close deals for Victrolas when necessary. Address, giving experience, reference and salary to begin, C. M., Talking Machine World, 37 So. Wabash Ave., Chicago.

PARCELS POST FORTHWITH.

Two Year Limit in Post Office Appropriation Bill Introduced Last Week—Measure Calls for Limit of Eleven Pounds and Temporary Trial Will End June 30, 1914—Charges to Be Five Cents for First Pound and Two Cents Thereafter—For Rural Delivery Only.

(Special to The Talking Machine World.)

Washington, D. C., March 5, 1912.

In making public the new Post Office Appropriation bill yesterday the Committee on Post Offices and Post Roads laid before the House a provision for the establishment of a modified parcels post. The new provision is carried in section 8 of the bill and reads in part as follows:

That on each and all rural mail delivery routes of the United States the postmaster at the starting point of such route shall until June 30, 1914, receive and deliver to the carrier or carriers of said routes all articles, parcels or packages not prohibited to the mails by law and falling under the definition of fourth class matter and not weighing in excess of eleven pounds, for transportation and delivery on said routes only; and the carriers shall receive at intermediate points on all rural routes such mail matter of the fourth class for delivery on their respective routes only.

Limit to Be Eleven Pounds.

That postage shall be paid on all articles, parcels or packages entitled to transportation under the provisions of the act as matter of the fourth class on rural mail delivery routes only at the following rates: One cent for each two ounces or less, two cents for more than two ounces, but not more than four ounces, three cents for more than four ounces but not more than eight ounces, four cents for more than eight ounces but not more than twelve ounces, five cents for more than twelve ounces but not more than a pound, and two cents per pound for each additional pound or fraction thereof up to and including a total of eleven pounds. That the Postmaster General shall make all rules and regulations necessary and not inconsistent with law to the proper execution of this act.

The bill also creates a commission to study the subject of a general parcels post.

In the accompanying report the committee takes strong ground in favor of the commission plan and says:

To Give Two Years' Trial.

It would seem essential that we know how this innovation in our postal system will affect our revenue, what additional burdens we must assume in increased number of employes, and the increased railway and carriage pay; whether a flat rate can be established for the whole of the United States or not and at what figure; whether it would be wise to adopt the Zone system of transportation and pay for carriage or not; how far this extra service would interfere with the handling of first, second and third class mail matter; the probable losses and profits under different rates; the effect on the centralization of trade; whether the express companies could under one system or another secure the short hauls and leave the long and expensive hauls to the Government; whether it would first be best to condemn the express companies contracts with the railroads or not and use them, or to force the railroad companies to equal rates for the Post Office Department that is granted the express companies, or to pursue either of these courses; to know the tendency of the system to create and sustain monopolies, and its effect on the commercial and farming interests of the country.

Of the proposed enactment itself the report says:

The same conditions do not exist, and therefore the same reasoning does not apply to the strictly rural parcels post confined to matter of the fourth class arising and for delivery on each specific rural free delivery route. These routes are already established. All of their machinery is in full operation. The additional burdens on the carrier are slight, and a slight additional compensation is provided for in this bill. The estimate of the Department is that a change in equipment will be necessary as to only about 15 per cent. of the routes.

SHEPARD, NORWELL CO.'S TALKING MACHINE DEPARTMENT



(Special to The Talking Machine World.)

Boston, Mass., March 10, 1912.

The talking machine department of the Shepard Norwell Co., Winter street and Temple place, this city, of which a reproduction is herewith given, has proven one of the busiest departments in the whole of this large department store. The quarters occupy the entire end of the third floor on the Temple place side of the building and as one enters the first thing that impresses him is its close resemblance to a handsomely furnished parlor, for there is a soft green velvet carpet on the floor, while all around are handsome Columbia cabinets, for the department handles only the Columbia

goods. The demonstration rooms are at the end overlooking the much traveled street. One of these demonstration rooms is quite large, of sufficient size to hold quite a large company of people.

The department is owned by F. C. Henderson, who has a number of talking machine stores at different points and who, by the way, has just returned from a trip to Bermuda. In charge of the machines is A. Isaacson, an experienced man, while Mrs. Jones attends to all customers who are looking for records or who wish to inquire as to the grand opera work of the Columbia. The department keeps only high-class goods and its sales for the most part are in the high-priced outfits.

We have, therefore, provided for a limited rural route parcels post with postage rates at five cents per pound for the first pound and two cents per pound over one pound and for fractions of pounds, to 11 pounds limit as an experimental proposition. This experiment will last for two years on all of the routes in the United States. If it shall prove to be unwise it can be repealed or expire by limitation.

SHIPPERS AND CARRIERS INTERESTED

In the Movement Now Being Made by Business Organizations to Have Congress Amend the Interstate Commerce Law, So That Red Tape May Be Eliminated and Shippers and Carriers Be Brought Into Closer Touch.

In order to bring shippers into closer touch with carriers, the executive committee representing commercial organizations of twenty-seven Atlantic seaboard cities, has formulated a proposed amendment to the Interstate Commerce law. The form of the amendment was agreed upon at a meeting held in the rooms of the Merchants' Association, in New York, and presided over by D. O. Ives, of the Boston Chamber of Commerce.

The amendment would change section seventeen of the Interstate Commerce law, which refers to the powers of the Interstate Commerce Commission. It authorizes the commission to establish branch offices in any commercial center and to place them in charge of an authorized agent of commission. In case of controversy between shippers and the railroads, and with the consent of both parties, these agents would act as mediators or arbitrators. The amendment proposes to authorize the arbitrators to take up such questions in dispute as may be referred to them by the Interstate Commerce Commission or by the parties to the dispute. They are to be authorized, under the direction of the commission, to conduct hearings and to make decisions subject to the approval of the commission.

"The idea of the proposed amendment," said Mr. Ives, "is to bring the shippers and the railroads closer together and to avoid controversies, either

with regard to demurrage or other matters, which have a bad effect upon their mutual relations. The amendment would give shippers easy and ready access to the commission through its agents. As matters now stand an aggrieved shipper must either take his case to the Interstate Commerce Commission in Washington or let it drop without action, even though the railroad might be perfectly willing to give redress were the matter brought to its attention. These conditions lead to unnecessary misunderstandings and ill-feeling which the committee believes can be avoided by the passage of the proposed amendment to the law."

PROOF OF NAME VALUE

Found in the Success of the "Duplexetone" Needles Made by W. H. Bagshaw.

The story is going the rounds of the wonderful success and distribution from the start of "Crisco," a new cooking material. This is manufactured by the makers of "Ivory" soap. The latter product is a wonderful seller from one end of the country to the other; everyone knows it and the firm that makes it. Therefore "Crisco" obtained a distribution on the reputation of "Ivory" soap and at a cost of about 1 per cent. what it would cost an unknown concern. This emphatically shows the value of a reputation.

It is the same in talking machine circles. A short time ago W. H. Bagshaw, of Lowell, Mass., created and manufactured a new needle, which was named the "Duplexetone" for the reason that it is possible to secure both a loud and soft tone with it. The announcement caused quite a little excitement in the trade, and with the reputation of Bagshaw back of the product, many of the trade sent in initial orders with entire confidence that the "Duplexetone" needles would prove to be big sellers. Re-orders are just beginning to come in and as C. H. Bagshaw, of that house, says: "The rapid co-operation of the trade in forming an immediate distribution of 'Duplexetone' needles is most gratifying and shows that our work of years to uphold the quality of our needles is appreciated. American needles lead now, as they always did."

CHAIRMAN KONTA'S VIEWS

On the Value of the Talking Machine as a Means of Making Records of American Natives for Posterity—The Work of the Modern Historical Records Association in This Connection Interestingly Set Forth.

Alexander Konta, chairman of the executive committee of the Modern Historical Records Association, whose headquarters are in New York, writes most interestingly on the value of the talking machine as a means of making permanent records of the dialects of the fast disappearing races throughout the world. In this connection he says:

A recent report from Sitka of the ravages of pulmonary diseases among the Indians of Alaska makes timely the question, "What is being done to preserve the records of the American natives for posterity?" The American Indian is approaching, if, indeed, he has not already reached, the last stage of his native existence. Either he is gradually disappearing, or he is adopting the white man's civilization and adapting himself to it. In both cases the records of his own civilization will be lost unless something is done, and done speedily.

Much has been done, much is being done. Of this I am perfectly well aware. Indian languages have been studied—we have even preserved eight-

eenth century vocabularies of vanished tribes like the Algonquins. The culture, arts and industries, the domestic and social organization, the customs, games and pastimes, the work and play of the Amerind have been described time and again. His history has been traced as far back as his civilization has made possible. Explorers, missionaries, settlers, Indian fighters, army officers, and, later, scientists, have gradually accumulated a valuable volume of information. The camera has been brought into play (the series of photographs made by Edward S. Curtis for J. Pierpont Morgan practically stands first here); our museums have their Indian collections; and, last of all, a beginning has been made with the phonographic registering of Indian music.

This mention of the phonograph leads me to my point, which is that we have not as yet begun to take a systematic living record of the Indian in all the phases of his life. Descriptions of it in books, drawings and photographs are all well enough, but moving pictures would be still better. Vocabularies and grammars are indispensable, but phonographic records of vanishing tongues would be better still, even for the information of linguistic specialists. The question of the origin of the American native is as yet one of the mysteries of ethnology. We shall wish to solve it even after that native has been assimilated or has ceased to

exist. And a complete set of living records may in the future prove of the greatest value in solving the problem.

When speaking of the American Indian, we in this country are apt to overlook the Indians of Canada, and, still more, those of Central and South America. It is in the latter field especially that speedy and organized action is necessary. The field there is vast as it is unexploited. We need not hope to penetrate for a long time to come the veil that covers the prehistoric remains of Peru. What matters just now are the records of the living Indians of all the Americas who are still leading their aboriginal lives in more or less unadulterated form.

The field is too vast for private undertaking, too vast for the resources of the Modern Historic Records Association, whose chief aim is the making and preservation of just such records as these. The founding of similar associations in different parts of the world is already being discussed, but its realization will take time, and the organization of co-operation between them all still longer. Meantime, no feature of the life of the present is vanishing faster into the past than the native civilization of the American Indian, from the sub-Arctic to Patagonia.

Cannot the Government at Washington, the leading power on this continent, be petitioned to put

FOR

EDISON

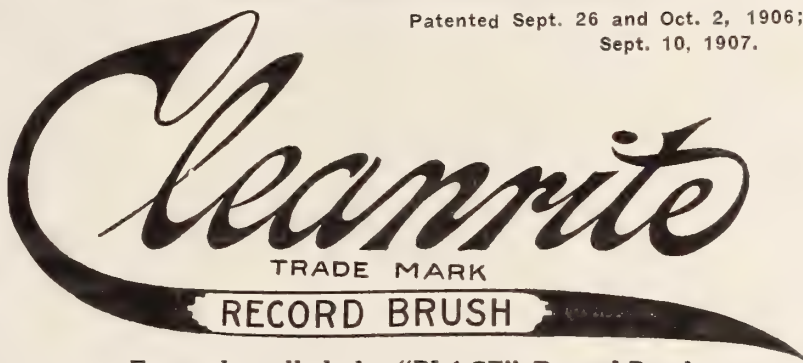
PHONOGRAPHS

List Price

15c

each

Patented Sept. 26 and Oct. 2, 1906;
Sept. 10, 1907.



Formerly called the "PLACE" Record Brush

FOR

VICTOR and

COLUMBIA

Talking Machines

List Price

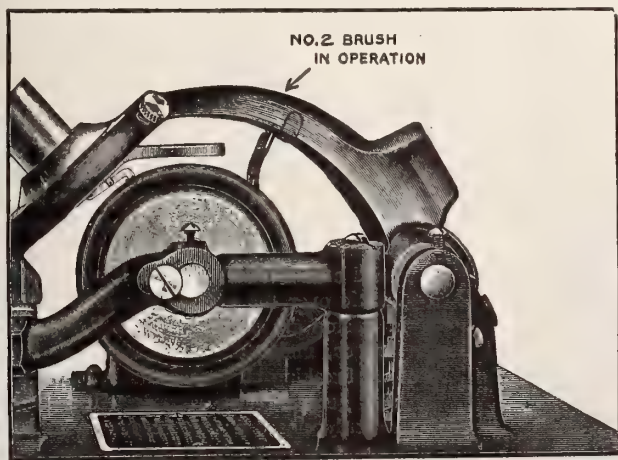
25c

each

To the Trade:

ANNOUNCEMENT

Our line of RECORD BRUSHES has been increased. We now have a new style No. 20 to fit the Columbia Concert Grand Sound Box. The No. 20 we assure you is a valuable addition to the CLEANRITE family and we are not filling orders for the new style. Order at once so as not to lose any business.

NO. 2 BRUSH
IN OPERATION

No. 1.
Fits Triumph

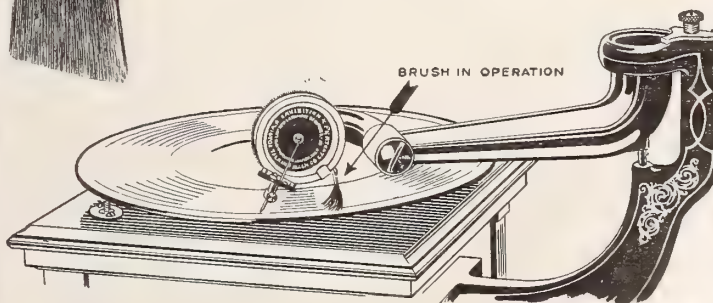
No. 2.
Standard and Home

No. 3.
Gem and Fireside



IT SAVES THE TONE

You can't afford to lose
this protection.



BRUSH IN OPERATION

AUTOMATICALLY CLEANS

record grooves, insuring a smooth track for sapphire or needle. Reduces friction to minimum. Enables needle to wear better and play good all through the record. Keeps sapphires from wearing flat.



FREE SAMPLES

who don't handle them.

will be sent upon request
to any Jobber or Dealer
Write Now



DEALERS

are requested to get their supply from
their regular Jobber. If he will not sup-
ply you, write us for the name of one who will.

MANUFACTURED
BY

BLACKMAN TALKING MACHINE CO.

97 CHAMBERS STREET, NEW YORK

J. NEWCOMB BLACKMAN
President
"The White Blackman"

Don't fight somebody else's battles for him. If you want the Columbia business that *belongs* to you, don't let somebody else tell you what line *not* to carry.



Columbia Phonograph Co., Gen'l
Tribune Building, New York

itself in communication with the other governments north and south of it for the purpose of establishing an inter-American system for the taking and preservation and exchange of the living records of the vanishing American Indians? The Modern Historic Records Association would gladly place at the service of the movement such resources as it has already at its command in the beginning of its existence.

VICTROLA AND PLAYER CONCERTS.

Clark Music Co., of Syracuse, Entertained Its Employees in a Very Novel and Enjoyable Program in Which the Above Instruments Were Used—Dance Follows Refreshments.

(Special to The Talking Machine World.)

Syracuse, N. Y., March 11, 1912.

A rather novel and very enjoyable party was given on Friday evening, March 8, by the Clark Music Co., of this city, to its employees. Mr. and Mrs. S. W. Weedon furnished much amusement to the guests by their brogue and comic songs, in which work Mr. Weedon is attracting much attention. Refreshments were served in the famous Mary Elizabeth Candy Kitchen in the Clark Music building, where places were arranged for seventy guests. The kitchen was appropriately decorated and on the large center table a beautiful green Irish harp was placed. An especial treat was that of wandering through the mammoth kitchen and eating whatever candy one wanted, as the Clark Music Co. had especially arranged for this privilege. Later the floor was cleared and a number of the young people danced, the Apollo player-piano and the Victrola furnishing the music. Melville A. Clark acted as master of ceremonies throughout the evening.

COLUMBIA NOTES.

George W. Lyle, general manager of the Columbia Phonograph Co., General, New York, is making an extended trip through the West and South. Mr. Lyle is now on the Pacific Coast. He will stop at the company's stores in the South, touching at Atlanta, Birmingham, Dallas, etc., returning to New York via Denver and Salt Lake City.

Edward N. Burns, of the export department, left recently for Europe on copyright business for the company.

Charles A. Ragan, for many years manager of the Columbia store at New Orleans, died Sunday, March 3. Mr. Ragan was a thoroughly estimable and capable young man and had been unusually successful in the management of the New Orleans headquarters. Funeral services and interment were at Washington, D. C.

SOME POPULAR SELECTIONS.

"Lizabeth Ann," a tenor duet by Campbell and Bonn, with orchestra accompaniment, and "I'm Going Back to Dixie," baritone and tenor duet by Collins and Harlan, with orchestra accompaniment,

is one of the double-disc records of the Columbia Phonograph Co., General, New York, which is enjoying unusual popularity these days. The recording of these selections is unusually fine and the trade is finding it one of the most attractive combinations issued in a long time.

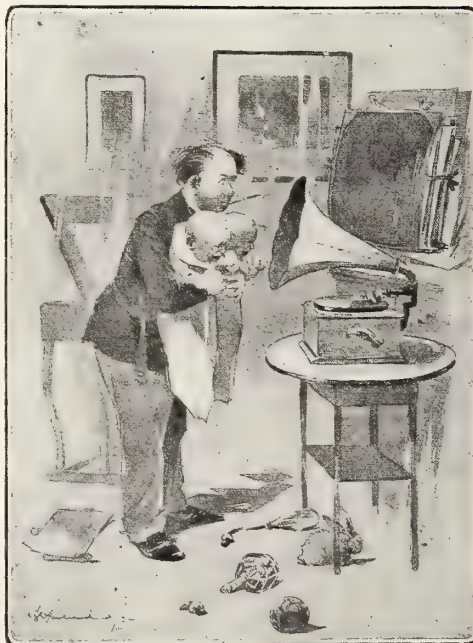
THE WADE FIBRE NEEDLE CUTTER.

The Manufacturers Are Experiencing a Really Remarkable Demand for This Product, Which Is Selling Like Hot Cakes Throughout the Country—Sold at a Popular Price.

(Special to The Talking Machine World.)

Chicago, Ill., March 11, 1912.

Wade & Wade, 1237 East 46th street, Chicago, are experiencing a really remarkable demand for the Wade fibre needle cutter, which they manufacture. This unique and efficient device, as may be seen by the cut presented elsewhere in this issue, looks like a pair of pliers and operates in the same way. It is not only convenient to handle, but cuts a neat, clean point, which plays the record effectively. Mr. Wade, the inventor of this cutter, is not only a practical mechanic, but is a thorough, all-around talking machine man and is now actively engaged in that line of business. He became very much interested in the fibre needle upon its introduction and has produced several pointing devices. The present Wade cutter, however, is the final development of a long period of experimentation, and, as it has been on the market for over a year, there has been time enough to fully demonstrate its practicability and fool-proofedness. It is priced at a figure which is making it a rapid seller and yielding the dealer a goodly margin of profit.



THE DISTRACTED FATHER.—Go on, howl into that! And then, later on, you'll know what you owe your parents.—Sketch.

CHASE-HACKLEY HANDLING VICTORS.

The Prominent Piano Manufacturers and Retailers Take on This Line in Their Establishment at Muskegon, Mich.

(Special to The Talking Machine World.)

Muskegon, Mich., March 11, 1912.

The Chase-Hackley Piano Co., one of the largest and best known of Western piano manufacturers, has a fine retail store on Western avenue, the principal business street of this city, in which city its factory is also located. It has recently added a complete Victor line, devoting a large portion of the ground floor of the building to this department and installing several modern demonstrating booths.

NEW EDISON BATTERY FOR SUBMARINES.

Thomas A. Edison claims to have invented a storage battery for use in submarine boats which will enable crews to live beneath the water 1,000 days. The largest percentage of deaths in submarines is attributed to the crew breathing exhaled carbonic acid gas, so Edison uses a potash solution in the new submarine battery which, it is stated, will absorb carbonic acid gas, thereby purifying the atmosphere. It will be necessary, of course, for submarines to supply themselves with fresh oxygen, but this may be accomplished, it is claimed, by carrying compressed oxygen in tubes.

The American Admiralty will investigate the new invention, which, if successful, will greatly improve the conditions of submarine service.

NEW COLUMBIA AGENTS

In New England and the West Announced by H. A. Yerkes—Finds Business Active on Recent Trade Visit.

H. A. Yerkes, manager of the wholesale department, Columbia Phonograph Co., General, New York, returned the latter part of the week from a ten days' trip among Columbia dealers and branch stores in New England. Mr. Yerkes states that business in New England is hitting a fast clip and that one and all the dealers of the Eastern section are optimistic over the outlook for 1912. Conditions in Boston are particularly gratifying. The Boston branch, under the management of A. C. Erisman, is breaking all precedents in the way of output and general sales records. The Boston agency recently closed a nice account with William B. Lincoln, of Springfield, Mass., a piano dealer of that city, who will handle the Columbia line entirely. Another piano house to join the staff of Columbia dealers is the Butler Sons Piano Co., Kansas City.

The Cressey & Allen Co., the successful and progressive piano dealers of Portland, Me., recently held a formal opening at their new warerooms in that city. Special decorations were arranged, an orchestra gave concerts in the afternoon and evening, and a large crowd was attracted to the establishment. The company now have one of the finest piano stores in the State of Maine.

IMPORTANT DECISION ON PATENTS.

Right to Restrict Sales of Patented Articles and the Kind of Unpatented Supplies That May Be Used with Them Upheld by Supreme Court—Judges Vote Four to Three with the Chief Justice Dissenting—Should Force Growth of Monopolies in Defiance of the Sherman Law, Say Government Lawyers.

(Special to The Talking Machine World.)

Washington, D. C., March 11, 1912.

The Supreme Court of the United States handed down a decision to-day involving the right of a patentee. It gives the broadest kind of construction to the rights covered by a patent and has raised grave concern in the minds of the Government officials as to whether the case against the United Shoe Machinery, the Bath Tub Trust and other alleged combinations in restraint of trade, where the monopoly is protected by patent rights, can be successfully prosecuted.

Talking machine men will be interested in the details. The majority opinion by Judge Lurton recognizes the right of a patentee not only to control the "making, using and vending" of the patented article, but holds that the right to prescribe by licensed sale that only certain specified accessories may be used in operating the patented articles is a right protected under the patent.

The Government had strong hopes of compelling the dissolution of the United Shoe Machinery Co. and other alleged combinations in restraint of trade that depend on patent rights for their monopolies.

It is learned that the Government considers the decision of the Supreme Court so far-reaching in its results on the enforcement of the Sherman anti-trust law that the Department of Justice will not abide the "plurality" opinion of the court, but it is expected that a motion will be submitted within a short time for a rehearing of the case before the full bench. That this motion will probably be granted goes without saying.

No decision since the Standard Oil and Tobacco cases has aroused the interest created by the patent case decided to-day. Immediately after court adjourned Solicitor-General Lehman procured copies of the briefs. The case was a private one and the Government was not a party, but the effect of the issue on the pending anti-trust suit in which the monopoly alleged seeks to justify itself under the rights given by patents was promptly recognized.

The Government cannot be recognized to move the rehearing unless it appears as intervener for that purpose, but its influence can be brought to bear through one of the parties to the suit.

The case at issue was that of Sidney Henry and others against A. B. Dick & Co., arising in the Second Circuit Court of Appeals, the Dick Co. is patentee of a stencil duplicating machine for rotary mimeographing. The right to sell the machine was transferred to Sidney Henry with a condition in

the form of license stamped on each machine that its sale should be made only in connection with an obligation upon the purchaser to use certain inks and materials prescribed by the patentees, there being no patents covering these accessories.

Henry sold the machine and for its use furnished an ink not specified in the license. The Dick Co. sued to recover for infringement of the right to use. They claimed damages arising under rights covered by the patent. The defendants denied the jurisdiction, claiming that if any action accrued it arose under contract and not the patent right.

The Court of Appeals certified the question to the Supreme Court to determine as to whether the course of action was one arising under a patent and therefore cognizable at the Federal courts. The opinion of Justice Lurton, concurred in by Justices Holmes, McKenna and Van Devanter, was that the right was one protected by the patent.

The rights guaranteed by a patent, he declared, amounted to a constitutional and statutory monopoly, and that under the "right to use" the patentee could even prescribe, as in this case, not only the use to which the particular patented article may be put, but likewise the kind of unpatented supplies that may be used with it.

Chief Justice White was very earnest in his denunciation of this doctrine. He dwelt upon the "ethics of dissent" and expressed regret that a dissent was necessary.

BUSINESS AHEAD OF LAST YEAR.

General Improvement Both in Volume of Orders and Collections, Says J. Newcomb Blackman—Uncertain Political Situation May Have Effect Upon Business Before Election—Tendency Towards Purchase of Better Grade Instruments.

An informal chat with J. Newcomb Blackman, president of the Blackman Talking Machine Co., 97 Chambers street, New York, brought out several interesting points relative to business conditions for the first part of 1912. Mr. Blackman is optimistic as to the future, at the same time he is conservative in expressing his opinions. The Victor line is handled by the Blackman Talking Machine Co., both wholesale and retail, also the Edison product.

Mr. Blackman said in brief: "The first two months of this year are slightly ahead of the corresponding period of 1911. Sales of Victor records have been particularly heavy. We are handicapped largely by our inability to get the necessary goods to fill our orders. There is plenty of new business waiting which would increase our present volume materially, but we cannot benefit by this for the simple reason that the goods are not forthcoming. We know that the factories are doing their best, but that does not alter the case. All jobbers have been behind on Victor machine orders for some time. Our Edison business during the past month has gained. The Edison opera phonograph, the new machine only recently put on the market, met with immediate favor among the trade."

In answering an inquiry as to collections Mr. Blackman said: "Collections are reasonably good, or, I might say, about average. The extreme long terms on instalments effects collections from the jobbers' standpoint. Of course, if the dealer has to wait a long time for the payment of machines put out on credit it naturally follows that the jobber must wait also. This is a feature of the talking machine business which is under careful consideration and arrangements are under way to regulate."

"Regarding the months to come," said Mr. Blackman, "they look all right. I do believe that politics is going to have some effect on business generally. The political situation is so uncertain this year that it is more than liable to have a quieting effect on the whole country until after election. In the talking machine business there is such an unusual demand, however, and the business is on such a prosperous footing everywhere that it will offset to a large extent any tendency to slump."

"The present great demand for talking machines

and records has been caused largely by the deep desire created in the minds of the general public to own instruments of the better grade. This has been brought about by the final acknowledgment on the part of the public that the talking machine goods are strictly high class. The business has gone beyond the period where the public criticizes the talking machine. Their worth in the interpretation of music is recognized. The present volume of business in talking machines and records is perhaps the best illustration of the high plane to which the industry has mounted.

"It is not a question now of anybody wanting a talking machine—they all want one—the question is how to get it."

Mr. Blackman is chairman of a committee which has been appointed to formulate plans for the regulation of the instalment business. The committee is taking the matter up with the several factories manufacturing talking machines and is attempting to get some universal action on the part of all the companies without handicapping any one company in competition. Nothing definite has been arranged as yet.

VOCOPHONE CO. ORGANIZED.

The Vocophone Talking Machine Co., of Westport, Conn., was recently incorporated with a capital stock of \$250,000 for the purpose of manufacturing talking machines based upon patents controlled by J. M. Evans, who is the president of the company.

It is the intention of this corporation to produce something very novel in the way of designs. Metal instead of wood will be used and a distinguished artist is now engaged in perfecting the designs for new instruments. Carl Philgus is the secretary and treasurer of the Vocophone Co.

TOO WELL ESTABLISHED.

The trouble with many stores in small towns is that they are too well established. They are so well established that the proprietors do not consider it necessary to help themselves. They allow things to get into a rut. Nowadays the store which wins must keep busy. The boss of the job must have ginger. He must be doing things—he must grasp the new ideas which he sees mentioned.

A piece of merchandise without a price ticket is a dead, meaningless thing, but with one, it becomes an answer to an unasked question.

Salesman Wanted.

Competent, reliable salesman for west side New York trade. Give references and salary required. Steady position to right man. Address "ABILITY," care The Talking Machine World, 373 Fourth Ave., New York.

Will Sell.

WANTED—TO SELL a complete stock of Edison Machines, Records and Cabinets at a great sacrifice. Closing out line. Address "RECORDS," care The Talking Machine World, 373 Fourth Ave., New York.

Repairman Wanted.

WANTED.—First-class repairman, familiar with Columbia and Victor Machines. Must be capable of taking charge of repair department. Send lowest salary and references. Address "BOX 999," care Talking Machine World, 373 Fourth Ave., New York.

Can Place Good Men.

We know of several good openings as managers of Victor retail departments paying from \$15 to \$25 per week. Write, giving experience and references, to THE TALKING MACHINE CO., 137 North Wabash Ave., Chicago.

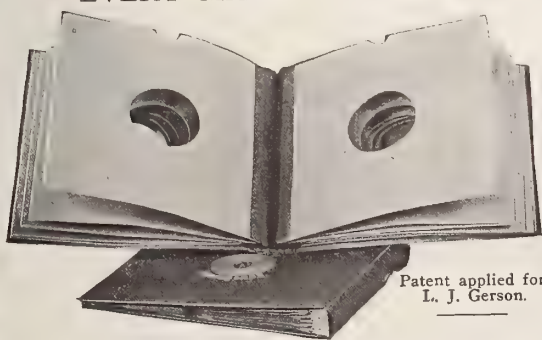
FOR SALE.—2,000 Edison 2-minute Records; new, clean stock; 1,000 Disc Records new stock. DENINGER, 335 North street, Rochester, N. Y.

\$15.00 DESK WALL RACKS, \$4.00; holds 2,000 10-in. 13.00 Cylinder Wall Racks, \$3.00; holds 500 records; \$35 Cylinder Cabinets, \$15. \$15 per 1,000 records, 10 cts., or buy yours. "KNIGHTS," 211 North 12th St., St. Louis, Mo.

Echo Record Albums

FITS DISC RECORDS

EVERY MAKE AND SIZE



Patent applied for
L. J. Gerson.

If you send your name and address, a sample 1911 Album Booklet, illustrating the latest style Echo Albums for both single and double-faced records, with discount sheet, will be mailed you. Echo Albums are indexed 1 to 16 with index in front and fit all record cabinets after slats are removed. Also, can be substituted for the old-style filing cases in Victrolas. If your jobber does not carry Echo Albums remit \$1.00 to us for a sample 10-inch Echo Album, mailed postpaid. Regular discounts to dealers.

ECHO ALBUM CO., 926 Cherry St., Philadelphia, Pa.

If you have a customer

*Fill his order **AT ONCE** with the*

We have been making every effort to bring the production of the Columbia Grafonola "Nonpareil" up to this announcement of prompt delivery.

From now on there is no reason why any talking-machine dealer should spend any of his time hemming and hawing to impatient customers who have a hundred-and-a-half ready to spend for a musical instrument, and more to come for records as soon as delivery is made.

The Columbia Grafonola "Nonpareil" is worth any man's \$150, and if anything were needed to add attractiveness to it, the immediate delivery certainty would supply it.

If you are a Columbia dealer, all right. But if not, are you quite sure you know the "taking" points of the Grafonola "Nonpareil"?



The February Landslide of \$50 Business



The Columbia Grafonola "Favorite"—\$50

has run well over into March. The extraordinary turn-over of Grafonola "Favorites" has stacked up a liberal profit for Columbia dealers everywhere. The record business that went with it was no small feature of the sales results, either.

This Columbia Grafonola "Favorite" has been a great business-maker ever since we first announced it as "the first instrument of the enclosed type ever offered at \$50."

If you are a Columbia dealer there is no more to be said. But if you do not carry a Columbia line, it must be clear to you that the "Favorite" instrument, and the "Favorite" demand, give you at least two good reasons why you should.

The Columbia
"Nonpareil"—

Columbia Phonograph Company,

with \$150 to spend

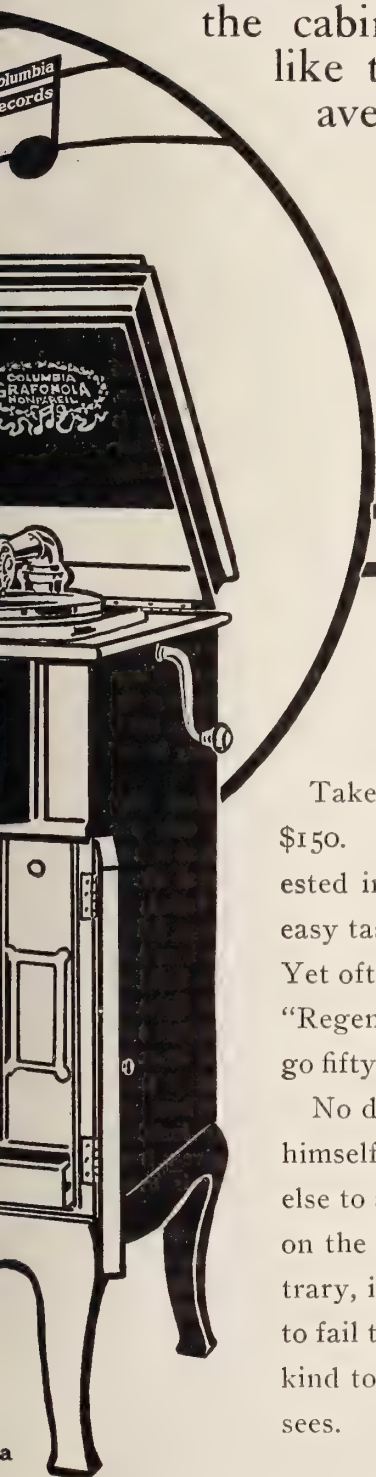
Columbia Grafonola "Nonpareil"

No one could criticize its tone, form or finish. It's a musical instrument—and looks it, every line of it, open or shut.

Down-swinging record compartments—a constant temptation to fill them up with records. Easily lifted lid, and turn-table well above the top of the cabinet, easy of access. Many clever little artistic touches like the velvet covered turn-table, give it an appeal that the average hundred and fifty dollars cannot resist.

You need this instrument, and it will pay you well.

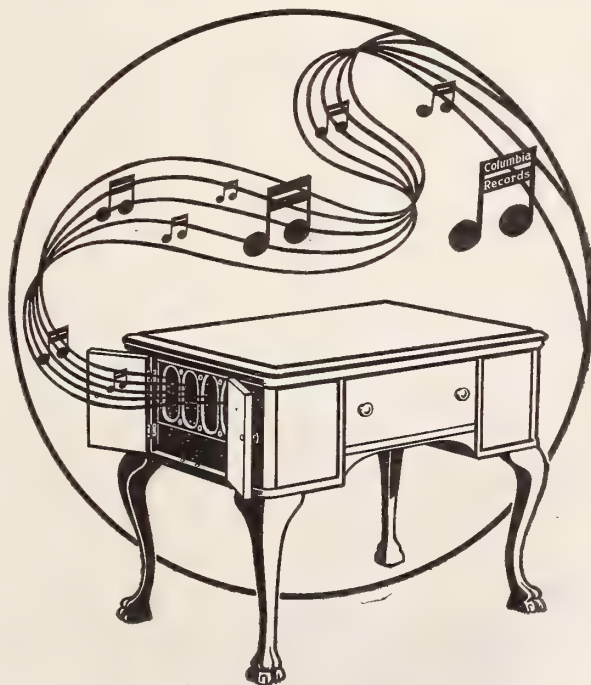
Don't disappoint your customers; if you don't yet carry the Columbia line, exclusively or along with competitive lines, *why not?* The money is in it, the quality is clear, the demand is unmistakable and unmistakably increasing, and we offer you a square deal all the way from "dear sir" to "yours truly".



Columbia "Regents" Have No Competition

Take this "Regent Junior," for example. \$150. When your customer has become interested in the table type of instrument, it's no easy task to drag him over to some other type. Yet often enough the novelty and utility of the "Regent" are sufficient to induce a customer to go fifty dollars further than he at first intended.

No dealer in musical instruments can justify himself in using up energy to sell something else to a customer who has his mind's eye fixed on the table type of instrument. On the contrary, it is an inexcusable mistake for a dealer to fail to use the only musical instrument of its kind to attract customers whom now he never sees.



The Columbia Grafonola "Regent Junior"—\$150

en'l., Tribune Building, New York

CHICAGO DEALERS ELECT OFFICERS

At Meeting Held on March 12—Another Meeting for Appointment of Executive Committee to Be Held April 8.

(Special to The Talking Machine World.)

Chicago, Ill., March 12, 1912.

The delayed annual meeting of the Chicago Talking Machine Dealers' Association was held last night, when the following officers were elected to serve until November: E. T. Vandemark, president; E. J. Melick, vice-president; J. S. Reynolds, secretary; Herman Reichardt, treasurer. The executive committee will be selected at the next meeting on Monday, April 8, at 7 o'clock, to be held at the establishment of M. Reichardt & Sons, 733 Milwaukee avenue, corner Carpenter street. Some very important matters will be discussed on this occasion.

TWIN CITY NEWS.

The Leading Talking Machine Houses Make Most Encouraging Reports Regarding General Trade Conditions—Concerts Attract Large Audiences at the Talking Machine Co.'s Warerooms—Trade Steadily Growing.

(Special to The Talking Machine World.)

Minneapolis, Minn., March 11, 1912.

Arthur Magoon, who has been manager of the talking machine department of the New England Furniture Co., resigned his position on the 15th of February in Minneapolis.

Geo. Mairs, manager of the phonograph department of W. J. Dyer & Bro., of St. Paul, has had a splendid year and reports that business has been bigger than ever. Hard work agrees with George; it makes him get fat and he looks healthy. His genial smile is a trade winner.

Charles Reindfleisch, of Koehler & Hinrichs, has had a splendid year and sales have been coming in thick and fast. Many new accounts have been added to their already large list.

The Talking Machine Co., Archie Matheis proprietor, had a good trade in both of its popular stores in Minneapolis. The new store has been a splendid success and has been on a paying basis ever since the first day it was opened. Concerts are held every Thursday night and are being played to capacity houses. Dozens of Victor and Edison's machines have been sold and trade is growing each month.

DEPARTMENT HEADS DINE.

The department heads of the Columbia Phonograph Co. factories at Bridgeport, Conn., to the number of sixty, held their third annual banquet at Bridgeport recently. After the excellent dinner the guests passed a resolution of condolence with B. C. Root, who was ill at the Bridgeport Hospital and unable to attend. A fund was taken up to furnish him with flowers and a committee appointed to visit him as often as possible. A silent toast in memory of Thomas H. Macdonald was drunk by the entire party standing. Purchasing



THE BOY, THE GRAMOPHONE DISC, AND THE SHORT-SIGHTED OLD GENTLEMAN.—Pele-Mele.

Agent A. C. Wright and Shipping Clerk R. L. French were among the speechmakers. Toastmaster Parker read various telegrams purporting to be from members present as well as absent.

PUBLICITY DOES PAY.

When It Is Conceived Along the Right Lines—Landay Bros.' Success Proves It.

The campaign of publicity which is being carried on by Landay Bros., the prominent Victor distributors, in the New York daily papers has been the subject of much favorable comment both in and outside the trade. The persistency of this work, the character of its contents, the dignified presentation of the claims of the Victor talking machine for consideration of those artistically inclined in a musical way, are worthy of high praise, and Landay Bros. are to be congratulated on the effective campaign in which they are engaged. It goes without saying that as a result of this advertising their new establishment at 563 Fifth avenue is doing an enormous business, for advertising pays, particularly when it is conceived along right lines and carried on with unfailing regularity.

ANNOUNCEMENT REGARDING ALBUMS.

One of the biggest factors of the allied lines of photographic goods are albums for keeping photographs; this is an industry by itself. Albums for talking machine records are built upon similar lines and a man who stands way at the head in the manufacture of these specialties is T. C. Schaffis. He has created the Schafford Album Co., 182 Grand street, New York, in addition to his other business, and is making a line of record albums that he claims is of "de luxe" style, with prices that are the lowest.

"That dealers have not been making enough money with albums I am sure," continued Mr. Schaffis, "and in the new line that I am offering is a revelation for prices. Over three thousand of these were sold in one week to New York City dealers."

Folder "T," describing this line, will be sent to anyone on request to the Schafford Album Co., 182 Grand street, New York.

TALKER CAUSES WORRY TO NAVIGATOR.

A naval correspondent, says Truth, relates the following: A few days since a battleship was cautiously feeling her way through a fog in Torbay. Suddenly the navigator on the bridge heard church bells startlingly near. As he believed the land to be four or five miles away he panicked on the engine telegraph and ordered the leadsmen to sound. The result showed plenty of water. Again the perplexing church bells chimed, clear and near. The face of the helmsman relaxed. Asked sharply what he meant by grinning in a moment of danger, the man explained that it was one of the crew trying his new phonograph records in the mess flat forward!

Do something and do it early that will make the children talk about your store at home and on the street. It does not matter in what way you secure this desirable publicity, but get it—moving displays in the show windows or store, special goods you are offering, gifts, or whatever it may be, so long as the results are secured.

FIRE ALARMS BY TELEPHONE.

The Wonderful Advance Made in Utilizing the Telephone as a Means of Conveying Information Regarding Fires—The Subject Interestingly Discussed by a Writer in Telephony.

Telephones are now quite generally used for sending fire alarms, but in many cases, through excitement, wrong locations are given, or the person giving the alarm is misunderstood and the engines go to the wrong place. If the telephone is to be used for this purpose the advantages of a system to send alarms automatically and correctly are obvious. A recent telephone-alarm system which fills this need is connected directly with the telephone and can be installed in any desired location in a residence or building. In case of fire, all that is necessary is to take the small hammer that hangs by each of the alarm boxes, break the glass front of the box and push the button. Says a writer in Telephony:

"In this system the fire alarm box is connected to any operating telephone line, and so arranged that, upon breaking the glass and pushing a button, the telephone normally connected to this line is temporarily cut off and the connection to fire headquarters is automatically and instantaneously established through the switchboard. The fire alarm box immediately proceeds to register its own number upon a tape at the fire headquarters, repeating the registering five times, the usual tape-punching apparatus being employed for this purpose. As soon as the transmission of the alarm has been completed, the fire alarm box restores the telephone line to its normal condition so that the telephone may be used immediately. Before beginning the transmission of the alarm, the fire alarm box automatically releases any connection which may be established on the line.

"Three styles of fire boxes are furnished. For residences, stores and places requiring only one station, a handsome mahogany box is placed in any desired location and operated as indicated above by breaking the glass and pushing the button.

"For factories, hotels, schools and large buildings a transmitting device enclosed in an iron case is placed in any convenient location in the building and may be operated by push button as in the residence type, or connected with a thermostat system, whereby the fire alarm signal would be automatically sent in upon the operation of a thermostat in any part of the building. Where the thermostat equipment is used bells are installed upon each floor of the building which give a local alarm at the same time the fire alarm is being transmitted to headquarters.

"For small cities having no fire alarm system, an iron street box is provided which may be placed at a telephone pole or in any desired public place and connected with any operating telephone circuit.

"The fact that this fire alarm system operates on lines which are subjected to a test many times a day renders this method of giving fire alarm service particularly reliable. In the automatic system of telephony the fire department is usually given a low number which is called practically instantaneously by the transmitting device of the fire alarm box, and the time required to transmit the signal is the same at all hours of the day or night."

Don't forget you went into business to save money, not time.

INVESTIGATE THE
HILES & THALHAMMER
Electric Automatic Record-Stop

Acts instantly, mechanically perfect,
absolutely easy to connect. Very
Simple. Fits all disc machines.



Nickel Plated \$1.50 Gold Plated \$5.00
General Distributor, ALFRED FRIEDMAN
364 Hill Street, Los Angeles, Cal.

NEW YORK TRADE IS ENTHUSIASTIC

Over the General Trend of Business in the Talking Machine Domain—High Grade and High Priced Goods Have the Call—National Advertising Campaign by Leading Manufacturers Much Appreciated Owing to Its Educational Value—Proving a Tremendous Factor in Concentrating Interest in the Talking Machine and Its Artistic Position—Some Interviews with Leading Jobbers and Dealers Throughout the City Give a Key to the Situation.

The opinions set forth below are quoted from conversations with several of the representative talking machine dealers of New York. Judging from all of these several interviews we find that the talking machine industry, both in the wholesale and retail departments in this city, is on a highly improved plane, that it is gaining in volume daily and that the feeling generally is that 1912 will record a mark hitherto unprecedented in the history of the business. The one great drawback, and the one that is limiting sales to a certain extent, is the fact that dealers and distributors are unable to get goods from the factories in sufficient quantities to supply the demand. Another gratifying feature of the trade to-day lies in the great call for high grade goods. This feature prevails almost invariably. High grade machines, high grade records; in fact, the best procurable, is the selection of the public at present.

The New York dealers are a very enthusiastic lot. They realize, and have for many moons, what the ultimate future of the talking machine would be. Now that their dreams are self evident facts it naturally follows that they are highly elated. The public has come to believe that the talking machine is not simply a mechanical device devised for the amusement of children, but rather that it is a musical instrument in every sense of the word. That the finest artists of the world are paid enormous sums for the privilege of recording their voices or interpretations on musical instruments, that the finest bands, the finest orchestras, the finest quartets, comedians, monologists, etc., make special effort to produce records of the highest quality is almost universally known, and the reward is the appreciation of the people, as evidenced by the rapid growth of the industry.

Distributors and jobbers are getting together for the common good of the trade and are endeavoring to regulate credit terms and other questions which will be of benefit to all. The dealers hold frequent meetings and conventions and discuss ways and means for the future development. The get-together idea is becoming more and more pronounced and this in itself is particularly encouraging. The instalment question is one of the big issues of the day. It is many-sided, and, briefly speaking, it is a hard one to crack. A committee has been appointed to go into the matter fully, J. Newcomb Blackman, president of the Blackman Talking Machine Co., New York, Victor dealers and jobbers, has been appointed chairman. The committee will take the matter up with the several concerns manufacturing talking machines, and it is probable that the future will see several new methods in operation. Just at present there are no developments ready for publication.

Still another asset to the trade all over the country is the wholesale advertising campaigns which are being carried on by the manufacturers. The tone of the advertising is decidedly educational. National and trade magazines are the mediums used to a large extent. The unusual growth of the busi-

ness during the past two years is largely due to the excellent advertising policy followed by the makers. It goes without saying that the dealers the country over are as much benefited by the publicity as are the manufacturers themselves. The main point is to create the demand. This is thoroughly accomplished by the national advertising of the manufacturers, supplemented with the local newspaper advertising of the dealers. The extracts following are taken briefly from the interviews of The Talking Machine World with local trade.

J. Newcomb Blackman, Blackman Talking Machine Co., 97 Chambers street: "We are running slightly ahead of last year. The record business has been very heavy, particularly with the Victor line. It is not possible to get the full benefit of the business to be had owing to our inability to get the necessary goods. A large improvement in Edison business is notable. The new Edison opera phonograph has met with immediate success among the trade."

Columbia Phonograph Co., General, retail store at 89 Chambers street, R. F. Bolton, manager: "We are beating records for the opening months of the new year. The Grafonola Favorite, so extensively advertised in recent issues of the Saturday Evening Post, has registered substantial gains in its already enviable sales record. Record sales are maintaining the same steady average that has characterized their sales for some months past. The demand is general, classic, light classic and popular sharing about equal in popular favor."

General Manager G. T. Williams, New York Talking Machine Co., 81 Chambers street, Victor jobbers and distributors: "I am optimistic regarding the business outlook. January and February were both excellent months with us and substantially ahead of a year ago. Record business is enormous and steadily climbing. Sales of machines are just as good in proportion. The Victor Victrola is proving itself one of the talking machine sensations of the day. I anticipate the brightest kind of business for the entire year."

The Columbia Phonograph Co., General, Tribune building, H. A. Yerkes, manager wholesale department: "Business with us is hitting a fast clip. We are adding many new dealers to our already large list and many of them are among the representative piano dealers of the country. All sections of the country are producing excellent results. I have recently returned from a ten days' trip in New England, where I found conditions in A1 shape. The New England trade is more than optimistic. Our general business is away ahead of 1911 so far and 1911 was our biggest year. You can judge from that what we anticipate at the close of 1912."

Wm. Knabe & Co., 439 Fifth avenue, Columbia dealers, M. J. Boucher, manager talking machine department: "Business is fine with us. People are beginning to realize that a talking machine is some-

thing worth while. The Regent table line is a wonderful seller. Our sales of the Regent 'Baby' are beyond anything the past has ever produced. The demand for records of high grade is very pleasing. Very late popular song hits are also enjoying a good call. The future of the talking machine industry, at least from a retail standpoint, looks good to me."

The Aeolian Co., 362 Fifth avenue, Victor dealers, Charles Bobzin: "We are certainly ahead of the first two months of last year. The main difficulty, and one which I guess we all have to contend with, is in getting goods fast enough to supply the demand. If we could get shipments promptly enough business would be even better than it is. High priced goods are leading in favor, both in records and machines. We sell more of the \$250 Victrola style than any other by a large majority. Personally, I wish the Victor Co. would build a factory five miles long. To me it looks like a big year ahead and more than big if we succeed in getting the goods to supply the demand."

U-S Phonograph Co., 7 Union Square, E. E. Prairie, manager: "General business is good with us. We are now showing our new model \$25 machine and it is making a hit with the trade. Record business has been big for the past year, but just at present it is even better. I am looking forward with all confidence to a big year, and the general tone of things seems to indicate that we will have it."

S. B. Davega Co., 126 University place, S. B. Davega: "Nineteen eleven was the biggest year in our history. At the rate this year has started it looks as though 1912 would at least equal it. Shortage of goods is the only drawback. The demand is far the heaviest for high-grade goods, machines selling from \$50 up constituting the bulk of our trade. The number of 100 and 900 cabinets are still going rapidly. Our new 'Simplex Record Box' promises much in the way of a business getter. It conveniently holds 16 disc records, is very handy and moderate priced."

Landay's is maintaining its reputation as the 'home of nobility' by the presence of several distinguished persons last week at its Fifth avenue, New York, warerooms. The Duke of Manchester and the Baroness DeMeyer were included in these visitors. Another notable, much in the public light of the past few years, is Morgan Shuster, of Persia fame. Mr. Shuster was seen buying Victor goods at the Landay establishment a few days ago. Max Landay reports a very brisk business in Victor machines and records, both wholesale and retail, which is a usual Landay report. Busy and Landay are synonyms.

The Talking Machine Supply Co., owned by the House of Landay, attests a tremendous sale of imported talking machine needles. This month it is using space in The World making an apology for the non-fulfilment of orders last year and saying that with the additional machinery installed at the German factories there will be no future delay. This will be good news to the trade, many of whom enjoy a large volume of needle business.

Put a dash of the unusual in your retail advertising copy and you acquire a wedge by which argument and conviction can be let in with splendid effect.

RECORDING WAX

MOST PERFECT RECORDING-SENSITIVENESS

Noiseless Cutting.
Ready for recording without any further preparation.

SPECIALTY
Wax plates for private record taking.

Has unlimited life.
Plates absolutely ready for recording.

ERNST WILKE & CO., Goerlitz. Factory: Berlin, Ger., N. 20, Kolonie Strasse, 3-4

To Business Men

Business men
in every line admit
the value of good
trade papers.

A trade paper must be
original—it must contain a
variety of matter including news
service—technical information—in
fact it must crystallize the entire news
of the special business world, and be a
helpful adjunct to every department of trade.

Scan the columns of the Talking Machine
World closely and after you have completed an
analysis of the contents of this publication see if you
can duplicate its value in any other trade!

The World is a help to the talking machine
business.

It exerts an healthful optimism.

It wields an influence for the good and every man
who sells talking machines, no matter in what part
of the universe he may be located, should receive
this publication as regularly as it is issued. He is
missing a vital business point if he fails to do this.

Thousands of dealers not only in the United
States but in every country on earth consult the
pages of the World regularly.

They draw from the World pleasure and profit.

The talking machine business has a brilliant
future, and this publication is doing much to enlarge
the business horizon of every retail talking machine
man in the world.

To receive this paper annually costs but \$1.00.
All foreign countries \$1.25.

EDWARD LYMAN BILL

373 FOURTH AVENUE, NEW YORK

FROM OUR EUROPEAN HEADQUARTERS

1 GRESHAM BUILDINGS, BASINGHALL STREET, LONDON, E. C., W. LIONEL STURDY, MANAGER.

Strike of the Coal Miners Has Demoralized Business Generally—Talking Machine Industry, Both Wholesale and Retail, Seriously Affected—Trade Showing for January Not Unsatisfactory—General Situation Interestingly Reviewed—Record Manufacturers and the New Copyright Law—Important Meeting Held—Amberol Exchange Scheme—A Budget of Columbia News—New Edison Machine Helps to Concentrate Interest in That Line—Talking Machine Conditions in Russia the Subject of Some Illuminating Comments by a Continental Trader—The Outlook in England as Discussed by the World Correspondent Will Interest American Readers.

(Special to The Talking Machine World.)

London, E. C., March 2, 1912.

Talking machine conditions on this side do not warrant any special attitude in the direction of pessimism, but one is not inclined to view matters in a too favorable light. Allowing for circumstances which change from day to day, the outlook, however, at the moment of writing is distinctly serious, for the sole reason, let me say, that we are no nearer a solution of the difficulties which beset that most important of industries—the getting of coal—upon which practically all others are dependent. My American readers will be fully cognizant of the position in which we are unfortunately placed, and doubtless the gravity of the case is fully apparent to business men. Details are therefore unnecessary in a publication of this character, but it is perhaps expedient to emphasize the enormously disastrous effect upon an industry such as ours which must follow a cessation of work in the coal mines. Although trade is still pursuing a fairly even course at the moment and everyone is bringing to bear a praiseworthy spirit of optimism, one cannot disguise the insidious signs which portend the cancellation and delivery—suspension—of orders. So far this state of things is only conspicuous by its absence, but the holding up of talking machine trade in some directions, though of little proportion, is, however, clearly indicative of the growing feeling of insecurity in the minds of dealers and factors alike. Manufacturers are necessarily somewhat concerned as to the ultimate outcome of the negotiations for a settlement, and business plans for the time being are tacitly understood and accepted as being dependent upon future events. In other directions there are strong signs of industrial unrest, and while the men's leaders are paid to agitate, one is inclined to view lock-outs and strikes as an institutional legacy. That rather savors of politics, so ring down the curtain.

Latest Trade Returns.

January trade returns up to the last week in the month were not unsatisfactory. Manufacturers and wholesalers found things fairly busy, but the dealers experienced a slight falling off in sales. With the advance of the cycling season this is not unexpected, but the extra distributing recruits secured each year among musical instrument traders is synonymous with a prolongation of the season and less dependence upon the cycle agent class of dealer. The once much-maligned talking machine is coming into its own, and to-day there are very few really up to date musical instrument shops where it is not on sale. In this, its proper sphere, must lay steady progress commercially, and I do not despair of the day when music will be an applied descriptive term universally associated with the so-called "talking machine."

The Subsidizing of Records.

A peculiar, not to say interesting, feature of the trade situation here is the subsidizing of records issued under separately distinctive labels by certain manufacturers of well known standard products. It is the outcome of price-cutting. As an

example, let us say a double record emanating from the Continent is placed on sale here at the list price of 2s. 6d., is sold to factors at a price within two pence or three halfpence of one shilling by way of discounts and secret bonuses, and it is sold by the factor to the dealer in some instances at as low as one or two pence profit, thus enabling the latter to retail it at 1s. 3d., 1s. 4d., or at a figure varying slightly within a few pence, according to the conditions or status of different districts. Even some of the leading makes are somehow retailed at the latter prices, although I do not suggest in this case that the aforementioned wholesale rate rules. What is the result? Just this: Complaints galore from responsible dealers that it is impossible to maintain the full price in view of the close proximity of the cutter and that unless "something" is done to stop it they will either be compelled to relinquish sale of records or do likewise. A few manufacturers thereupon make half-hearted attempts to locate the source of supply with a view to putting a spoke in the wheel of the price cutter, and usually fail—fail because of the lack of co-operation among themselves and consideration of competitive interests which stays their hands, although in nine cases out of ten they know full well the names of the defaulters who supply the price-cutting dealers. Some of the big manufacturers, by a peculiar process of reasoning which I will not attempt to fathom, now strike out in a direction that is distinctly interesting, to say the least. In order to meet this growing and increasingly powerful competitive state of things they argue that they will not openly reduce the price of their standard product. No! But unto the parent shall be born a child. In an atmosphere of illegitimacy this offspring makes its appearance in charge of a foster mother represented in the person of a factor who, in consideration of promising to sacredly maintain the price of the parent record, is allowed to issue the progeny as his own and cast it duly labeled to the trade wolves to do with as they like.

That is the new situation in a nutshell. Further comment is, I think, superfluous.

Copyright News.

My last allusion to this subject breathed rather of suggestion that record manufacturers were exhibiting a policy of indifference as to the effects of the act upon this industry. Whether or not it acted as a stimulant I would not venture to express an opinion, but the fact remains that a private meeting of manufacturers was recently called at the instance of the Columbia Co. officials. The Gramophone Co. I am assured was not represented at this meeting, and to which, by the way, the press was denied admittance. As far as one can gather, the conference had for its object the formation of some joint protective measures to regulate conditions governing the collection and payment of royalties. This private association is probably the sequel to the recent activity in the publishers' camp, where they are busily engaged upon the formation of a scheme for an adequate and systematic method of gathering in the spoils of war. A society is in course of being which has the support of all the leading publishers and composers. That they mean to take full advantage of their new prospects under the act is tolerably clear, and while recognizing their lawful right in this respect it is pleasing and satisfactory to observe the counter-checks and moves operated by record manufacturers in the great game now proceeding.

At the meeting of record makers Paul H. Cromelin occupied the chair, and the following traders were present: Messrs. Sterling and Shields, Columbia Co.; J. E. Hough, Messrs. Turner and Sheard, Pathé Frères; A. Balcombe, O. Ruhl, Ltd.; W. Samuel, Barnett, Samuel & Sons, Ltd.; B. Andres, Hornophone Co.; F. Chapman, Sound Recording Co.; P. Blum, Blum & Co., and O. Fellheimer, Polyphone Record Co.

National Co. Contributes to Dickens Fund.

The National Phonograph Co., Ltd., Paul H. Cromelin managing director, has very generously contributed twenty-five guineas to the Daily Telegraph fund for Dickens' granddaughters.

Significant!

Barnett, Samuel & Sons, Ltd., this city, announce that the Kubelik Fonotopia records will in future be sold at four shillings less than the prices hitherto charged.

First Amberol Exchange Scheme.

The first Amberol exchange scheme inaugurated by the Edison Co. has just terminated. It was based on a liberal plan, full credit being given for old or broken records and, according to all reports, was accorded a very hearty welcome by the trade, which took full advantage of the generous provisions allowed.

Trust Rumor Denied.

The Cologne Gazette recently gave currency to an amusing report which it had "lifted" from another German newspaper. In effect it was stated that "negotiations had commenced with a view to the establishment of an international general trust of all American, English and German gramophone companies." Inquiries in authoritative quarters failed to elicit a confirmation, and the report has since been denied.

New Zonophone Offerings.

A real galaxy of good things is offered this month by the British Zonophone Co. Its March list is a real "stunner" as regards titles, all the latest and best being listed therein. Some examples to hand are: 10-inch—"Arcade" (F. Godfrey) and "The Gramophone Song," Vesta Victoria; "Heva, Hiva, Ho" (Stater), and "Once Aboard the Lugger," Peter Dawson; "The Song My Mammy Sang" and "When Life's Sun Is Setting" (Tate), Herbert Payne; "Austrian National Anthem" (Leonard), and "Reverie" (Rudeniyi), (violin solo), Jan Rudeniyi; "There Goes a Vagabond" (Long), and "They Want a Little Girlie Over There," Flora Cromer; "Peggy" Selection I and Selection II (Leslie Stuart), Black Diamond's Band.

"His Master's Voice" Records for March.

One can only describe the March list of "His Master's Voice" records as being better than ever. Each month seems to mark a step forward, and although the Gramophone Co. is here regarded by all as the supreme concern, they themselves never relax their efforts after improvement, and this is clearly reflected in recent record issues. As to quality of tone and recording the March impressions are about as near perfection as it is possible to obtain under existing methods, and in the matter of artists it is common knowledge that only the very best are invited to sing or play, as the case may be, for "His Master's Voice" records. The complete list of titles for March is as follows:

12-inch: "Quaker Girl," Selections I and II (Monckton), band of H. M. Coldstream Guards; "Ruy Blas Overture" (Mendelssohn) and "Oberon Overture" (Weber), New Symphony; "Reviens Waltz" ("Come Back to Me") (Fragson-Christine), Gottlieb's Orchestra; "Good-By" (Tosti), Mme. Agnes Nicholls; "Angus MacDonald" (Roeckel), Mme. Edna Thornton; "Wot Cher?" (or "Knocked 'Em in the Old Kent Road") (Ingle), Albert Chevalier; "Deoch-an-Doris" (Lauder), Harry Lauder; "Dreamland" (Garstien), Margaret Cooper; "The Scene Shifter's Lament," Alfred Lester; "Romance from D Minor Concerto" (Wieniawski), Francis Macmillen, (violin); "Lohengrin's Narrative" (Lohengrin) (Wagner), Evan Williams, and "Marna" (Oliver), Peter Dawson.

10-inch: "Salome Intermezzo" (Loraine), band of H. M. Coldstream Guards; "La Mousmé Dance" (Wood), Mayfair Orchestra; "Sink, Red Sun" (Del Riego), Marion Beeby; "In 1950" (Jackson),

(Continued on page 34.)

FROM OUR LONDON HEADQUARTERS—(Continued.)

Nelson Jackson; "Mary Marmalade" (McDonald and Williams), Jean Aylwin; "Melody" (Masse-net), Jacques Renard (cello solo); (a) "To Daisies," (b) "Song of the Blackbird" (Quilter), Gervase Elwes; "The Sweetest Flower That Blows" (Hawley), John Harrison; "The Skipper of St. Ives" (Roeckel), Steward Gardner; "Phil the Fluter's Ball" (Percy French), Chas. Frel; "El-dorado" (Walthew), Whitehead.

Columbia Co. News.

The latest exclusive engagement by the Columbia Co. is that of the celebrated Russian Symphony Orchestra. The Russian Symphony Orchestra has lately been touring in the great cities of the United States, filling the largest halls in New York and elsewhere. It was while the orchestra was creating such a musical stir that the Columbia Co. determined to take advantage of their presence in New York to make a series of records, these being so successful that the conductor of the orchestra, Modest Altschuler, agreed to play exclusively for the company.

The Columbia Co. announces that it has secured exclusive records by the famous Ellery Band, the organization which enjoys the distinction of having out-Sousaed Sousa in the nature of its triumphs.

George Bastow (of "Captain Gingham" fame), Burt Shepard, Jay Laurier, Dusty Rhodes, Whit Cunliffe and Arthur Leslie are some of the popular names that figure on the Columbia-Rena supplement for March.

A sacred record of unusual beauty on the Columbia-Rena 12-inch list for March presents a pair of duettists new to discs. The selection is Faure's inspiring "Crucifix," and the singers are Reed Miller and Frank Croxton. The solemnity and dignified grandeur of this notable composition are almost awesome in their perfection. It was, too, a happy thought to link with this lovely duet the beautiful "Calvary" by Paul Rodnéy.

The Columbia-Rena March list, now ready, is rich in instrumental records, there being no less than four double-sided discs of this type. There is Jean Schwiller employing his famous old 1750 'cello

in the melodies of "Home, Sweet Home" and "Robin Adair," Deiro the wonderful in two spirited overtures, cornet solos of "Dreamland" and "All That I Ask Is Love" by the inimitable Sergeant Leggett, while the newly-acquired Alexander Prince contributes a concertina brace of striking marches.

New Edison Departures Stimulate Sales.

The new departures made by the Edison Co. recently have, I learn, been much appreciated in retail trade quarters. The new Edison opera instrument, the "Music Master" wooden cygnet horn, standardizing of equipment, and so on, would seem to have exerted a powerful stimulus in awakening the sluggish dealer to renewed effort in getting after the business. And now yet another important announcement reaches us from the National Phonograph Co., which is advice that on and after May 1 next the retail price for Edison blanks will be reduced to 10d. each. This is the outcome of the recent name recording campaign indulged in through newspaper advertisements and other channels.

A fine batch of records will be issued for April, the complete list being as hereunder:

New Edison Records for March.

Edison Amberol Concert Records—"Hymn of the Emperor," "Kaiser Quartette," Olive Mead String Quartette; "Beloved, It Is Morn" (F. Aylward), Charles Hackett; "Sing, Smile, Slumber" (Gounod), Mme. Marie Rappold. *Edison Amberol Records*—"Overture Fest" (Leutner), H. M. Irish Guards Band; "My Lass Frae Glasgil Toon" (Godfrey and Williams), Billy Williams; "Star of My Soul" (Sidney Jones), David Brazell; "You Must Come Round on Saturday" (Davis and Murphy), Jack Charman; "Come Again Through Lovers' Lane" (Lipton and Darewski), Miss Florrie Forde; "I Love to See Them Working in the Mills" (F. V. St. Clair), Stanley Kirkby; "My Queen" (Blumenthal), Ernest Pike; "We All Went Marching Home Again" (W. Hargreaves), Bobbie Naish; "Questions!" (Bert Lee), Miss Florrie Forde and Jack Charman; "Selection from La Boheme" (Puccini), National Military Band; "Coronation March"—"Die Folkunger" (E. Kret-

schnor), Edison Concert Band; "Crucifix," Reed Miller and Frank Croxton; "Baby Eyes" (vaudeville), Harry Anthony; "Waldmere March" (F. H. Losey), New York Military Band; "By the Light of the Jungle Moon" (J. C. Atkinson), Walter Van Brunt and mixed chorus; "Hornpipe Melody" (violin solo), Charles D'Almaine; "Mollie Darling" (W. S. Hays), Will Oakland and chorus; "The Harbor of Love Medley," National Promenade Band; "Dancing on the House Top" (bells solo), (E. Christie), Charles Daab; "The Song of Triumph—Easter Anthem" (I. H. Meredith), Edison Mixed Quartette. *Edison Standard Records*—"Windcliffe March" (J. Ord Hume), National Military Band; "Maisie Lou" (Arthur and Lawrence), Jack Charman; "Valse Decembre" (Felix Godin), Alhambra Orchestra; "I Should Like a Girl" (Bateman and Leigh), Bobbie Naish; "Love Is Responsible" (Burley and Scott), Miss Florrie Forde; "Punchinello" (banjo solo), (Cammeyer), Olly Oakley; "I Am Thinking of You, Bonnie Mary" (Edgar and Trevor), Andrew Macdonald; "My Father Was Born in Killarney" (Godfrey and Williams), Billy Williams; "I've Left My Heart in England" (Frank Leo), Stanley Kirkby; "Carambas! Intermezzo" (M. R. Steiner), National Military Band; "Florentiner March" (Fucik), Sousa's Band, and "Rum Tum Tiddle" (J. Schwartz), Billy Murray and chorus.

Trade Conditions in Russia.

Some interesting light upon the present situation in the talking machine trade in Russia was recently offered by J. D. Cummer, a prominent member of the talking machine trade on the Continent, and who was in London partly on business and partly for the purpose of renewing old friendships. Mr. Cummer stated that the trade in Russia had suffered to a considerable extent from the widespread practice of "dubbing," or duplicating the better class of records of all makes, and that it was of little use for a company to expend large sums of money to secure the services of renowned artists when, immediately the records were issued, they were duplicated by dubbers and sold at any



To T. M. the KING and QUEEN OF SPAIN



To H. M. the KING OF SWEDEN



To H. H. the KHEDIVE OF EGYPT



To H. M. the KING OF ITALY



To H. M. the SHAH OF PERSIA



BY APPOINTMENT To H. M. QUEEN ALEXANDRA

ROYAL APPRECIATION.

"HIS MASTER'S VOICE"

the whole world over stands for
PERFECTION IN TALKING MACHINES

Branch Addresses:

FRANCE: Cie Francaise du Gramophone, 15 Rue Bleue, Paris.
GERMANY: Deutsche Grammophon Aktien Gesellschaft, 36 Ritterstrasse, Berlin.
ITALY: Compagnia Italiana del Gramofono, Via S. Prospero 5, Milan.
EGYPT: The Gramophone Co., Ltd., 13 Rue Stamboul, Alexandria.
SCANDINAVIA: Skandinavisk Grammophon Aktieselskab Frihavn Copenhagen, Appelbergsgatan 52, Stockholm.
RUSSIA: The Gramophone Co., Ltd., Krasnaja Ploschjad; Mittlere Handels-Reihen, 312-322, Moscow; Fontanka 58, Petersburg; also branches at Riga, Kharkoff, Rostoff, Tiflis.
SPAIN: Cie Francaise del Gramophone, 56 Balmes, Barcelona.
INDIA: The Gramophone Co., Ltd., 139 Belliaghata Road, Calcutta, and 7 Bell Lane, Bombay.
AUSTRALIA: S. Hoffnung & Co., Ltd., Gramophone Branch, Pitt Street, Sydney.
EAST AFRICA: Bayley & Co., Lourenzo Marques.
SOUTH AFRICA: Darter & Sons, Adderley St., Cape Town; Mackay Bros., Rissik St., Johannesburg.

Great Britain: THE GRAMOPHONE CO., Ltd.
21 CITY ROAD, LONDON, E. C.



old price. Legitimate business was going from bad to worse, and at last, after much trouble, the government were moved to introduce a measure making all dubbing illegal. This law is fortunately now in operation, and as the penalties for breaking it are very severe, and knowing that the Russian police are not lightly trifled with, you may rest assured that the evil was quickly stamped out. Dubbing is now practically non-existent, and trade is recovering rapidly and satisfactorily. The business outlook he described as being excellent, and Russian manufacturers look forward to a time of unexampled prosperity. But as far as the retailers are concerned, the one great drawback is the lack of stability or price maintenance. Pretty well all classes of traders indulge in price cutting, and as a direct consequence retail dealers are not so well off as they might be, having regard to the fact that the average Russian—even the peasants—are fairly good purchasers of records. The average retail price of 10-inch double records is about 1s. 8d., but in some cases as low as 1s., while a fair wholesale price would be 9d. Exceptionally long credit is given, in some instances as much as twelve months or more. The German firms, who do a very large percentage of the business in Russia, allow six months' credit. The chief companies in Russia are the Gramophone, Zonophone, Stella, Beka, Syrenna, and the Orpheon Co.

DAYLIGHT MOVING PICTURES.

Next summer, if we can rely on the promise of an obscure German inventor and the moving picture interests that are behind him, we are to have outdoor moving picture performances in broad daylight. Patents have already been obtained for a new kind of "day and night" screens on which the pictures can be shown as plainly in daylight as in darkness. The background of the screen consists of scientifically prepared and dressed canvas absolutely impervious to moisture, a magic coating of silver-faced material, whose ingredients are a strict secret, and a matt surface on the outside which contrives, among other things, to give the picture a "depth" and "atmosphere" and a bold relief never attained in cinema reproduction.

This screen is chiefly remarkable for its almost entire failure to use up light by absorption, a characteristic which results in not only making daylight pictures possible but in an enormous saving of electric current.

Experiments with the new daylight moving picture machine have been conducted during the past few weeks at a secluded spot on the seashore near Dover, England. Representatives of the big moving picture concerns who witnessed the tests declare that the pictures shown under broad daylight conditions were in every way as clear and vivid as any in the most carefully darkened room.

PERTINENT AD TRUTHS.

Establishing a factory on a one-time advertisement is like catching a shark with a three-ounce trout rod.

Sending out cheaply printed literature is like throwing a dog a bone—it keeps him out of mischief, but he never grows fat on it.

Making advertising pay that has no selling plan back of it is like teaching microbes to perform tricks.

Some advertising is like whiskey—fine to look at but awfully hard to swallow.

An advertisement is like a person's mouth—it isn't the size, but what it says, that counts.

Advertising appropriations are like lemons, says Rusty Mike's Diary. It's all right to economize on them, but, for heaven's sake, don't squeeze 'em.

An advertisement campaign is like a watch. No matter how good it is, every day winding is all that keeps it going.

The hour just passed will never return, neither

will the one just passing. Are you getting out of each 60 minutes all that you can for your employer and yourself?

"Offer special leaders to attract purchasers to your store. Show them in your window. *And quote prices.*"

"Change your ads. the moment one begins to look shop-worn. *And quote prices.*"

"Don't use too much display in your ads. Endeavor to make a neat display typographically. *And quote prices.*"

Never take up too much of the customer's time, as you may worry him; for if you do, if he comes in again he will be apt to call for another clerk.

Knowing the stock is very important. Every salesman should know where all of the goods are kept, what the prices are, and, above all, should know the goods, know them well enough to answer any question that may be asked about them. He should study all advertising matter, booklets, catalogues, etc., pertaining to the goods.

WHY THE GRUMBLER FAILS.

The Man Who Is Always Complaining Does Not Tend to Inspire Confidence in His Customers and as a Result Loses Business.

Grumbling, that morbid and improper state of mind, is too prevalent among a great many people, and is responsible to a great extent for so many failures. It excites that nervous irritability which is so productive of pining regrets and fretful complaints. It makes that large class of fretters who enjoy no peace themselves nor permit others to enjoy it. Everything goes wrong with some people, because they make it so. Their business and duties trouble them as though such things were not good. A fretting, grumbling person is one of the most unlovable objects in the world. It is not work that kills a man; it is worry. Work is healthful—you can hardly put more on a man than he can bear; but continued worry and grumbling is rust upon the blade. It is not the revolutions that destroy machinery, but the friction; and just so will the grumbling habit destroy the prospects of anyone. The man who smiles aviates where the man who grumbles merely crawls, and the true blue, all-wool, pre-shrunk, non-fading optimist is the man who smiles not only before but after he gets his wallops.

The grumbling salesman, or the grumbler in the office, is not the one who wins customers or inspires confidence. When you go into a store where all the salespeople are strangers to you, you will invariably look them over and ask your questions or make your purchases of the man who smiles. The world has no use for a man in whose face the wrinkles turn down at the ends. Turn around and look at your face right now in the mirror. Does it have a grouchy appearance? If so, just smile; then keep on smiling. Example after example can be shown to prove that nine out of ten men who have risen from small salaries and positions to the management of large institutions are noted for never losing their smile. Optimists will tell you that not only are they courteous to preserve their own self-respect, but also to set an example to their employees; for it is obvious that if the head of an office is discourteous, or even curt, those under him will take the same demeanor, believing it to be policy of the office. Don't grumble.

A credit man should not expect a salesman to constitute himself a detective and go nosing around into the affairs of the customer, but he is expected to have his eyes and ears open at all times and be on the alert for any detrimental information that may be floating around, especially as it relates to the credit standing of the customer.

Don't Buy Needles That Damage Records



Bad Needles



Grain of

Cleopatra Needles

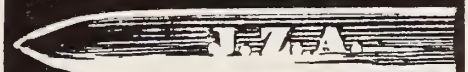
When a needle is running a record, the friction causes the polished surface of the needle to be taken off, while its interior (grain) is exposed and touches the sound waves.

Consequence:

The poorer the polishing and rougher the grain, the more the sound waves are injured!

Only *Cleopatra Needles* are warranted to have always the highest and most perfect polish, smoothest grain. Using them means:

**Finest Reproduction,
No Ruin of Record.**



Sole Manufacturer

JOS. ZIMMERMANN

Needle and Pin Works

AACHEN, GERMANY

MR. RECORDER, do you know my **WAX "P,"**
the best existing recording material for Berliner- (Gramophone-) cut? If
not write for free sample to
CHEMISCHE FABRIK E. SAUERLANDT **FLURSTEDT**
bei Apolda i. Th., Germany
The largest manufacturing plant in the world devoted exclusively to the
manufacture of Master-Waxes for Gramophone and Phonograph



Play the April Columbia Record list right through. In fact, play *any one* record in it. That ought to be evidence enough for any man.



**Columbia Phonograph Co., Gen'l
Tribune Building, New York**

RECORD BREAKING MONTH.

February Made Quite a Showing in the Talking Machine Field in Indianapolis—The Managers of the Columbia Establishments Give Their Reasons for This Gratifying Condition, Which Applies to Victors, Columbias and Edisons Alike—Some Recent Changes in Sales Force—Other Happenings.

(Special to The Talking Machine World.)

Indianapolis, Ind., March 9, 1912.

The month of February was a record-breaking month of business for the talking machine houses in Indianapolis. It may appear that this is "spreading it on," but the managers of every house where the talking machine is sold declared that their houses had experienced twice as much business in the first two months of the year than they had in that length of time in the same period of last year. And all are predicting that the month of March will keep in line and give its share of prosperity.

Thomas G. Devine, local manager of the Columbia Phonograph Co., said his company had experienced the best month of business in years. Some have attributed the increase in business to the cold weather which has kept the people by their firesides and away from outside attractions, but the older heads are saying that there is no way in which to account for the condition of things except that the talking machine business has to grow whether it wants to or not.

The big selling records in the last month with the Columbia Co. locally was the New Pasquali and the New Zenatello records. The band records by the Creatore band were also in demand. The Favorite machine continues to lead all the rest in sales and the Baby Regent is also very popular.

William E. Ludlow of the talking machine department of the Wulschner-Stewart Co. also reports about three times as much business in the first two months of the year as in the same period of last year. The new catalog on Victor records issued recently is attracting much attention locally and many have commented favorably on the book. Besides giving the records put out by the Victor Co., much other valuable information about singers and composers is given. Mr. Ludlow says the people of Indiana have now become awakened to the possibilities of the Victor machines in studying grand opera. Records of the scores of entire operas are now available and orders have been coming in from all over the state.

Miss Wiltse, who for several years was with the Musical Echo Co., has been employed by the Aeolian Co. and is looking after the talking machine department.

Ben Feinberg, wholesale representative of the Columbia Phonograph Co., visited Indianapolis recently and while here took occasion to call on his many old-time friends. Mr. Feinberg was on his way East from the South and he reported excellent talking machine conditions in all parts of the territory he had covered.

Richard W. Craig, who appeared at the Empire Theater this week, featured a Columbia Grafonola in his act.

Lewis A. Moler, local manager of the branch of the Columbia Co. at Terre Haute, Ind., visited Indianapolis recently. Mr. Moler was very enthusiastic about trade conditions in his town and he predicted that 1912 would be a banner year in the talking machine business.

NEW HAWAIIAN RECORDS.

A Beautiful Volume Just Issued by the Columbia Phonograph Co. Containing a Large List of the Beautiful Music by Leading Composers of Hawaii—Something of the Peculiar Charm of These Compositions.

Hawaiian music harmonizes so well with the beauty and legendary romances for which the "Pearls of the Pacific" are noted, that the new Hawaiian records recently made by the Columbia should not only be appreciated in those islands, but should also prove of considerable interest to the purchaser of phonographic records in general, and particularly to those who have the good fortune to visit these beautiful isles.

It is music of a very lively and catchy type, not unlike our old-time Southern melodies, but, with all its simplicity, very interesting. Underneath its pronounced gaiety runs, however, a seriously sympathetic strain that is filled with poignant appeal.

The recording of native music of foreign islands is sometimes fraught with complications and expenditures of time, money and patience, which few others than phonographic experts realize. The field must first be gone over to determine the prospective demand for such records. When these investigations portend a profitable market, the best native talent is then secured, choice of selections made to be recorded, and decision as to the extensiveness of the recording decided.

Then comes the establishing of the recording laboratory. This requires the obtaining of a building which will permit of renovating to secure the peculiar acoustic properties that are essential to a perfect recording laboratory. The difficulty of this work can only be comprehended by one who knows the amount of complex paraphernalia and delicate mechanism which must be installed before the recording laboratory is complete, and it is doubly difficult, when, as in the case of Hawaii, it must be accomplished thousands of miles and many weeks from the base of supplies.

The last task, but by no means the least difficult before the actual recording, is to teach the native talent to render their selections with the perfect accuracy necessary for the recording. This requires time and patience, as their knowledge of physical laws controlling the recording process is usually not even elementary.

The original matrices are then shipped to the factory, from which test records are made to be passed on and sent to the country where recorded for O. K. before the manufacture of records is begun.

These difficulties have all been surmounted by the Columbia in Hawaii and they have been amply rewarded by being able to offer their patrons a well selected assortment of pure Hawaiian music, ren-

dered by a number of native glee clubs, singers and instrumental soloists.

The records were made at Honolulu in a specially constructed Columbia laboratory under the supervision of Columbia recording experts sent from New York and are such extraordinarily per-



COVER OF NEW HAWAIIAN RECORD CATALOG.

fect reproductions that they have lost none of the characteristic beauty and charm of these typical Hawaiian melodies.

In making these first records of Hawaiian music, the export department of the Columbia Phonograph Co., General, feel that they have made a most important addition to the already comprehensive repertory of Columbia records of "all the music of all the world."

CHANCES OF BEING PUNCTURED.

The man who lets a little authority puff him up like a balloon is simply enlarging his chances of getting punctured.

You might as well take your medicine bravely; if you don't some one will hold your nose and make you take it.

BALTIMORE TRADE VERY ACTIVE.

Excellent Record Made by Talking Machine Houses During February—New Agencies Established—Kranz-Smith Piano Co. Take on Columbia Line—Kunkel Piano Co. Add Victor Line—What the Various Local Houses Have to Report Regarding Business.

(Special to The Talking Machine World.)

Baltimore, Md., March 6, 1912.

There seems to be no indications of an end to the wonderful strides which the talking machine business has made in this city and surrounding sections during the past few months. While it was generally conceded that February would be an off month for several reasons it comes as a surprise to hear reports to the effect that sales during the 29 days of that period beat those for December in some cases as well as those during January. Yet such are the statements made by several of the dealers. And these men declare that the indications are for even better results during the spring.

A noticeable feature of the trade during the past month was the numerous sub-agencies established in various sections throughout the State and other points covered from this territory.

Thomas Gordon and Josie Fink, who have charge of the talking machine department for the Kranz-Smith Piano Co., announce that they have taken on the Columbia line in connection with the Victors. They report sales for February in both lines to have shown considerable improvement. The record business was also good.

Another piano firm that has also entered the talking machine field is the Kunkel Piano Co., Baldwin representatives, who have taken on a line of Victor machines and records. While young in the business the firm announces that it is encouraged with the outlook.

William Knabe & Co., who are newcomers in the talking machine game, are also elated with the prospects in the new field. They are handling the Columbia line. Several good cash sales of high-grade machines were reported for the week, while the demand for records is quite brisk.

Business has been very much on the go at both the Baltimore and Washington stores of E. F. Droop & Sons Co., according to Manager Roberts. Many fine sales of Victrolas and Victor records have been quoted in both cities. With the addition of the partitions in the local store, Mr. Roberts says the firm is enabled to handle more customers in less time and with more convenience and this has proved a great advantage.

Because of the big increase in business at the local stores, Cohen & Hughes, who handle the Victor, have found it necessary to add more sound proof music rooms for the convenience of buyers.

Four new booths, with glass partitions, have been placed along the right hand side of the sales rooms on the first floor and make quite an attractive appearance. Manager M. Silverstein has just returned from two out-of-town trips and reports business in the various sections to be in tip top shape.

Manager S. A. Denison of the local branch of the Columbia Phonograph Co. states that February has been a rousing good month, the figures showing an increase over the December and January business. A number of new Columbia agencies have been placed throughout the South, according to Mr. Denison, while the prospects are that more of these will be established before the spring sets in. Reports from various sections covered from the local office are all of a most roseate nature and promise well for spring results.

Hammann & Levin, who are Victor representatives, also have encouraging statements to make concerning the trade for the month of February. The record business has been particularly lively.

MAKING SOUNDPROOF WALLS.

Network of Wires Used Under Plaster in German Experiments.

Considerable attention has recently been given in Germany to experimentation with methods for rendering walls and ceilings capable of effective resistance to sound transmission. "One of the more recently devised methods," says Building Age, "involves the use under the ceiling, or parallel to the wall, as the case may be, of a network of wire stretched tightly by means of pulleys secured into adjacent walls and not touching at any point the surface to be protected against sound. Upon the wire network is plastered a composition formed of strong glue, plaster of paris and granulated cork, so as to make a flat slab, between which and the wall or ceiling is a cushion of confined air. The method is said to be effective."

NEW ELECTROVA CATALOG.

A new catalog is in preparation covering the electric line of players made by the Electrova Co., 117-125 Cypress avenue, New York. When issued this volume will tell many interesting things, not only about the Electrova line, but on the value of electric players for the dealer and owner. In a later issue will appear a complete review of the new publication.

Composer.—What do you think of the introduction to my new waltz?"

Critic.—Well, it sounds exactly as if some one were trying to sneeze and could not.—*Fliegende Blätter*.

M. D. EASTON TO MEXICO.

Will Assume Charge of the Dictaphone Business in That Country, with Headquarters at the Columbia Store in Mexico City.

M. D. Easton of the Columbia Phonograph Co., Dictaphone department, sailed on February 21 for Mexico City, where he will assume charge of the Dictaphone business in Mexico.

The general Columbia store in Mexico is in charge of Senor Cabanas, who is a wide awake and progressive business man. The Dictaphone business in Mexico is conducted from Senor Cabanas'



M. D. EASTON.

store and Mr. Easton will be under his management.

Mr. Easton is well equipped for his new work. He is a university graduate and speaks several languages. His experience in the export department of the Columbia Phonograph Co., General, New York, has familiarized him with the business methods of the Spanish speaking Americans and a thorough Dictaphone course in the workshop and assembling department in the factory at Bridgeport, Conn., followed by a connection with the New York selling force, has put him in such command of the machine he is to exploit that the Mexicans will have a difficult time transacting business in the old way.

Mr. Easton has many friends in New York among the large Columbia staff, who regret to see him leave, but who are confident that he will be successful in his new position.

Is your name worth 30 cents a month?



Would you have a single solitary soul pass your store day or night and not know "who lived there" when you could have your name and business in letters of fire above your door at a cost of

ONLY 30 CENTS A MONTH?

Is valuable space going to waste that any enterprising advertiser would be glad to own and pay big money for?

We will furnish you with a *Pyro One-Light Electric Sign* that can be read for blocks up and down the street day and night, and only costs about one cent. per hour to illuminate brilliantly,

The Most Durable, Attractive and Inexpensive Sign on the Market

Sells for \$55 to \$150 Complete—According to Size

Send for Our New Illustrated Catalog To-day

EDWARD C. PLUME COMPANY

417-421 South Dearborn Street

CHICAGO, ILL.

IMPROVEMENT IN DETROIT.

Increasing Appreciation of the Talking Machine and the Perfection of Records Evident in the Increasing Sales Reported by Leading Houses—Advertising Campaign of the Manufacturers Brings Gratifying Results—Max Strasburg Co. Doing Large Victrola Business—Big Demand for Edisons at Grinnells—Columbia Co. Expands—Grand Opera Records Get the Best of Ragtime.

(Special to The Talking Machine World.)

Detroit, Mich., March 9, 1912.

"More people are learning every day the degree of perfection which has been attained in the making of talking machine records and, as a matter of fact, the records are being made more perfect every month; that is the reason for the marvelous increase in the talking machine business," said Harry Rupp, manager of the talking machine department of Grinnell Bros., who are State jobbers for Michigan of Victors and Edisons. "In Detroit and throughout Michigan it looks like the best year ever for the talking machine business. We are compelled to enlarge our quarters here. Alterations will be commenced soon which will give us considerably more room, especially for records.

"We will double our stock of Red Seal records, though we carry a large one now. The enormous demand for them indicates how popular talking machines are with the people who own them. And every one is an advertisement for the business—the best kind of an advertisement."

The trade here feels the effects of the general advertising campaign being carried on by the manufacturers to a remarkable extent. Especially is this the case in the smaller cities. The keen competition, instead of being costly, actually makes business. In Detroit all the big firms are advertising extensively in the daily press, and almost everybody is talking about talking machines, owners and non-owners alike.

The merchants advertise the low priced machines, but when the public comes to buy it selects the topnotch goods. One firm last Saturday advertised an outfit for \$29.50. They did the biggest day's business in their history, not even excepting the rush of the last holidays, but not more than half a dozen of the cheap machines were sold. The remainder ranged from \$50 to \$200.

The Max Strasburg Co. last week sold more \$200 Victrolas than all other kinds put together. "One reason is that we have to push the kind we are sure of getting," said Mr. Strasburg. "We never have been caught up on our orders for the \$50 and \$100 machines since we began business." This is in spite of the fact that the Strasburg Co. confines its business strictly to retail, and can order from half a dozen jobbers whenever it runs short. The trouble is that jobbers, in other States as well as in Michigan, can't get the goods themselves.

Edison's are going in a gratifying manner up-State. Mr. Rupp had a memorandum on his desk when The Talking Machine World representative called, of forty-five Edisons to be shipped to-day, an average of more than two to each of the jobber's branch houses. Victors and Edisons are carried in twenty-two branch houses in Michigan. The cities are the very best ones, Kalamazoo, Saginaw, Bay City, Lansing, Jackson, Adrian, Battle Creek, Flint, Port Huron, Ypsilanti, Ann Arbor, the seat of Michigan University; Mt. Clemens, the famed health resort; Pontiac, Alpena, Petoskey, Traverse City, Sault Ste Marie, Ishpeming, Escanaba and Hancock, and in Windsor and Chatham, Canada.

There has been a rather peculiar run on Edisons in Lansing recently. There has been an insistent call for the \$90 model with the direct drive, air motor. Time after time the branch house in the State capital has ordered its stock of these renewed. This machine has been selling well in most of the other cities, though in Detroit it has not done so well.

The Columbia Phonograph Co. makes a greater effort to place city agencies than any of the other firms. S. E. Lind has charge of this work. He spends a good share of his time ferreting out sections of the city where there are few or no talking

The offices
of this trade
newspaper in-
stitution are
now located at

373
FOURTH
AVENUE

Near Twenty-seventh Street

Telephones
5982-5983 Madison Square

The Talking
Machine World

The Music
Trade Review

Trade and
Technical
Publications

machine stores and proceeding to fill the vacancies. Manager Johns is just as attentive to the cities up-State. The Columbia has been particularly aggressive in its advertising campaign.

One thing that has made a hit for the Columbia line has been the frequent announcement of new models. People have flocked to the store to see and hear them as soon as they were advertised. The \$100 Grafonola Regent has been a favorite, for in Columbias, as well as in Victors and Edisons, the trend has been to the higher priced machines.

The Columbia Co. manages to keep all its representatives in the city in possession of a good sized library of records. Columbia records are in many of the stores which handle other machines as well as in the exclusively Columbia stores.

Grand opera is putting ragtime to the bad in the Detroit market. Caruso has had a magnificent run, but everybody is getting supplied with the great tenor's voice now, and others are selling as well or better. Amato makes beautiful records. So does Mme. Gluck, the soprano. Another offering that meets popular acclaim is the medley. The artists are all first class, though who they are the listener has no means of knowing. Quartets and trios rank well up with the medleys. The records are now so perfect that these chorus effects sound like the real thing.

OUR FOREIGN CUSTOMERS.

Amount and Value of Talking Machines
Shipped Abroad from the Port of New York
for the Past Four Weeks.

(Special to The Talking Machine World.)

Washington, D. C., Feb. 9, 1912.

Manufacturers and dealers in talking machines will doubtless be interested in the figures showing the exports of talking machines for the past four weeks from the port of New York:

February 7.

Berlin, 181 pkgs., \$6,118; Bremen, 6 pkgs., \$305; Cape Town, 10 pkgs., \$282; Havana, 9 pkgs., \$273; Havre, 3 pkgs., \$380; Iquique, 10 pkgs., \$410; London, 151 pkgs., \$4,328; Singapore, 6 pkgs., \$235; Sydney, 389 pkgs., \$9,855; Tampico, 24 pkgs., \$775; Vera Cruz, 207 pkgs., \$4,745.

February 14.

Batavia, 15 pkgs., \$300; Berlin, 117 pkgs., \$1,933; Colon, 11 pkgs., \$333; Dominico, 7 pkgs., \$162; Guayaquil, 5 pkgs., \$238; Havana, 8 pkgs., \$210; Hong Kong, 47 pkgs., \$1,283; Limon, 14 pkgs., \$1,009; Manila, 40 pkgs., \$3,457; Naples, 4 pkgs., \$210; Pernambuco, 4 pkgs., \$143; Rio de Janeiro, 213 pkgs., \$16,002; Shanghai, 5 pkgs., \$105; Sydney, 614 pkgs., \$10,378; Vera Cruz, 107 pkgs., \$2,473.

February 21.

Batavia, 23 pkgs., \$373; Buenos Ayres, 130 pkgs., \$6,643; Colon, 6 pkgs., \$164; Corinto, 3 pkgs., \$385; Guayaquil, 3 pkgs., \$210; Havana, 21 pkgs., \$1,218; 4 pkgs., \$202; Kingston, 13 pkgs., \$1,212; La Guira, 8 pkgs., \$755; London, 70 pkgs., \$2,120; 34 pkgs., \$4,248; Rio de Janeiro, 17 pkgs., \$816; Santiago, 8 pkgs., \$250; Surinam, 2 pkgs., \$100; Valparaiso, 9 pkgs., \$1,547; 2 pkgs., \$338.

February 28.

Berlin, 19 pkgs., \$411; 29 pkgs., \$1,526; Guantnamo, 10 pkgs., \$295; Havana, 15 pkgs., \$426; 18 pkgs., \$1,362; Havre, 27 pkgs., \$797; London, 160 pkgs., \$3,577; Mazatlan, 10 pkgs., \$403; Para, 16 pkgs., \$1,383; Vera Cruz, 78 pkgs., \$1,709.

March 5.

Bahia, 9 pkgs., \$381; Beria, 6 pkgs., \$192; Berlin, 336 pkgs., \$7,086; Buenos Ayres, 496 pkgs., \$16,187; Calcutta, 1 pkg., \$148; Callao, 13 pkgs., \$537; Cape Town, 28 pkgs., \$590; Havana, 34 pkgs., \$1,830; 32 pkgs., \$1,369; 2 pkgs., \$163; Havre, 19 pkgs., \$1,025; Kingston, 4 pkgs., \$157; London, 5 pkgs., \$338; 332 pkgs., \$8,291; Manila, 33 pkgs., \$1,402; 72 pkgs., \$4,297; Mazatlan, 11 pkgs., \$498; Pernambuco, 142 pkgs., \$13,809; Rio de Janeiro, 5 pkgs., \$221; Santos, 14 pkgs., \$376; Singapore, 52 pkgs., \$2,186; Tampico, 13 pkgs., \$300; Valparaiso, 10 pkgs., \$510; Vera Cruz, 136 pkgs., \$4,601.

A "Rip Van Winkle" window display hurts the reputation of your store.

FROM OUR CHICAGO HEADQUARTERS

ROOM 806, NO. 37 SOUTH WABASH AVENUE, E. P. VAN HARLINGEN, MANAGER.

An Explanation as to the Comparatively Small Number of Dealers Handling Talking Machines—The Problem of Reducing Selling Expense—Some Experiments That Proved Successes—Talking Machine Co. Issues List of Best Selling Victor Records—General Conditions Reviewed—U-S Phonograph Co. Gaining Ground—Death of Charles A. Regan—New Victor Department in Peoria, Ill.,—Music Carried Over Wires—Some Advantages That the Piano Dealer Can Enjoy Through the Handling of Talking Machines—The Talking Machine and the Player Piano an Ideal Combination—Other News Notes.

(Special to The Talking Machine World.)

Chicago, Ill., March 5, 1912.

It is frequently a matter of wonder in the trade that the number of piano dealers handling talking machines is not greater than it is. The topic is certainly an interesting one, and the Chicago representative of this paper has asked Byron von Elsner, a thoroughly well posted retail piano man, to give his views on the subject. Mr. von Elsner's article, which is born of wide experience as manager of piano houses, is as follows:

"What is a piano dealer in business for? For profit. How are profits made? By figuring cost, then adding selling expense and a reasonable amount for net profit. Figure it as you will, every instrument sold must bear its pro rata of fixed expense. That is the greatest problem that confronts piano dealers to-day, the immutable fixed expense. Warerooms must be well located; must be handsomely fitted up in keeping with the high tone of the piano business.

"How can fixed expense per sale be reduced? How can the net profit on each piano sold be in-

creased? Simply by adding another PRODUCING line that will bear its share of the BURDEN without ADDING to the fixed expense.

"What line? What line fits in most harmoniously with pianos? TALKING MACHINES! Rent, light, heat not increased, a small space, which can always be found in piano warerooms, utilized. Result, a new PROFIT maker; new customers; a steadily increasing 'record' business that brings dozens of musically inclined people to the ware-rooms weekly. Thousands of dollars are spent each year by the piano dealers in advertising 'schemes' to draw visitors to their stores. A well developed record business will bring in actual future buyers of pianos or player-pianos. A customer who has been sold such a satisfactory instrument as a talking machine becomes a friend of the 'house.' It is useless to argue, as some dealers do, that piano sales may be endangered by the presence of the talking machine. Experience proves otherwise. It has been thoroughly demonstrated that many a would-be purchaser of a talking machine has left the warerooms the owner of a player-piano. It works both ways. BUT IT WORKS TO ONLY ONE END—the reduction of the pro rata selling expense.

"A prominent Ohio piano dealer, and an opponent of the talking machine, was induced to 'try out' the new line. His stock investment was small. It worked. To-day his 'T. M.' department is a splendid money maker, and his record business is equally productive. Despite his fears for the piano end, he found the first year that both piano and player-piano sales had consistently INCREASED each month. Instead of a heavy fixed expense, reducing net profits to \$25 or \$30 per piano, he found a larger share of selling expense borne by the new money maker, Talking Machines!

"Talking machines as an adjunct to the piano business have become a settled fact. They are easily sold; profits are fixed. They require little after expense, and the record sales are a constant source of income. Enlightened piano dealers everywhere are recognizing the importance of the talking machines, not only as a side line, but as actual promoters of interest in their pianos and 'players.' The talking machine in piano ware-rooms has come to stay!"

A Valuable Compilation.

The Talking Machine Co., of this city, exclusively wholesale distributors of Victor goods, has recently issued a folder containing a list of 500 best selling Victor records. It includes 250 ten-inch double face records, 50 twelve-inch double face records, fifty ten-inch single face records, fifty twelve-inch single face records, twenty-five Purple Label records and seventy-five Red Seal records. The explanation is made that the list is not the selection of any one man, but is a selection made from actual statistics, showing the Talking Machine Co.'s most popular selling records. It is pointed out that the pamphlet is of special value to one collecting a Victor record library. The company has received many inquiries from dealers for quantities of these lists for distribution to their customers.

Siemon on Conditions.

F. A. Siemon, assistant manager of the Chicago branch of the Rudolph Wurlitzer Co., who has particular charge of the wholesale talking machine department, conveyed the glad news that in spite of the most "blizzardy" weather that February has known for forty years the month showed a considerable increase over the same one last year. From the wholesale point of view there seems to be a considerable gain of late in the sale of high priced machines, the Victrola XVI, for instance, making quite a remarkable record. In their desire to cultivate all branches of the trade the Wurlitzer Co. is going to make a special campaign this month on the lower priced types of Victrolas, and has consequently brought its stock of such goods up to the maximum size possible considering the state of supply.

U-S Phonograph Co. Progress.

The U-S Phonograph Co.'s Chicago office is having a business of such size as to prove that the company's product is gaining great headway in Chicago and territory tributary thereto. A particularly encouraging tendency is the noticeably large demand for the higher class machines. The new style Peerless, the \$200 concealed horn instrument, is going particularly well.

Talker Man Goes to Orient.

A. Hartman, a progressive forty and ten Victor dealer of Oak Park, the flourishing western suburb of Chicago, will shortly leave on a trip to Japan and other sections of the Far East. He will return late in the Spring.

Brings Many Inquiries.

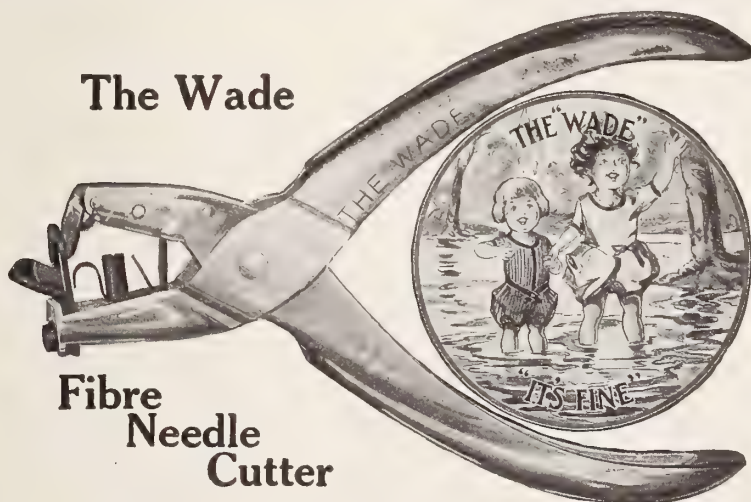
The illustrated article in the January issue of The World regarding the enlarged retail record department of Lyon & Healy has excited considerable interest throughout the country. Many letters have been received by Manager L. C. Wiswell asking for further particulars regarding various features of arrangement and systematization. Much interest is being shown also in the several unique selling schemes referred to in the article.

Good Retail Ad.

Dealers can get a mighty good suggestion from an advertisement recently placed by Lyon & Healy to large space in the dailies. It was particularly suitable to the after-holiday period when new and unfamiliar owners of machines are beginning to wake up to the fact that it is up to them to augment their record stock. "What Will a Victrola Play?" was the effectively displayed interrogative caption, and the answer, "Thousands of Beautiful Selections," was reinforced with a list judiciously

(Continued on page 40.)

"THE WADE"—"IT'S FINE"



The WADE FIBRE NEEDLE CUTTER is made from the very best materials the market affords. The cutting blades are best Swedish Tool Steel, scientifically ground and tempered to hold a cutting edge the longest time. We know the quality of all the other materials, hence our broad guarantee of even exchange of cutter for cutter in case of defective materials or workmanship.

Don't buy a cutter with the open groove for the needle to rest in. Insist on the cutter with the triangular guide which firmly holds the needle while the cut is made—The Wade (Plyer) Cutter. All the most desirable features are found in the "WADE." Your profits are protected—we sell to Jobbers only. Get in the ring and claim the "WADE" business of your territory.

WADE & WADE, 1227 East 46th Street CHICAGO, ILL.

FROM OUR CHICAGO HEADQUARTERS—(Continued from Page 39.)

selected from the Victor catalogue and containing numbers suited to every taste.

Cabinet Novelties Coming.

Only a hint can be given at this writing concerning some new goods which will shortly make their appearance in the display rooms of the Salter Manufacturing Co., makers of talking machine record and music cabinets, of this city. There are some new cabinets of peculiarly handsome design and some especially valuable adjustable appurtenances for record cabinets which are likely to prove quite a revolutionary factor in the trade.

Death of Charles Ragan.

Charles A. Ragan, manager of the branch of the Columbia Phonograph Co. at New Orleans, La., died on Sunday, March 3, after a lingering illness which had rendered him incapable of active attendance to his duties for some months prior to his death.

Mr. Ragan was accounted by his employers as one of the most valuable members of the company's great force. He entered the Columbia service in 1898, when he accepted a position at the St. Louis branch, of which District Manager W. C. Fuhri was then manager. He remained there for five years and in 1903 went to Memphis as manager of the store in that city. A year later he went to New Orleans to assume charge of the company's interests in that city and section, and has most successfully conducted their affairs there until seized with his fatal illness. He was 34 years of age, unmarried, but is survived by three sisters and two brothers. General Manager George W. Lyle of the Columbia Co. was in New Orleans and had a talk with Mr. Ragan only two days before the latter's death.

The Columbia branch in New Orleans is in excellent shape and a permanent manager will shortly be announced.

Goes to Iowa.

Ernest Leichter, formerly with W. F. Zilmer, Monroe, Wis., spent several days in Chicago on his way to Davenport, Iowa, where he will assume the duties of manager of the talking machine department of the extensive music business of A. P. Griggs.

Open Victor Departments.

The large department store of Shipper & Block, Peoria, Ill., has just opened a Victor department. This is in line with the action of a number of important department stores in this section of the country, such as Gimbel Bros., of Milwaukee, O.; T. Johnson, Galesburg, Ill.; Linn & Scruggs, Decatur, Ill., and Boesch Bros., Burlington, Ia.

Piano Store Gets in Line.

The retail branch store of the W. W. Kimball Co., at 3165 Ogden avenue, Chicago, in charge of Mr. Handiesman, has installed a Victor department.

Talker Music Over the Wire.

How would it suit you to have all your music furnished in your flat, home or hotel by your landlord, along with the light, heat and other conveniences?

That will be a possibility upon the perfection of an invention now being manufactured by the Automatic Enunciator Co. of Chicago. The manufacturers of the invention propose to establish, in fact have already established, a similar service in several downtown restaurants and cafes. The man whose soul yearns for a musical treat along with the more material satisfaction of his stomach has simply to drop a nickel in the slot of a booth in one of these places equipped with the new machine, and may then settle down to the consumption of his meal with the satisfaction of having the most talented singers, the most perfectly selected orchestras and the greatest bands at his service, via the talking machine. When the coin goes into the slot it causes an electrical connection to be made with a central exchange station, located blocks away, perhaps, where a young lady, employed solely for that purpose, puts a fresh disc record on a talking machine. By means of the enunciator, a very small, cylindrical contrivance, the sound is transmitted over telephone

wires to the consumer in the cafe, blocks distant.

The machines now in use are, of course, public. Anyone who cares to play them may do so by dropping the coin in the slot. The music, whatever it may be, vocal or instrumental, is reproduced over the wire as fully and with equally as good quality and tone as if the talking machine were at the hearer's side. The many possibilities of the invention are obvious.

By use of the enunciator, without the talking machine record, persons may be paged simultaneously at hotels or public places in all parts of the city by one man speaking into a telephone mouthpiece. In the same way trains at railroad stations may be announced and train dispatching may be done without the use of telegraphic instruments and operators.

By employing talking machine records the names of streets may be called in street cars with the talking machine instead of by conductors. Instruments for this use have already been made. Each one would be equipped with a megaphone horn and talking machine, the latter to be operated automatically. Other uses, no doubt, will develop as the machine develops.

The enunciator apparatus is being put to practical use daily in some business houses and factories of the city in issuing general orders to several departments, and in summoning departmental managers from wherever they may be, by giving a general call over the entire building at one and the same time, thus obviating the waste of time in locating the man wanted and bringing him to a 'phone to get into communication with the person who wants him. In this capacity the new apparatus may be spoken into by an employe on the first floor, and the enunciator will repeat his spoken words clearly and loudly in every department of the building and, if so desired, carry the message.

In school houses the enunciator is being put to test. The Marquette school is equipped with fourteen stations. From his office the principal can make a general announcement to the entire school all at a single effort. Or in intermissions music can be furnished throughout the building for the entertainment of students.

Mr. Herman Kiper of the company promises that in a very short time he will be able to reproduce at first hand, without the use of the phonograph, the music of voice and instrument as it is played and sung. He also expects an adaptation of the machine to be used in moving picture shows to reproduce the words of actors as their images are projected by the moving picture machine.

The machine attachments which go to make up the enunciator are owned and controlled by the Enunciator Co., 311 Rookery building. The invention has been in the experimental stage for about a year. It is original with the Enunciator Co. and not an adaptation for other apparatus on the market.

Advertising literature, fully explaining the system, is now being prepared. So far as it has been carried the invention is thoroughly practical, the manufacturers declare, and its improvement will continue until the device for simultaneously reproducing in a number of places concerts and musicals as they are given is perfected.

An Ideal Combination.

Elsewhere in this correspondence appears an article showing the advantages accruing to piano dealers by handling talking machines. It is equally true that talking machine dealers can take on lines harmonizing with their original one, and which will greatly increase their business and prestige in the community. Many dealers have no doubt from time to time thought of putting in a line of player pianos, but may have feared that sales of such instruments will only kill the sale of talking machines, with which they are naturally more familiar, and thus simply cause a disorganization and no material increase in gross business. However, the arguments are strong on the other side and are here set forth at the request of the World by Charles Duncan Allen, traveling representative and demonstrator for the Farrand Co.

of Detroit, makers of the Cecilian player-piano:

"The talking machine and the player-piano are undoubtedly more closely allied than any other branches of the music trade, for they are not only both wonderful educational factors in the musical life of their possessors, but to-day are without doubt the best business getters for the live dealer who actually appreciates what an ideal combination these two instruments form to lure the 'elusive dollar' from the purse of the prospective purchaser. Many dealers in talking machines overlook the great advantage of having a good line of player-pianos in connection with their other line, possibly because they have never stopped to consider the intimate relations between these two branches of the musical industry.

"The average owner of a talking machine of the better grade will, almost unconsciously, become interested more and more in the better class of music. For a time the perfect reproduction of the voice or instrument by the talking machine will satisfy this budding musical nature, but soon, with the inherent desire of most mortals to accomplish things for oneself, there arises the ambition to possess some instrument by means of which one can give vent to one's own interpretive ability. Where is there an instrument to be found which combines all the essentials to such a degree as the player piano, and to whom will this individual turn more naturally than to the dealer who has been catering to his musical needs in the way of records, etc.? The successful dealer in player-pianos is the one who has followed out the same ideas in his music roll department as those which have made the talking machine department successful. He has felt that when the instrument was sold he had only gotten the 'principal,' and has immediately commenced to plan to get his 'interest' in the sales of records, and by that means has kept the customer's enthusiasm alive. Instead of saying: 'Well, I have closed that man and have his money,' he says, 'Now, I have one more account to nurse and to assist in increasing my business.'

"The dealer in talking machines can, without materially increasing his overhead expenses, add a line of player-pianos, and, if he will use the same methods in the conduct of the player-piano department of his business, find that he has not only largely increased his sphere of activity, but at the end of the year will notice a nice balance on the right side of his ledger. This latter condition will be largely due to the fact that he is better equipped to handle a business of this nature than almost anyone else, because of the training he has received along the progressive lines which are used in the sale of talking machines and records. Many a player-piano is 'dead' to-day because its owner has been allowed to become lukewarm on the music roll question. It is the dealer who is to blame, not the owner. Mighty few talking machine owners are permitted to lose interest in their machines, for the new records are continually called to their attention by the live dealer. There is no reason why the same methods if applied to the player-piano roll would fail to show equal results, and this without interfering in the least with the talking machine business.

"The comparatively little used combination of the player-piano and the talking machine, i. e., the talking machine record accompanied by the player-piano makes an especial appeal to the music lover, and in many instances has been the means of selling one or both instruments to persons who had no thought of purchasing until after they had heard this most delightful combination. In this combination we again meet with the personal idea, as the operator on the player-piano is given an opportunity to accomplish something tangible as the result of his personal control of the player mechanism. The use of these two instruments is just in its infancy, and great strides are being made in the perfecting of accompaniment rolls, and it is only a question of a comparatively short time until the talking machine and the player-piano will be almost inseparable and both will be found in the

(Continued on page 42.)



We're Beginning to Squeeze a Machine Stock Out of the Factory

Plenty of Victrola IV's; plenty of Victrola VI's; plenty of Victrola XI's; plenty of Victrola XIV's and plenty of Victrola XVI's.

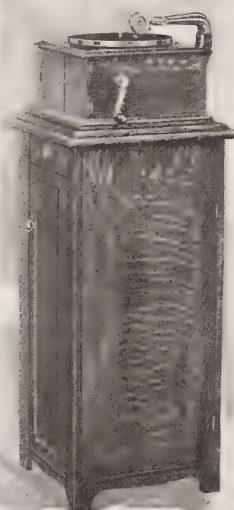
We're having a hard time filling orders on the Victrola VIII, IX, and X; but here's a scheme and a good one—

Order a liberal stock of the Victrola IV's and VI's, at least five each. We will send you ON APPROVAL a "CABINET THAT MATCHES" each machine. If you like them, order more; if you don't like them, send them back.

Advertise these machines—push them hard—it will boom your record business.

If you are holding sales on the larger machines, loan your customers one of these "OUTFITS" until you get the stock.

The Talking Machine Company
137 N. Wabash Avenue : : Chicago, Illinois



VICTROLA
N94-OUTFIT



VICTROLA
N96-OUTFIT

FROM OUR CHICAGO HEADQUARTERS—(Continued from Page 40.)

home of every music lover. Instead of trying to divorce these two lines why not use one as a feeder for the other, and thus conserve energy and time, and, heeding the knock of opportunity, move on to a bigger and better business."

Good Columbia Month.

The Chicago office of the Columbia Phonograph Co. reports an unusually good February, considering the untoward weather. It showed an increase of 50 per cent. on total business as compared with the corresponding month last year and 100 per cent. on the retail.

A. W. Roos, who has been acting manager of the New Orleans branch for the past three months, has returned to Chicago to take up his work as auditor, assisting District Manager W. C. Fuhr.

Retail Business Picking Up.

L. Keane Cameron, manager of the retail talking machine department of the Rudolph Wurlitzer Co., reports that while business was somewhat punk up to February 13, it commenced to show a decided improvement on that traditionally unfortunate date, and has been expanding in volume ever since. About the only thing that L. Keane is really sorrowful for at the present minute is the shortage of the Victrola IX.

A Record February.

"The best February in the history of department H" was the manner in which L. C. Wiswell, of Lyon & Healy, answered the usual question of "How's business?" "The machine sales were good," he continued, "but the demand for records was really phenomenal. The satisfactory phase of the situation is that the shortage on records seems to be largely a thing of the past and shipments are now coming forward in a quite satisfactory manner."

The Lyon & Healy fibre needle cutter, which is duly described in a page advertisement elsewhere in this issue, is proving one of the best selling specialties that the house has ever introduced. It is being handled in a large way by jobbers all over the country.

Distinguished Visitors.

George Ornstein, traveling manager for the Victor Talking Machine Co., and Sam W. Goldsmith, district manager, were in Chicago this week visiting the jobbers and conferring with the itinerant Victor missionaries in middle western territories. These were: C. H. North, who exhorts the brethren in Michigan; V. P. Taylor, apostle of the holy cause in Wisconsin and Illinois, and H. C. Baesh, minister to the Vikings of Minnesota.

Receives Personal Letter from Edison.

Here's one of those pleasant little incidents that occasionally occur between heads of great enterprises and those who are engaged in the selling end of the game which show that even men of the importance of Thomas A. Edison in his industry are appreciative of special efforts on the part of associates in the business. On the occasion of Mr. Edison's sixty-fourth birthday, February 11, the Chicago office force of the Business Phonograph Co., in the First National Bank building, sent a note of congratulation to the great inventor. Incidentally with the note, E. C. Barnes, local manager of

the Business Phonograph Co., sent in his sales report for January showing that by a special effort in an ordinarily dull season he had been able to make an unusual increase in the business for that month. In response the following personal letter was sent by Mr. Edison to Mr. Barnes, dated Orange, N. J., February 12, 1912:

"My Dear Mr. Barnes—It gives me great pleasure to acknowledge your splendid sales report for January and the kind wishes of your force of employees for my birthday. In making a sales record by a special effort at this time you have given me the most genuine satisfaction that is possible to a manufacturer and advocate of the dictating machine since its conception. Please convey this appreciation to each of your loyal assistants. With my best wishes for your continued prosperity, I am very sincerely, (Signed) THOMAS A. EDISON."

The signature to the letter is in Mr. Edison's own handwriting. The letter has been framed by Mr. Barnes and hangs on the wall of his office. Mr. Barnes also has in his possession an autograph copy of the electrical wizard's "Advice to Young Men," which was presented by the inventor to Mr. Barnes during the latter's visit to the factory some time ago.

DAVIDSON BROTHERS EXPAND.

New Evidence of Progressiveness of the Well-Known Victor Retailers of Chicago—The Talking Machine Shops Secure Entire Fourth Floor of Steger Building, with Handsome Display Space on Ground Floor—Will Be One of the Handsomest Talking Machine Ware-rooms in West.

(Special to The Talking Machine World.)

Chicago, Ill., March 8, 1912.

Chicago is to have an exclusive talking machine store, which will vie in space occupied, in equipment and arrangement with the best departments and stores in Chicago and the West.

The Talking Machine Shops, of which George W. and Cecil L. Davidson are the guiding factors, has leased the entire fourth floor of the magnificent eighteen-story Steger building at the northwest corner of Jackson Boulevard and Wabash avenues, and also will have part of the elegant display rooms of the Steger Piano Co. on the first floor of the building. When these new quarters are occupied, which will be about April 1, the two stores of the Talking Machine Shops at 222 South Michigan Boulevard and at 24 Jackson Boulevard will be discontinued, and the business of both establishments consolidated at the new location.

In the April World it will be possible to give a detail description of the new quarters. The showrooms on the first floor, which are among the handsomest in the Wabash avenue music district, will not be altered. Here will be a fine display of Victor machines. This will be primarily a reception room, where prospective customers may inspect the leading types of Victors and Victrolas, under the supervision of competent sales people. There are entrances, both from Jackson Boulevard

and Wabash avenue, and the private elevator runs from this "reception room" to the main quarters on the fourth floor. Practically every inch of the frontage on both streets is display window, and the lighting arrangements are superb. The fourth floor



C. L. DAVIDSON.

warerooms are also accessible by the several elevators running from the rotunda of the Steger building to the floors above. Ten booths of glass and white enameled woodwork will be erected on the fourth floor, and other parts of the floor will



G. W. DAVIDSON.

be devoted to space for the machines, record stocks, offices and shipping rooms. No change will be made in the personnel of the concern. C. L. Davidson will superintend the sales force and G. W. Davidson will have charge of the office business, advertising, etc. The head sales people will be W. E. Clark and Miss Pauline Tishler, both of whom are experts in the selling game and have been associated with the house for some time.

The "Davidson boys," as they are known by their friends in the trade, have developed a remarkable business in a very short time. Both of these young men got their start in the wholesale talking machine business, George in office work and Cecil as traveling salesman. They started in the retail business for themselves with the purchase of a store at 222 Michigan avenue four years ago. They later established the branch at 24 Jackson Boulevard. They have won their success by dint of hard, intelligent work and by due attention to exploitation. Their advertising policy has been an aggressive one, and the newspaper copy of the "shops" and the mail matter issuing therefrom has been of the highest type. The new deal, which they have just consummated, and which involves a good deal of money, furnishes proof positive of the size and profitability of their business and of their progressiveness from the start.



New Model "TIZ-IT" Tone Modifier

This new model straight tube horn connection and tone modifier will fit all Edison phonographs equipped with Cygnet or Music Master Horn and Model "O" or Model "S" reproducers.

"TIZ-IT" COMPLETES THE EQUIPMENT!

Retail Price - - \$1.00
Plain - - - - .75
(Without Modifier)
Regular discount to the trade. Send for circulars.

MANUFACTURED BY

Kreiling & Company

N. 40th Avenue and LeMoyné Street
CRAIGIN STATION - - - CHICAGO, U. S. A.

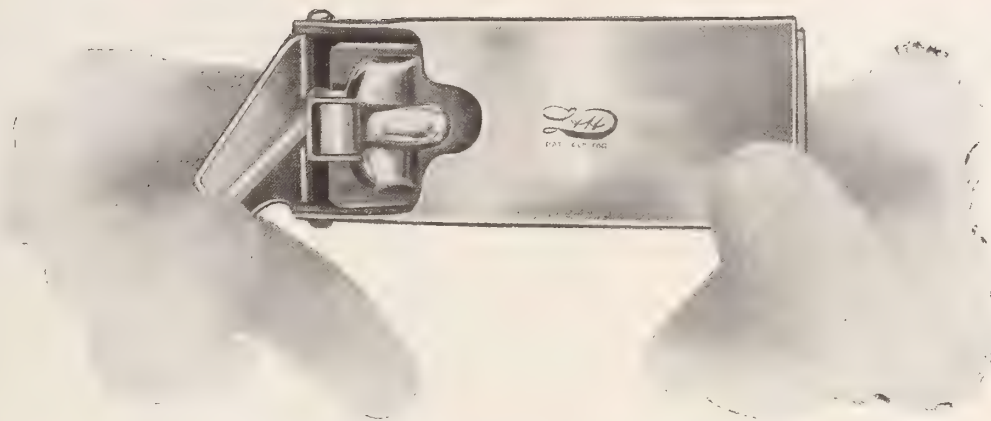


Cut full size.

Cut full size.

THE LYON & HEALY FIBRE NEEDLE-CUTTER

SIMPLE
AND
EASY
TO
OPERATE



CORRECT
LEVERAGE
FOR A
PERFECT
CUT

FINEST TOOL STEEL



GUIDE
WHICH
SAVES
ALL
WASTE



The L. & H. Needle-Cutter or Fibre Repointer we now offer to the user of Fibre Needles is the result of four years' exhaustive experiments and we feel safe to assert, NONE BETTER CAN BE MADE.

The lover of GOOD music will find this cutter invaluable. The upper blade being pivoted above and back of cutting edge insures perfect contact with lower blade. Both of these blades are made from finest tool steel and properly tempered and with ordinary usage will last for years, without sharpening or renewal.

The cutter has a self-acting stop, which prevents cutting away more than enough, thus a pin can be played twelve or fifteen times before becoming too short.

We give our absolute guarantee with every cutter sold.

RETAIL PRICE \$1.50

GET YOUR ORDERS IN NOW. LIBERAL DISCOUNT TO TRADE.

DEALERS, ORDER FROM YOUR DISTRIBUTOR

Lyon & Healy

VICTOR DISTRIBUTORS

CHICAGO

EDISON JOBBERS

SALTER MFG. COMPANY

337-343 North Oakley Avenue

CHICAGO

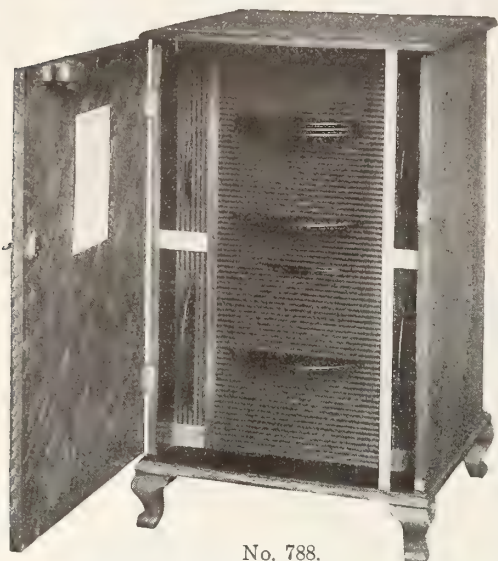
Exclusive Manufacturers of

**Salter's Patent Felt
Lined Shelf**

Cabinets

**Our latest Catalogue showing
our entire line will be sent on
application.**

WRITE FOR IT TO-DAY



No. 788.



No. 776.

**WE MANUFACTURE THE MOST COMPLETE LINE OF HIGH-GRADE CABINETS FOR THE
LATEST STYLES OF VICTOR, COLUMBIA OR EDISON MACHINES**

TRADE GROWING IN PHILADELPHIA.

**Business Thus Far This Year Shows Increase
Over Previous Records—Shortage of Stock
the Chief Difficulty—Lit Bros. Give Their
Talking Machine Department More Prom-
inence—What Other Large Departments and
Stores Are Doing—Grand Opera Artists
Visit Columbia Co. Store—Some Machines
That Are Selling Well.**

(Special to The Talking Machine World.)

Philadelphia, Pa., March 10, 1912.

The talking machine business in Philadelphia during February and early March has been most satisfying to the dealers. They still complain of shortage of stock, but acknowledge that the factories have been doing fairly well by them. All of the dealers agree that February of this year showed very much of an advance over the February of last year, and went considerably ahead of the January of this year.

As far as stock of records and machines are concerned the dealers do not look for a satisfactory condition for some time to come, but they are looking to the future with confidence. There are new conditions entering into the business which will develop before the fall and which they expect will ease up matters very considerably.

Lit Bros., who have had a talking machine department for a number of years, to which they did not devote very much special attention, have started to move that department up to a position where the business would warrant and in keeping with similar departments in other department stores. They have never had any soundproof rooms, but will have such rooms in a very short time, for already the manager who has charge of the musical instrument end of the Lit business has arranged to have four booths built at once and sufficient others to satisfy requirements as soon as necessity demands them. Harry Hovey has been placed in charge of the Lit talking machine department. He has been there for about three weeks and has started things moving at a business-like pace. Mr. Hovey has not been in this line before, but he is a young, active business man and the Lit Bros. could not have made a better choice. He has already put the department on a different basis altogether.

Gimbel Bros. in February have more than doubled their business over the same month of last year, and they are signing up now to do a very much bigger business in the future. They expect to make a considerable change in their department, adding considerably more space to it just as soon as the record buying season settles down, or about the first of May. Walter Fitzgerald, one of

the popular salesmen of the department, will shortly leave to again enter the baseball field as a member of the Rochester baseball team. He has been a first class salesman and he will leave with many regrets. One of the visitors to the department this week was Mr. Fulghum, of the Victor Co.

Jacob Bros. within the past ten days have added a talking machine department to their business. The past week they have had a liberal display of Victor machines of the various styles in their window, and they are about to have a number of hearing rooms built at the eastern end of their store, running back from their bookkeeping department. They are conducting the department themselves at present, but will shortly get an experienced manager. They will enter into the business with a full stock of everything connected with that line of the business.

The Heppe department has shown a big advance over last year and the talking machine business at that house is most gratifying. Manager Elwell has the general complaint of shortage of stock, and they have on hand lots of orders for goods which they are unable to fill on account of their not being able to get the machines and records from the factories. The talking machine department at the department store of M. Hager & Bro., Lancaster, Pa., in which they are more or less interested, they report has been having a most satisfactory business. William Keyes, of the Stoll Blank Book & Stationery Co., of Trenton, N. J., was one of the visitors at the Heppe store this week and he reports that business in the talking machine line in his city is most satisfactory.

Manager Henderson, of the Columbia Phonograph Co., reports that business has been splendid. It is much better than last year. Walter Linton, for several years their State traveling man, has severed his connection with the house and will take charge of the business of the Wilkes-Barre Music Co. Morris Housel will take Mr. Linton's place on the road for the Columbia, covering the same territory.

A number of the big operatic artists of the Philadelphia-Chicago company at present playing in this city are daily visitors at the Columbia store, and the past week Bassi, Zeppilli, Langona, Barado, Malatesta and a number of others happened to meet there and they amused themselves by making some records on the dictaphone of the company, with which the boys about the store are having considerable fun.

George W. Lyle, general manager of the Columbia, was in Philadelphia the past week, also C. W. Woddrop, assistant treasurer of the Columbia. They have been having a big run on the Carolina White records.

The Columbia Co. has been having a large dicta-

phone business, and have furnished a number of these instruments for the Pennsylvania Railroad and the Hershey and the Wilbur Chocolate companies. W. S. Hollenbach, of Reading, was a recent visitor.

W. C. Holzbauer, manager of the Wanamaker talking machine department, reports that they have had a very good business in February; in fact, they are so busy at present that they cannot make the changes that they contemplate in the way of additional hearing rooms. Mr. Holzbauer, who is also in charge of the small goods department, said that that line had also shown a most satisfactory advance and that they had almost doubled the former amount of stock they handled.

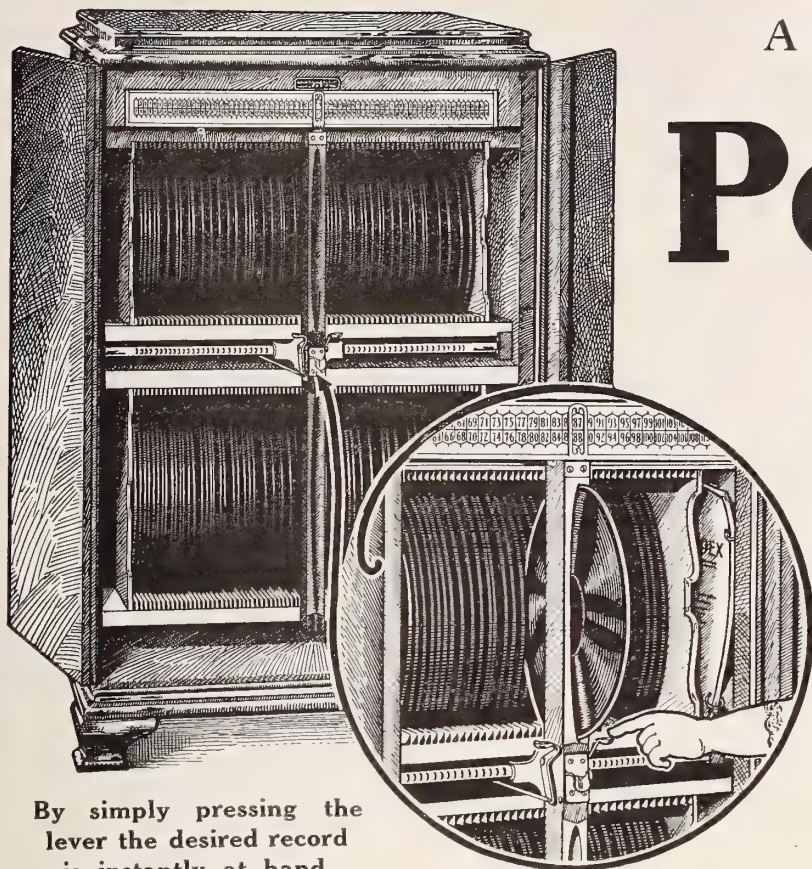
Louis Buehn, of Louis Buehn & Bro., reports that his business in February was the best that his house has ever had. It was way ahead of last year and they could have done a great deal more had they been able to get the stock to supply the demand. Mr. Buehn says: "The complaint now is the getting of the goods, and I don't see any outlook of this condition being improved. We have had shipments of various machines, but usually in small lots entirely too small for our needs. Things look rather problematical at this time and I question whether there will be any extraordinary improvement within the next few months."

They have been having quite a sale on the Victor \$25 and the sales on the \$50 machine has gone ahead of any other machine. "The outlook," Mr. Buehn says, "if we can get the goods, is way beyond anything we ever expected." Mr. Buehn has changed his offices about, moving them to the opposite side of the store, where he has considerably more room. They have four hearing rooms at present, but may add a few more, for business has been so brisk that on Saturday last not only were the four rooms going, but the main salesroom as well.

WIRELESS GHOST EXPLAINED.

Banjo Record Transmitted by Wireless Telephone Over North Sea.

According to a dispatch from London the mystery of the banjo playing and human voices heard by isolated wireless operators in the North Sea, which had caused them to christen the author of the weird sounds "The North Sea Ghost," is explained by the manager of the Marconi factory at Chelmsford. He declares that they were caused by experiments with wireless telephony being carried out there. In order to test the apparatus they had used a gramophone which played several banjo selections.



By simply pressing the lever the desired record is instantly at hand.

A Distinct Advantage of the Pooley Record Cabinet

is the simplicity and perfection of the POOLEY FILING SYSTEM with its new and original principle of filing and locating records.

You owe your customers and yourself a duty to personally investigate and compare the

POOLEY CABINET

with those now on the market.

You do not have to invest any money to test our claim of superiority. Write us to send one on approval.



POOLEY FURNITURE CO.

16th and Indiana Ave.,

PHILADELPHIA



Style No. 40



Style No. 50



Style No. 60



Some of the Columbia Grafonolas have no competition. All of them can stand any amount of it.



**Columbia Phonograph Company, Gen'l,
Tribune Building, New York**

CONDITIONS IN CINCINNATI.

Jobbers and Dealers Make Favorable Business Reports—Great Increase in Record Trade—Mrs. Clark Lectures at Wurlitzer Hall Upon Educational Value of the Victor—New Grafonolas Please Dealers and Their Customers—New Victor Catalog Proves Real Aid to Business—Other News of General Interest.

(Special to The Talking Machine World.)

Cincinnati, O., March 4, 1912.

The local situation is a very favorable one, the business during February having been exceptionally satisfactory, considering general conditions. All the houses report having either excelled or beaten the record during February, 1911.

At the R. Wurlitzer Co. the month of February was a record-breaker, both in the retail and wholesale business. In addition to the splendid showing which was made in both departments, lines were laid for future business, that will make trade boom right through the summer.

The wholesale business was exceptionally heavy in February, while the receipts on some styles of Victrolas were light, on those styles of which stock could be secured, a sufficient amount was on hand to meet all demands. The record situation is gradually clearing up and the shortage is giving away to heavy express shipments, which are being made up by the manufacturers.

In spite of the shortage on records, Wurlitzer service has not been impaired, as is proven by the satisfaction expressed by dealers.

The retail department is awaiting the arrival of the new record catalog with interest. A very small shipment has been received, but not enough for general distribution.

The record trade, which has already assumed immense proportions, is sure to double or treble, as soon as these catalogs get into the hands of Victor owners. The catalog is acknowledged to be one of the most wonderful pieces of literature ever distributed by a manufacturer of musical instruments, and the few which have found their way into the hands of the retail customers are being treasured among the valuable books in their respective libraries. The catalog is a regular encyclopedia on musical matters, and none can resist the temptation of reading and studying its contents.

Among the distinguished visitors was Miss Clark of the educational department, who gave a lecture in the Wurlitzer Hall to a big gathering of teachers and principals of the Cincinnati public schools. Other important concerts were given during the month, which together with a splendid line of newspaper advertising and beautiful and effective window displays, will go far toward increasing the immense demand for Victors and Victor records in Cincinnati.

The Aeolian Co. says: "Since February is now a back number and we are 'March-ing on' we can look back and figure up where we have had a most satisfactory month with a nice increase. We attribute the result partly to the placing of the new Victor catalog properly before the public. We figured out exactly at what time

to issue same and had announcements printed, which were put in the hands of every customer of our store and also all those attending our recital. Our supply was practically exhausted in one week. We want to compliment the Victor Co. on the wonderful thoroughness of its new catalog, as it is a decidedly original idea and greatly facilitates the immediate finding of whatever record wanted. We have had some bound in leather covers and added the regular catalog of Victrolas in the back. They make a permanent and complete booklet for ready reference."

Manager R. J. Whelen of the Columbia Phonograph Co. reports that February was the very best yet, business in every department running far ahead of any previous February in the history of the store. He stated: "The shortage of goods to supply this demand really reminded us of the holiday trade. The widespread advertising of the \$50 Grafonola 'Favorite' in February caused a real sensation in both the retail and wholesale departments, and the hardest proposition we had to face was to get the machines for actual bona fide orders. Many new dealers have been signed up exclusively and enthusiastic reports are being received from all over the territory. The dealers seem to never tire of praising the new models of Grafonolas and the large catalog of records offered them, both popular and grand opera selections. We have been pushing the proposition this winter of placing Grafonolas in Cincinnati's schools and our success has been very gratifying, having placed a number of them in the best schools in the city. The Y. M. C. A. have also installed a Grafonola in their handsome Cincinnati home.

Manager Stever, of the Lyric Piano Co., is well satisfied with his talking machine department. He now claims it to be self-sustaining and believes it will become one of the factors in the trade in a very short time. This house is making a business of displaying talking machines and records.

J. E. Poorman is advertising the sale of ten-inch records for twenty cents. He says he has no kick to make.

John Arnold is elated over the collection end of his business. This and the sale of records during February is causing him unusual satisfaction.

Manager Stodler of the Milner Musical Co. announces that the February sales were in excess of January's totals, the business being principally confined to high-class goods and records.

The A. F. Mengel Music Co. in their March letter to record customers announces the completion of two new sound-proof demonstration booths and asks: "Are you telling your friends of our excellent service and our plan for furnishing clean and unscratched records?"

Al Jolson's singing of "That Haunting Melody" and "The Crucifix," by Caruso and Journet, are among the best sellers of the month.

THOS. W. LAWSON BUYS FOUR VICTROLAS

(Special to The Talking Machine World.)

Boston, Mass., March 11, 1912.

Assistant Manager Chamberlain of the wholesale department of the Eastern Talking Machine Co. had a good customer the other day in Thomas

W. Lawson, the big State street financier, who spent considerable time in examining machines of the most approved Victor type. Mr. Lawson's order was for four high-priced Victors, two of which were sent to his Back Bay home and the other two to his country home, "Dreamworld," at Egypt, down on the South Shore. With the machines went a large quantity of the best records. Mr. Chamberlain has been putting an immense lot of time and hard work into his department of late, with the result that the business has about doubled itself since Christmas.

PARABLE OF A SALESMAN

Who Was Almost Nearly but Not Quite and the Moral Thereof.

There was once a salesman who seemed to have a face value of one hundred cents on the dollar, and who possessed the earmarks of the one best bet. His knowledge of his goods was such that he could talk them in his sleep; his preparation on a prospect was a thing of beauty and a joy forever; his demonstration was the admiration and envy of his fellows, and he had a line of convincing conversation that would make a Russell Sage quicken with the desire to spend. But, alas, alack and odds-gazook, he developed, upon trial, one great defect—at the crucial moment he could not guide the hand of destiny to the dotted line and get the John Hancock that copper-riveted the order. Time and again he played his part to the climax of the piece and departed in defeat from the prospect's office. The knack was not his. His wish-bone was where his back-bone should have been. It was indeed sad, not to mention somewhat peevish, to those who had backed him as a sure winner.

But it came to pass, upon a certain day, says the wise man in The Caxton, that this salesman awoke to his weakness, and set about to remedy the defect. Said he to himself, "Up to a certain point you seem to be the candy kid, but beyond that you're a lemon drop. You're almost nearly but not quite, and what you lack is decision. When you get down to quantities, prices and terms you develop a case of frigiditis pedal extremities, and it is infectious. It's you for a 'matter of course' attitude and an insistence that will make the dotted line draw the penpoint like a magnet. Forget yourself and go out and put it over like a real salesman, not a fancy imitation." And with this wise counsel in mind he straightway went out and lined up his prospects in green apple quick-step time. There was no getting away from him. He created the obvious and that was to sign. It was the triumph of decision over hesitation. He led to the last step and then assisted locomotion. Thus he lived happy ever after and waxed great in his line.

Moral—Which teaches that the dotted line is of more importance in business than the fatted calf.

It is one thing to recommend your goods highly and it is another and very different thing to brag about them. The recommendation you are willing to stand behind; the brag you want to hide behind,

GEO. W. LYLE IN BIRMINGHAM.

Visits Local Columbia Branch While on Annual Tour—Department Store Takes on Victor Line—Strong Window Display of "Spring Maid" Records.

(Special to The Talking Machine World.)

Birmingham, Ala., March 9, 1912.

George W. Lyle, vice-president and general manager of the Columbia Phonograph Co., was in Birmingham this week, stopping over here for a couple of days on his annual round of visits to the branch Columbia stores of the country. Mr. Lyle expressed himself as well pleased with the past year's business of his company and predicted big things for the coming year. He was particularly gratified at the showing made by the Birmingham store, which, notwithstanding the fire in January, took rank among the foremost Columbia branches for January and February sales.

The Talking Machine Co. have placed the Victor line with Drennen & Co., one of Birmingham's large department stores. Only recently the Talking Machine Co. had started the Drennen Co. in the talking machine game with a large stock of Edison goods, and this recent sale of Victor goods, makes this the prize order of the South.

Manager Blackstone of the Dictaphone Co. has had a particularly successful season so far. Several large department stores, two big real estate and insurance concerns, and the Birmingham Ledger are recent installers of complete Dictaphone service. The Ledger is one of the first, if not the first, newspaper to install these great little time-savers.

One of the most effective talking machine window displays ever seen here was made by Loveman, Joseph & Loeb, under the supervision of Manager Broyles. "The Spring Maid" was billed to show here, and just in advance of the show Manager Broyles had a thirty-foot window filled with Columbia and Victor machines, "Spring Maid" records and cut-out posters of scenes from the opera. Not only was the window successful from an artistic standpoint, but the commercial returns were large.

ENJOYING THE VICTROLA.

How a Cultivated Man Has Reared His Children to Appreciate the Best of Music.

A gentleman who bought a Victrola about ten years ago has just explained in detail how he has managed to secure a musical education for his family at small cost. He has five children, all of whom have inherited musical tastes from their parents. The father and mother sing. She can play the piano very well and he is something of a performer on the violin. Like many other cultivated people they were without large means to give their children all that they desired according to the old method, and so determined to make the best possible use of what they could afford.

They bought a Victrola on the instalment plan and the father assures us that he never missed the money. It is true that at times he felt a little pinched to make the monthly payment but feels confident that he never would have saved the money if he had not put it into the Victrola. He invested \$50 in records at the start and has spent \$5 a month ever since. He bought with discretion, securing the best of the red seal records and those of the purple and black records which seemed fitted to his plan of education.

His principal claim is that on its educational side these records have taught his children accuracy of pitch and the value of time in counting music on the piano. On the other hand his children love their home and stay in at nights, bringing troops of their friends with them.

Every teacher knows that unless a child is particularly gifted it will lose time and in singing will not keep at the pitch. Piano pupils of this man have learned accuracy and those who have taken singing lessons have, from the very start, learned how to keep the pitch. The mother has instructed the children on the piano—one of the girls plays the violin and all of them sing. The



SOLID WOOD (NOT VENEERED)

Mr. Dealer:

Beware of Imitations

NOTICE

**This trade mark
is placed**



on Every

**MUSIC
MASTER**

Solid Wood Horn

The *Trade Mark* you see marked MUSIC MASTER is your safeguard.

Imitations are on the market constructed of two veneers. The joints overlap with a layer of glue between the veneers.

THESE ARE NOT THE MUSIC MASTER HORNS.

Make a note now. See Jobber for Music Master Solid Wood Horns, or send direct for samples.

"STOP AND THINK!" The many thousands in use fully attest to the incomparably clear, beautiful, mellow tone quality, etc.

It is the only Horn Guaranteed.

Should your jobber be unable to supply you, write us.

SHEIP & VANDEGRIFT, Inc.

PHILADELPHIA, PA.

father claims that it would not be easy to find as good a little band of amateur musicians as the parents and five children, the youngest of whom is seven years old. He has educated them in grand opera, in oratorio, in the classic songs, as well as popular music, with the result that all of them are enthusiastic and have made great progress. He insists that they are not only happier than most children, but that they make better progress at school because of the lessons and habits of accuracy they have learned from the Victrola.

He considers that his investment has cost him nothing that he could not easily afford, and that his children are developing into cultivated young men and women who are making better progress and giving finer promise than any others in his neighborhood. The Victrola did it.—Wanamaker's "The Opera News."

A man can get all the grouchy looks he desires by going home for lunch on washday, and when he comes into your store he welcomes a smile. Get it?

TO MAKE TALKING MACHINES.

The Mid-Eastern Holding Co., Augusta, Ga., has been incorporated with capital stock of \$100,000, for the purpose of manufacturing and dealing in all kinds of sound recording and producing instruments and also moving pictures. E. M. Leavitt is president and treasurer of the company.

* * * *

The American Automatic Phonograph Co., Augusta, Ga., has been incorporated with capital stock of \$2,000,000, for the purpose of manufacturing and dealing in all kinds of moving picture machines, phonographs, etc. President and treasurer, E. M. Leavitt.

The greatest thing a man can do in this world is to make the most possible out of the stuff that God has given him. This is success, and there is no other.

There is no road to success but through a clear, strong purpose. A purpose underlies character, culture, position, attainment of whatever sort.

TO DOUBLE PLANT OF VICTOR CO.

Old Buildings to Be Enlarged and New Buildings to Be Erected to Meet Demands from Dealers—Plans Call for Expenditure of Million Dollars—Will Have Great Resources.

Despite the vastness of the plant of the Victor Talking Machine Co., its seeming ability to take care of a volume of business in talking machines and records, almost beyond conception, it is nevertheless a fact that the company has found it necessary to arrange for the enlargement of the plant to almost double its present capacity for the purpose of properly handling the business now on the books or in sight.

The matter of increasing the size of the plant

manufacturing department, through to Front street, which will make this one of the largest manufacturing buildings in America.

Buildings Nos. 6 and 7, now used entirely for storage, should be torn down to permit of building No. 8, cabinet factory, being carried through to Front street.

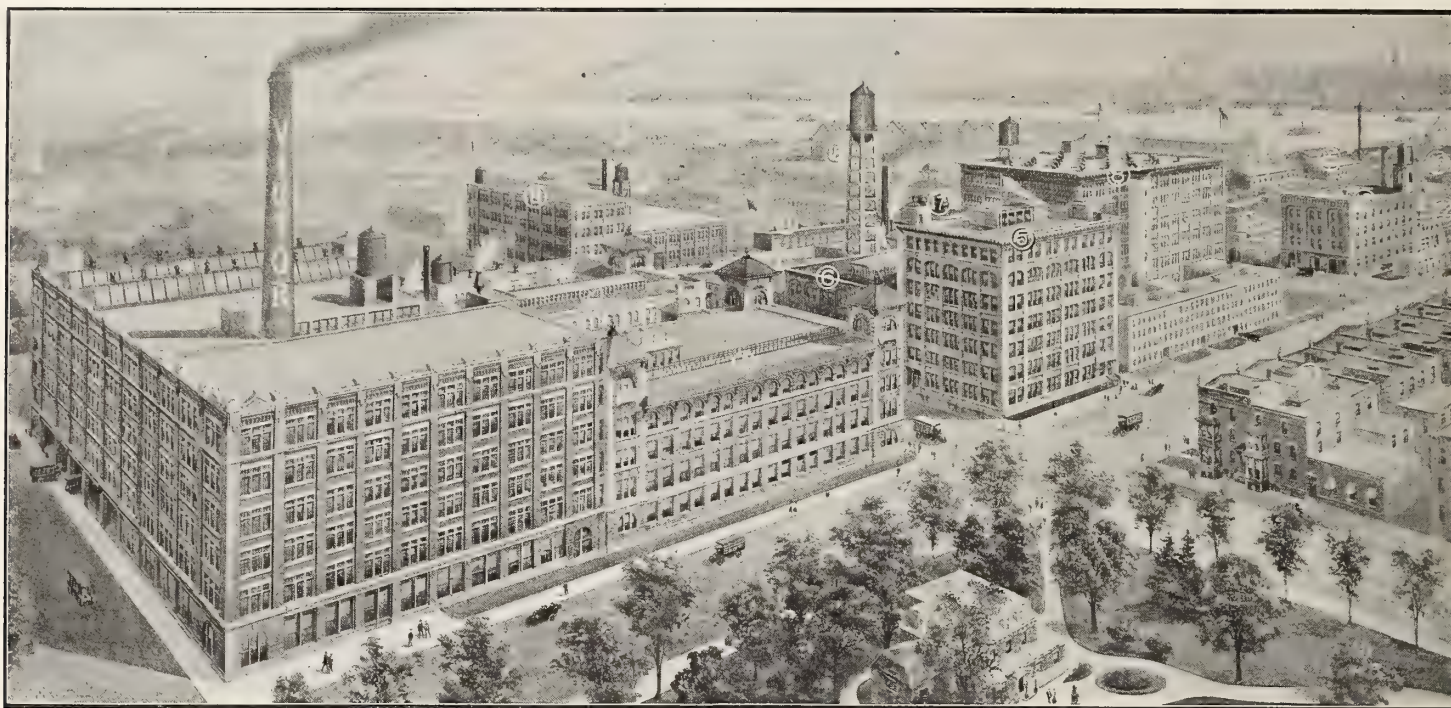
An entirely new building, specially constructed for the purpose of the shipping department, to take the place of buildings Nos. 9 and 10, to be erected on Market street, extending from Front to Second street. This new shipping department will save the company much loss and inconvenience now caused by having the shipping department so far removed from the factory.

After the removal of the shipping department to the proposed new building on Market street, build-

cover the requirements of this branch of the business.

In submitting these plans Mr. Johnson said:

"At first glance the changes enumerated above may appear to be radical and even extravagant, but I do not hesitate in stating that the suggested improvements and additions are absolutely necessary and should be completed as soon as possible. It is true that some of the buildings recommended to be torn down would be quite serviceable for ordinary manufacturing purposes, but the greatest economy and highest efficiency is so necessary to the future of the Victor Talking Machine Co. that there should be no hesitancy on account of the large outlay involved. I feel that the present time is the great opportunity to put ourselves in an impregnable position as not only the largest



THE PLANT OF THE VICTOR TALKING MACHINE CO., CAMDEN, N. J.

was taken up by the board of directors of the Victor Co. on and at the annual meeting of the stockholders of the company held on February 16, Eldridge R. Johnson, president of the company, announced the following plans:

Building No. 3 to be enlarged to six stories (as shown in accompanying illustration), to increase capacity of record plant.

Building No. 2 to be torn down and replaced by an extension of buildings Nos. 1 and 3, machine

ings Nos. 9 and 10 will be materially enlarged and rearranged to meet the requirements of an up-to-date warehouse where materials for all departments can be received and properly stored pending their use in the manufacturing departments.

A new building is needed immediately for the record material and grinding department, now located in buildings Nos. 14 and 15. Plans are under way for a building specially constructed to

and best manufacturers of talking machines, but as the most economical manufacturer."

"To you who are not familiar with the vast extent of these additions to the Victor factories," says the Voice of the Victor, "let us impress their magnitude on you by stating in cold print that on the completion of these buildings we will more than double the floor space of our present plant. Their completion and equipment will entail an expenditure of upward of a million dollars."

EDISON OPENS ELECTRIC SHOW

In Minneapolis by Pressing Button in Orange—Talking Machine Companies Who Will Exhibit—Jobbing Business Heavy, Is the Report—W. J. Dyer & Bro. Enlarging Talking Machine Department—Strong Columbia Trade—General News of the Month.

(Special to The Talking Machine World.)

Minneapolis and St. Paul, March 9, 1912.

Thomas Alva Edison, the creator of the talking machine from his laboratory in Orange, N. J., will press the button which will open the Northwestern electric show March 16 in the National Guard Armory, Minneapolis. Thomas A. Edison, Inc., will have three booths in the big show, one occupied by the Minnesota Phonograph Co., with business machines and the general line of instruments.

Lawrence H. Lucker, president of the Minnesota Co., reports a highly satisfactory retail and jobbing business in both the Victor and the Edison goods. "When a dealer in a little country town will order eight Amberolas at one time, you may know the talking machine trade is not languishing in the Northwest," remarked Mr. Lucker. "Such orders are not unusual. The Edison Opera machines are having tremendous sale. I can't describe the success any other way.

"It's fully as good with the Victors. We are

more than a hundred orders behind in the small Victrolas. This week we received a carload of the \$15 and \$20 machines and they will not last at all."

W. J. Dyer & Bro., the veteran St. Paul dealers, are altering the third floor of the big building so as to give the retail end of the talking machine department a floor space of 40x150 feet. The wholesale department long has been crowded and the house for months has been away behind in Victor orders because of inability to obtain instruments as ordered.

The Metropolitan Music Co. in Minneapolis finds that it must give more time and space to the talking machine department. This section is nicely housed in one of the most desirable quarters in the building.

"We have had the finest business in Columbia machines during the past four months that we have experienced since opening here," declared J. H. Wheeler, Northwestern manager for the Columbia Phonograph Co. "The jobbing trade literally is growing with leaps and bounds and we are giving it our best attention, as the collections are unusually sure and prompt. We are having much success with the Creators band records and the Zenatello records; they go just like hot cross buns in Easter." I understand that the retail store in St. Paul, of which A. W. White is the manager, is doing an exceptionally fine business.

F. J. Weyel, manager of the Dictaphone department of the Columbia agency in the Northwest has placed the Duluth agency with Chamberlain & Taylor.

GET A TRANSFER.

If you are on the gloomy line,
Get a transfer.

If you are inclined to fret and pine,
Get a transfer.

Get off the track of doubt and gloom;
Get on the Sunshine train, there's room—
Get a transfer.

If you are on the worry train,
Get a transfer.
You must not stay there and complain—
Get a transfer.
The cheerful cars are passing through,
And there's lots of room for you—
Get a transfer.

If you are on the grouchy track,
Get a transfer.
Just take a happy special back—
Get a transfer.
Jump on the train and pull the rope
That lands you at the station Hope—
Get a transfer.

MORE ATTENTION TO TALKERS.

San Francisco Houses Increasing Facilities for Handling the Business—Many New Branches Opened—Grafonola-Victrola-Amberola Club Organized in Oakland—Baseball Teams Organized by Talking Machine Men—J. Raymond Smith Co. Opens New Store—Emil Cruells Moves Store to Larger Quarters—Other Changes in the Local Trade—Girard Piano Co. Recovers from Effects of Fire.

(Special to The Talking Machine World.)

San Francisco, Cal., March 8, 1912.

There is somewhat more activity in the city trade than last month, as the demand for new machines is more in evidence than after the holidays, and the record business is keeping up in fine shape. Local music houses are giving more attention to the talking machine department all the time, realizing that there are still great undeveloped possibilities in this line, and that for the next few years it is likely to be more profitable than ever before. A good many new stores and departments have also been opened in the country lately, and up to the middle of February the outside trade showed considerable gain, but since then sales have fallen off in some districts. This is attributed to the lack of rain, which, with dry north winds for the last two weeks, has caused great anxiety throughout the state. If March brings the usual heavy showers a good season may be predicted, but meanwhile buyers are inclined to hold off.

New Talking Machine Club.

Talking machine men of Oakland, Cal., have organized the Oakland Grafonola-Victrola-Amberola Club, which met for the first time about the end of January, and now gathers about a luncheon table at an Oakland restaurant every Wednesday. The friendly feeling engendered by these meetings, and the discussion of important trade topics from various points of view, are regarded by all the members as a decided benefit.

Baseball Teams Organized.

The music houses of San Francisco and Oakland have organized rival baseball teams for the season of 1912, in which the talking machine men take a leading part. The first game of the season took place on Washington's birthday in Oakland, the Oakland team being the winner with a score of 11 to 2, owing largely to the expert twirling of Mr. Fallon, the Oakland pitcher. Captain James Clancy of Oakland played a fine game and Jack Clancy of the same team was the heavy hitter of the day. Captain Rothlin and Catcher Baker of the San Francisco team played good ball. The second game of the series will be played in San Francisco soon. The teams were as follows:

San Francisco—Rothlin lf, Dinkel lb, Baker c, O'Connor ss, T. Little p, Moore rf, S. Little cf, Bird 2b, Lydon 3b.

Oakland—James Clancy lf, Munjar 2b, Dougherty cf, Jack Clancy lb, Blodgett c, Henry ss, Bury 3b, Nichols rf, Fallon p.

J. Raymond Smith Co. Open New Store.

The most important development in the local trade is the opening of a new store by the J. Raymond Smith Co., which will occur in about a week. The store will be on Union street in the North Beach district, where most of the Italians of San Francisco reside, and for the present will have little nearby competition. While some piano, small instrument and sheet music business will be done, the place will be mainly a talking machine store, and is being fitted up especially for that purpose. The local Italians have always been among the most enthusiastic supporters of the talking machine business, and will doubtless patronize the new establishment in good shape. The store will also be near the Harbor View site of the Exposition, from which much additional business may be drawn.

Moving to Larger Store.

The Mission Phonograph and Piano Co., operated by Emil Cruells, formerly at 2687 Mission street, is moving into a large store at 2530 Mission street, which has been fitted up on up-to-date lines and will afford much more ample space than the old location. This company, which is one of

the leading talking machine concerns of the Mission district, also has a branch on Sixteenth street.

Improving Store Equipment.

Benjamin Curtaz & Sons have not yet completed the changes in their talking machine department, but have made some improvements, and will probably carry out alterations on a larger scale than was at first contemplated.

Byron Mauzy is taking more interest in his talking machine department than for some time past. He says things have started out in great style this year, and is making preparations for the future by fitting up several new talking machine rooms on the fifth floor of his building.

The Wiley B. Allen Co. has started the projected work of improvement in its local talking machine department, the principal change being the installation of an automatic elevator, connecting the volume of Victor business for February.

Visiting Sherman, Clay & Co. Branches.

Andrew G. McCarthy, head of the talking machine department of Sherman, Clay & Co., has been away for the last couple of weeks on one of his regular trips among the Northern branches, but is expected back early next week. Before leaving Mr. McCarthy expressed great satisfaction with the volume of Victor business for February, in both retail and wholesale departments.

E. W. Scott in New Quarters.

The fitting up of the new talking rooms for E. W. Scott, on the mezzanine floor of the Kohler & Chase building, took more time than was expected, but Mr. Scott is now moving down from the fifth floor, and will be comfortably settled in another week. He has had a steady rush of business all month, and expects to do much better in the new quarters, which are more accessible and in a more conspicuous position. He is justified in the opinion that he has the finest talking machine rooms in the city, as the place has been fitted up and decorated in highly artistic fashion.

Geo. W. Lyle on Coast Visit.

W. S. Gray, Pacific Coast manager for the Columbia Phonograph Co., has just left for Los Angeles, where he will meet George W. Lyle, general manager of the company. Mr. Lyle had special business which took him to the Southwest, and decided to continue to San Francisco. He will not make the Northern territory this trip, however, but will return East from here via Salt Lake City. Mr. Gray states that the February business locally has been considerably ahead of the preceding month. M. B. Sharp, for some time with the Columbia Phonograph Co. in this city, is now with Mr. Scott in the Kohler & Chase building.

Recovers from Effects of Fire.

The Girard Piano Co. of Oakland opened its new talking machine department only a little before the end of the year, and suffered a fire loss before the place was well established. Since then, however, everything has been put in good order, and the department has already proved itself a most valuable addition to the business. J. M. Wheat, manager of the department, is enthusiastic over the start made, and looks for a big business.

A. R. Pommer in Ill Health.

A. R. Pommer, head of the Pacific Phonograph Co., is still suffering from rheumatism, and is able to be at his office only about one day in the week. He is well satisfied with business conditions, however, and says collections are coming in extremely well. So far he is not worrying much about the dry weather, and believes that the outside business in California will revive by the end of the month, while his sales in the north coast district are fully up to expectations.

HONOR FOR MARCONI.

Wireless Pioneer Made Life Member of Italian Senate.

A dispatch from Rome states that Guglielmo Marconi, pioneer of wireless telegraphy and who is also keenly interested in the talking machine business, having been associated in a consulting capacity with the Columbia Phonograph Co., was on Monday made a life member of the Senate. This followed his refusal of the offer made by King Victor of Italy to elevate him to the nobility.

The offices
of this trade
newspaper in-
stitution are
now located at

373
FOURTH
AVENUE

Near Twenty-seventh Street

Telephones
5982-5983 Madison Square

The Talking
Machine World

The Music
Trade Review

Trade and
Technical
Publications



We rather think we showed you in February that the Columbia dealer has the best end of the bargain. And we'll do it again pretty soon.



**Columbia Phonograph Co., Gen'l,
Tribune Building, New York**

SOUTHERN CALIFORNIA TRADE.

Business in Good Shape Despite Continued Drought—New Victor Catalog Proves Welcome Surprise—New Houses Which Have Taken on Lines of Talking Machines—Frequent Recitals the Rule—Pays Visit to Charles S. Tainter—Interesting Personal Items—News of the Travelers—New Record Stop Placed on the Market—What the Various Prominent Houses Are Doing—Plan to Form Club of Talking Machine Men.

(Special to The Talking Machine World.)

Los Angeles, Cal., Feb. 27, 1912.

Owing to the lack of rain the entire section of the Southwest is suffering severely; nevertheless the talking machine business is flourishing far more than expected. Many dealers state that the past month has been most satisfactory in all the distinctive lines—Victor, Edison and Columbia.

The new Victor catalog has created much interest among all Victor dealers. Even the public will be doubly interested when the market is supplied with a sufficient number of this up to date, long-looked-for publication.

The Wiley B. Allen Co., of San Diego, has been enjoying a very fine business. Mr. Harris, the local manager, has Miss Roby as manager of the talking machine department. They have lately featured the Grafonola Baby Regent, thus bringing splendid results.

Bowman Merritt, Edison dealer of Fillmore, Cal., is keeping up his record in selling Edison goods. He specializes on the Amberola.

T. T. Gardner, who has been connected with the talking machine department of the Southern California Music Co. for many years, has been transferred to the sales force of the piano department of the same firm. Mr. Gardner is not only a successful talking machine man, but a real live experienced piano man as well.

The Boston Piano Co., 700 West Seventh street, of this city, has installed a complete line of Columbia goods. Norman Turley, president of the firm, formerly connected with Frank B. Long's piano house for many years, states that it is a very desirable line to handle and is bringing the desired results.

An effort is being made in Los Angeles to start a social club among the many persons interested in the talking machine business. Messrs. I. H. Andrews and W. P. Carson have kindly taken in hand the calling of the first meeting, the purpose of such being to decide future ways and means. Nearly one hundred persons gave their signatures endorsing the project.

The Smith Music Co., Seventh and Hill streets, has added a complete catalog of Columbia machines and records to its Victor stock. This enables them to accommodate a greater scope of trade.

The Southern California Music Co. has added two more salesrooms to its large talking machine department, also adding more space to the office of the wholesale department. By this act the talking machine business must be increasing, not decreasing. The large shipment of the new opera machine lasted only two days; now nearly all the

Edison dealers are supplied according to their wants.

Through the kindness of Frank Lewin a very enjoyable Victor recital was given at the Hollenbeck Home February 15, 1912, which was much appreciated by the inmates and friends of the institution. Mr. Lewin, who is a Victor owner and a strong advocate of the same, has been giving many such recitals, with introductory remarks, in Los Angeles and vicinity. I. H. Andrews, of the Andrews Talking Machine Co., who is somewhat of a vocalist, assisted, together with Sibley Pease, of the same company, who is an accomplished pipe-organist. The recitals being composed principally of oratorio numbers rendered by the celebrated Victor artists.

E. Stewart Payne, an old time talking machine man of Little Rock, Ark., has joined the selling force of the Southern California Music Co. in the same line.

A. G. Farquharson, special representative of the Columbia Phonograph Co., had the privilege recently of visiting Charles Sumner Tainter in San Diego. Mr. Tainter, of "Bell and Tainter" basic patent fame, still takes a great interest in the talking machine business, and but for a long illness covering a number of years, this great and original inventor would doubtless, as of yore, have continued to astonish with new ideas and improvements.

Geo. P. Austin, Edison dealer of Oxnard, was in the city for a few days and left a good order for Edison goods, which he favors very highly.

Barker Bros., one of the leading furniture houses of Los Angeles, are having splendid results in the talking machine line. F. E. McArthur, manager of the piano and talking machine department, reports business conditions are very good.

F. A. Anrys, general manager of the Wiley B. Allen Co., of San Francisco, is in Los Angeles for several days visiting the branch store in this city. He is accompanied by his wife and will spend a few days motoring in southern California in their large touring car, which they shipped down by boat, thus combining pleasure with business.

E. L. Bailey, dealer of Edison goods for Fallbrook, Cal., reports fine results from the canvassing of his district, making many sales of high grade instruments.

M. B. Romaine, mechanical expert from the Edison factory, is in southern California calling on all Edison dealers and giving general instructions regarding repairs and explaining the make-up of Edison motors in general. Mr. Romaine will continue his trip, covering the entire coast as far North as Seattle, calling on all Edison dealers. While in the South section Mr. Romaine is making his headquarters with the Southern California Music Co., Edison jobbers for the Southwest.

O. A. Lovejoy, manager of the talking machine department of the Southern California Music Co., in company with W. J. Raynard, traveling representative for the same firm, is making a trip in his new automobile visiting dealers in Burbank, Lankershim and vicinity.

E. A. Borgum, one of the oldest talking machine men on the Coast, is now located with the Wiley B. Allen Co., of this city. He has had a wide

experience in this line, being a pioneer salesman in Los Angeles, and was recently with the Eilers Music Co. in Seattle.

The Wiley B. Allen Music Co., of this city, is contemplating enlarging its talking machine department so as to occupy nearly the entire main floor.

A most economical little instrument is being placed upon the market by Geo. H. Hiles and Karl W. Thalhammer, of Los Angeles. It is economical because it saves nerves, time and money; besides this, it pays big dividends on the money saved in satisfaction and enjoyment.

At the end of a record every talking machine has to be stopped by someone or else a constant running of the machine, which might prove very detrimental to the record.

This new record-stop consists of a small battery concealed inside the cabinet part of the machine properly connected to a small apparatus used as a stop, placed at the back of the turntable with a small metal lever extended upwards, which touches the arm of the machine, thus making the contact and stopping the revolving of the turntable instantly at the end or at any desired place on the record. It is not complicated in the least and can be adjusted to all disc machines by any operator.

The retail price of this record-stop is very low and affords a good margin to the jobber and dealer. The advertisement of the record-stop in this issue of The Talking Machine World shows a cut to which this article refers.

VENDING MACHINES IN MEXICO.

United States Consul Marion Letcher, Chihuahua, writing of prospects for talking machines, self-playing pianos and other specialties, said:

"As to the steps necessary for the establishment of a slot-machine business in this city, and particularly as to the charges for license, etc., I find that machines for vending, weighing, etc., placed on the street or in any public place apart from a house of business pay monthly the equivalent of \$1 gold. Where a regular business is done, as, for example, such a general slot-machine business as is done in American 'penny arcades,' the charge varies from \$1 to \$5 monthly, the amount varying according to the number of machines up to the maximum charge of \$5.

"There appear to be in this city only two of the slot weighing machines. The owner informs me that he cleared the price of these machines the first month of their operation, they being then great novelties here, and that subsequently he has made a small profit each month. The same person is also the owner of eighteen kinetoscope slot machines.

"These, it appears, were purchased second-hand from a man who conducted here at one time a 'penny arcade,' which enterprise was very successful, and was only abandoned because of the expiration of the lease on the building in which the 'arcade' was conducted and the failure of the owner of the machines to secure a suitable substitute. I am of the opinion that a very good business could be established by setting up 'penny arcades' in different parts of Mexico."

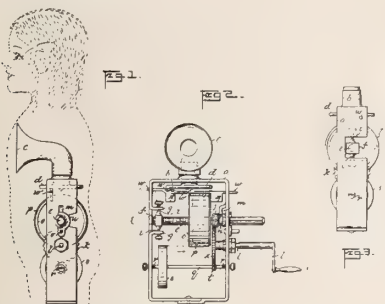
LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

(Special to The Talking Machine World.)

Washington, D. C., March 9, 1912.

PHONOGRAPH FOR DOLLS OR OTHER TOYS. Herman Ringel, Newark, N. J. Patent No. 1,015,587.

This invention relates more especially to phonographs designed to be placed in dolls or other toys, whereby they can be constructed in a manner so simple and inexpensive, as to be adapted to almost universal use in the production of articulate sounds, and especially short sentences or phrases of everyday speech.



In the accompanying drawings Figure 1 is a side elevation of an improved phonograph, showing the same in position in a dotted view of a doll. Fig. 2, is a front view of the phonograph, and Fig. 3 is another side view of the same.

SOUND REPRODUCER FOR TALKING MACHINES, TELEPHONES, ETC. William N. Hunter, Blanchester, O. Patent No. 1,015,622.

This invention relates to the new and useful improvements in sound reproducers for talking machines, telephones, etc., and is more particularly an improvement over former Patent No. 875,352, issued December 31, 1907, and the object is to provide means in connection with a sound receiving chamber for suppressing or eliminating all sounds other than the pure and finer tones produced by the diaphragm.

A further object is to provide means for intensifying the tone sound without affecting the quality of the tone.

A further object is to provide adjustable means for increasing or decreasing the intensity of the sound.

A further object is to provide means for preventing outside disturbances or noises from reaching the diaphragm, when the diaphragm is in use for reproducing purposes; and a further object is to provide means for adjusting the tension on the sound excluding or arresting mechanism.

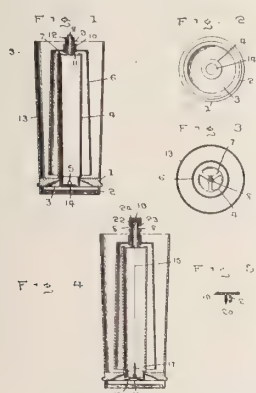


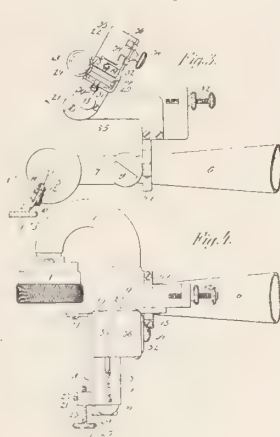
Fig. 4 is a sectional view similar to Fig. 1, showing a slightly modified form of device, and Fig. 5 is a detail sectional view of a disk used in connection with the device shown in Fig. 4.

NEEDLE HOLDER FOR THE SOUND-BOXES OF TALKING MACHINES. Clarence Vogt, Berlin, Germany, assignor by mesne assignments to Victor Talking Machine Co., Camden, N. J. Patent No. 1,015,363.

This invention relates to needle holders for the sound-boxes of talking machines, and more particularly to needle holders or stylus bars of the kind in which the insertion and securing of the needle is effected without the employment of screws or similar fastening means. For this purpose such needle holders are provided with clamping means, in which the needle is held by friction so as to be capable of being freely changed, addi-

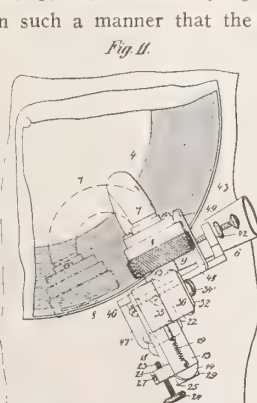
tional spring pressure being provided if required. The needle is secured in its correct position by the pressure of the sound box on the record, and the clamping means are preferably oppositely located in the bore of the needle holder, so that the needle is grasped and held at the upper end by one and at the lower end by the other clamping means. It may be understood that the invention relates also to needle-holders having in the usual manner screws for fastening the needle, eventually in combination with clamping places.

An important feature of the present invention consists in that a lateral longitudinally-extending slot is provided in the needle-holder near the clamping means, through which slot the needle can be conveniently introduced into and removed



from its operative position between the clamping means through the sides of the needle-holder, the said needle meanwhile moving parallel to its longitudinal direction. This lateral insertion of the needle presents the advantage that, for the insertion and replacement of the needle, a mechanical device can be

arranged whereby the needles are fed, moving parallel to themselves, into the lateral slot in the needle-holder, in the contradistinction to the known needle-changing devices in which the needles are moved along in the direction of their axes. The lateral insertion of the needle further presents the possibility of arranging the mechanical needle-changing device independently of the sound box and of its carrier-arm and of thereby relieving the sound box of the weight of the needle-carrying device. The needle-holder can be provided, on the side opposite to the inlet slot, with an additional slot which serves for the feeding out of the needles. This preferably takes place in such a manner that the new needle introduced



laterally into the needle-holder automatically pushes out the already used needle still in the holder at the other side.

A separate locking or holding device may, if desired, be provided on the needle-holder, this device being constructed in such a manner that it holds

the needle elastically in the normal position, but automatically opens by the lateral pressure when a needle is inserted and replaced. The locking or holding means for the needle when the needle-holder is made with two oppositely-arranged slots is formed in such a manner that when inserting a new needle the previously used one is thrown out of the holder by a spring.

In the drawing, Figure 1 is an underside view of a sound box which is pivotally attached to the sound box arm and which has a needle-holder provided with clamping means and lateral slots, and which has a retaining spring for the needle. Fig. 2 is a side elevation corresponding to Fig. 1. Fig. 3 is a side elevation of a sound-box and needle-holder with a lateral slot and spring, in combination with a device whereby the needles are fed out of a needle magazine to the lateral slot of the needle-holder. Fig. 4 is a plan of this device for changing the needles, with the sound box depressed. Fig. 5 is an oblique elevation looking from the front with the sound box swung up, and with the needle magazine and the needle-changing device in section. Fig. 6 is a rear elevation of the needle-changer. Figs. 7 to 9 show an example of construction of the needle magazine in different kinds of elevations, Fig. 7 being a side elevation with the front wall somewhat

drawn up, Fig. 8 a front elevation, and Fig. 9 a horizontal section of Fig. 7. Fig. 10 is a partial side elevation of a talking machine looking in the direction of the arrow A of Fig. 11. Fig. 11 is the plan corresponding to Fig. 10. Fig. 12 shows a sound-box with a needle-holder having two slots and an inserted needle in the operative position. Fig. 13 is an elevation of the sound-box looking toward the needle-holder. Fig. 14 is a transverse section on the line 1-2, Fig. 13. Fig. 15 is a plan corresponding to Fig. 13. Fig. 16 shows the needle-holder in section and similar elevation to Fig. 13. Figs. 17-20 show diagrammatically and to an enlarged scale how a needle is inserted into the needle-holder and the previously used needle removed. Figs. 21 to 23 are views of the needle-holder with two slots, in combination with a needle-changer in different operative positions of the latter. Fig. 24 is the corresponding plan and Fig. 25 a side elevation.

TONE-CLARIFIER FOR TALKING MACHINES. Frank Von Vleck Morse, Minneapolis, Minn. Patent No. 1,014,841.

This invention relates to improved means for clarifying and improving the tone of talking machines and other sound producers or reproducers.

The general object of the invention is to provide a device of this character whereby the volume of

the sound is increased without affecting the quality of the tone.

A further object is to provide means for preventing outside disturbances or noises from reaching the diaphragm, when the diaphragm is in use for reproducing purposes; and a further object is to provide means for adjusting the tension on the sound excluding or arresting mechanism.

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sound will be increased, the tone clarified and the enunciation made more distinct and natural.

Another object of the invention is to provide a clarifier for this character which will be simple and inexpensive in construction and efficient in operation, and which may be quickly and easily engaged with and removed from its operative position.

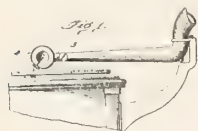
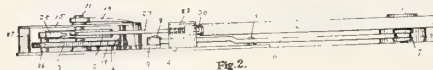
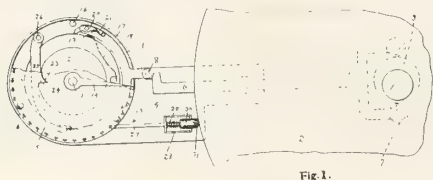


Fig. 4 is a detail perspective view of the clarifier.

STOP MECHANISM FOR PHONOGRAPHS. Oscar W. Hartung, Detroit, Mich. Patent No. 1,016,563.

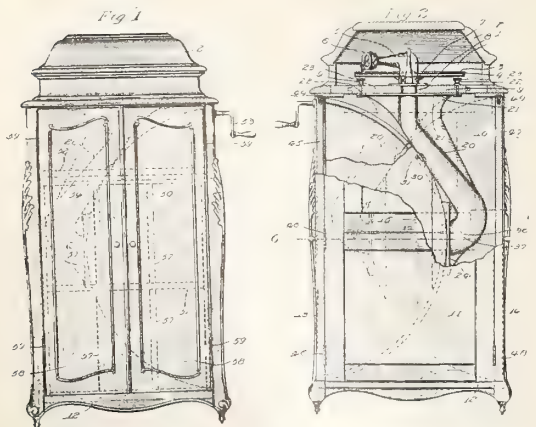
This invention relates to means for stopping the record-supporting table of talking machines after they have made a predetermined number of revolutions, and its object is to provide a stop mechanism which can be set for any desired number of revolutions within its range without the necessity of altering the adjustment of any of its parts, but by merely positioning an indicator for the number of revolutions desired.

This invention consists, in combination with a spring actuated brake adapted to engage the supporting table of a sound reproducing instrument and a lever to hold same in inoperative position, of a graduated dial, a pointer adapted to be swung over the dial to indicate the number of revolutions, a notched disc against which the lever presses and which holds the lever outward until the predetermined number of revolutions have been made by the table, a toothed wheel to turn the notched disc and pointer, and an operating device to actuate the toothed wheel, which device is operated by the mechanism which revolves the table that is to be stopped.



In the accompanying drawing Fig. 1 is a plan of the stop mechanism, a portion of the dial being broken away for clearness. Fig. 2 is an elevation of the same with the case broken away.

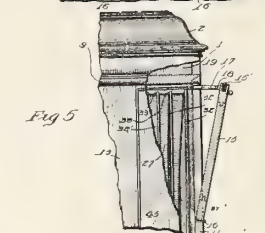
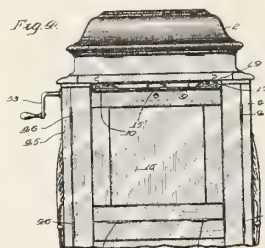
TALKING MACHINE. John C. English, Camden,



N. J., assignor to the Victor Talking Machine Co., same place. Patent No. 1,016,255.

The main objects of this invention are to provide a talking machine having an inclosed cabinet provided with a plurality of openings, and an amplifier in the cabinet and adjustable to register

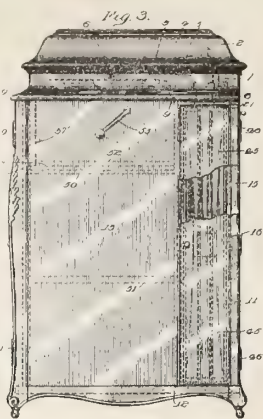
with any one of said openings; to provide a talking machine inclosed in a cabinet having a sound outlet in one side thereof and which is adapted for convenient operation in a corner of a room or in a similar position; to provide a compact, inclosed talking machine having a comparatively large storage space for records and comparatively large and efficient sound amplifying means; to provide a talking



machine, constructed in accordance with this invention; Fig. 2 a rear elevation partly in section of the same; Fig. 3 a side elevation of the same partly broken away to show the amplifier; Figs. 4 and 5 a rear elevation and a fragmentary side elevation partly in section of the upper portion of the same, showing the rear door thereof open; Fig. 6 a fragmentary horizontal section on the line 6-6 of Fig. 2, and Fig. 7 a side elevation partly in section of the amplifier.

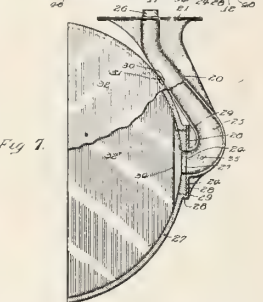
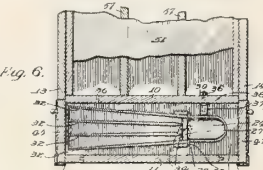
RECORD FOR TALKING MACHINES. Eldridge R. Johnson, Merion, Pa., assignor to the Victor Talking Machine Co., Camden, N. J. Patent No. 1,016,271.

Heretofore in the manufacture of flat disc records for talking machines it has been the practice to stamp out the record discs from a suitable material by means of a die containing a matrix upon the surface of which has been engraved or otherwise placed the record grooves, which grooves, in connection with the sound box are adapted to reproduce the sounds impressed upon the original record. The record discs formed by so impressing the matrices have usually been of some durable material which softens under the influence of heat, but which is hard and firm under normal conditions of temperature. The material usually employed for making these records has been in the form of flat sheets which have been of uniform thickness throughout the entire extent of the disc with the possible exception of the central portion, where the label has been impressed or countersunk into the material during the pressing or forming of the record. This material, in many instances, has been the substance called "duranoid," which consists of shellac and certain other coloring pigments and strengthening ingredients. Other similar materials which have been used are hard rubber and celluloid. It will be realized that these



machine having a sound amplifier provided with an outlet in a casing, and in which means are provided to deflect the vibrations transmitted from the side of the amplifier upwardly or in a direction different from that in which the vibrations are delivered from the outlet of the amplifier.

In the accompanying drawings Fig. 1 is a front elevation of a talk-



compositions are expensive when used in large quantities, especially in view of the fact that talking machine records now employed in this art have been steadily increasing in size.

The object, therefore, of this invention is to produce a record which may have all the advantages of a flat disc record of uniform thickness, but which will at the same time be much lighter and therefore less expensive in original cost and also will be easier to handle and less expensive in transportation either by mail, freight or express.

A further object of the invention is the production of a record which will have strengthening means applied in such a manner as to give a stiff and firm backing for the reproducing surface without the necessity of employing the larger amount of material required in a disc record made entirely of duranoid or other similar substance.

Briefly, this invention comprises a disc record having upon its under side a metallic plate or backing made in different forms so as to retain the record material firmly in position and at the same time, to protect the record material from injury to which it would otherwise be liable owing to its reduced thickness. The metallic backing may also extend across the central portion of the record not occupied by the record grooves and may form a centering means for the record when placed upon the turntable. The central portion of the record may also be occupied by an independent disc of metal or other material which forms the centering means and which is fixed in position during the stamping or forming process.

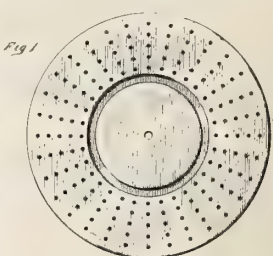


Fig. 1 is a reverse plan view of a talking machine record having the strengthening plate applied thereto. Fig. 2 is a transverse sectional view of the form of record shown in Fig. 1 and Fig. 3 is a transverse sectional view of a modification showing the centering disc placed in position independently of the metallic backing.

OPENS TALKING MACHINE STORE.

I. M. Bame, Former Victor Co. Traveler, to Handle That Line at Retail in Atlanta, Ga.

(Special to The Talking Machine World.)

Atlanta, Ga., March 4, 1912.

I. M. Bame, who has been well known to Atlanta for a number of years as a traveling representative for the Victor Talking Machine Co., has severed his connection with this company and will go into business for himself here.

He has organized the I. M. Bame Co., which will occupy commodious quarters at 72 North Broad street, where the most elaborate talking machine parlors in the South will be opened about February 22. Mr. Bame will handle the Victor line exclusively.

You would object to another placing a limit upon your business ability. Why place any upon your own?

60 YEARS' EXPERIENCE

PATENTS

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RECORD BULLETINS FOR APRIL, 1912

THOMAS A. EDISON, INC.

EDISON AMBEROL CONCERT RECORDS.

- 28011 Hymn to the Emperor—Kaiser Quartet.
Olive Mead String Quartet
28012 Beloved, It Is Morn.—Charles Hackett
28013 Sing, Smile, Slumber.—Marie Rappold
950 I've Got the Mumps.—Irene Franklin
With Burt Green at the piano.
951 The Talkative Waitress.—Irene Franklin
952 I Want to be a Janitor's Child.—Irene Franklin
953 Waldmere March.—New York Military Band
954 Rum Tum Tiddle.—Billy Murray and Chorus
955 Maybe That Is Why I'm Lonely.—Anna Chandler
956 By the Light of the Jungle Moon.—
Walter Van Brunt and Mixed Chorus
957 Nothing To Do Until To-Morrow.—Evan Baldwin
958 An Easy Job on the Farm.—Golden and Hughes
959 The Old Church Hymns and Bells.—
James E. Harrison and Edison Mixed Quartet
960 Hornpipe Medley.—Charles D'Almaine
961 In a Little While.—Campbell and Gillette
962 Moonlight Bay.—Premier Quartet
963 Mollie Darling.—Will Oakland and Chorus
964 The Harbor of Love Medley.—
National Promenade Band
965 Love's Sentence.—Ada Jones and Billy Murray
966 Ragtime Violin.—Premier Quartet
967 Dancing on the House Top.—Charles Daab
968 The Song of Triumph—Easter Anthem.—
Edison Mixed Quartet
969 Ye Merry Birds, That Sweetly Sing.—
Elizabeth Spencer
970 Angels' Serenade.—Venetian Instrumental Trio
971 Your Smile.—Elsie Baker
972 The Broken Melody.—American Standard Orchestra
973 I Will Magnify Thee, O God.—
Agnes Kimball and Reed Miller
974 Second Polonaise.—Edison Concert Band
EDISON STANDARD RECORDS.
10546 Florentine March.—Sousa's Band
10547 Way Down East Where I Belong.—Byron G. Harlan
10548 Rum Tum Tiddle.—Billy Murray and Chorus
10549 Queen of the Burlesque.—Olly Oakley
10550 Moonlight Bay.—Premier Quartet

COLUMBIA PHONOGRAPH CO., GEN'L

- Double disc. 12-IN. SYMPHONY DISC RECORDS. Single disc.
A5370 II Trovatore—Ai nostri monti (Home to Our Mountains)—Verdi. Contralto and Tenor Duet in Italian, orch. accomp. 30892
II Trovatore—Periglianti ancor languente (While yet in Languishment)—Verdi. Contralto and Tenor Duet in Italian, orch. accomp. 30895
A5369 Samson and Delilah—Mon coeur s'ouvre a ta voix (Softly awakes my heart)—Saint-Saens. Contralto Solo in French, orch. accomp. 30836
Samson and Delilah—Printemps qui commence (Joyous now doth spring come forth)—Saint-Saens. Contralto Solo in French, orch. accomp. 30835
A5362 The Yeoman's Wedding Song—Prince Poniatowski. Baritone Solo, orch. accomp. D. Bispham
Who Knows?—Max Heinrich. Baritone Solo, orch. accomp. 30835
A5368 Jocelyn—Berceuse (Lullaby)—Godard. Baritone Solo in French, orch. accomp. 30835
Elegie—Massenet. Baritone Solo in French, orch. accomp. 30835
10-INCH. DOUBLE-DISC BLUE LABEL RECORDS.
A1126 The Ragtime Mocking Bird—Irving Berlin. Contralto Solo, orch. accomp. 30835
Alexander's Ragtime Band—Irving Berlin.
A1127 O Wert Thou in the Cauld Blast—Mendelssohn. Soprano and Contralto Duet, orch. accomp. 30835
Wanderer's Night Song (Wanderer's Nachtlied)—Rubinstein. Tenor and Bass Duet, orch. accomp. 30835
A1128 Moonlight Bay—Percy Wenrich. Contralto Solo, orch. accomp. 30835
Dolly Connolly (Mrs. Percy Wenrich)
Honey Love—Geo. Mayers. Vocal Quartet, Female Voices, unaccomp. 30835
12-INCH DOUBLE-DISC BLUE LABEL RECORDS.
A5360 New World Symphony—Largo—Dvorak.—
Russian Symphony Orchestra
Entrance of the Bujaren—J. Halvorsen.—
Russian Symphony Orchestra
A5367 La Forza del Destino—La Vergine degli Angeli (The Angelic Virgin)—Verdi. Soprano Solo, and Chorus, in Italian, orch. accomp. 30835
Grace Kearns and Grand Opera Chorus
Tales of Hoffmann—Selections—J. Hoffenbach.—
Prince's Orchestra
10-INCH DOUBLE-DISC RECORDS.
A1118 The White Wash Man—J. Schwartz. Banjo Solo, orch. accomp. 30835
Black and White—Ragtime Two-Step—Botsford. Xylophone Solo, orch. accomp. 30835
A1119 Rigoletto—How Fickle Woman Is (La Donna e mobile)—Verdi. Tenor Solo, in English, orch. accomp. 30835
Rigoletto—In My Heart All Are Equally Cherished (Questa o quella)—Verdi. Tenor Solo, in English, orch. accomp. 30835
A1120 Chanson D'Amour (Love Song)—Saar. Violin Solo, string quartet accomp. 30835
Trio in C—L. von Beethoven. Instrumental trio (flute, clarinet and bassoon). 30835
Marshall Lufsky, Thomas Hughes and Geo. Gill
A1123 Everybody's Doing It Now—Berlin. Vocal Quartet, male voices, orch. accomp. 30835
Columbia Quartet
The Young Guard March—Appel.—Prince's Band
A1124 That Haunting Melody—Geo. M. Cohan. Baritone Solo, orch. accomp. 30835
That Mysterious Rag—Snyder.—Prince's Band
A1125 You've Got Me Hypnotized—Berlin. Baritone and Tenor Duet, orch. accomp. 30835
Arthur Collins and Byron G. Harlan
Defenders of the Flag—S. P. Harris.—Prince's Band
A1129 In a Little While—G. Christie. Tenor Duet, orch. accomp. 30835
Lingering Love—Harry Armstrong. Soprano and Duet, orch. accomp. 30835
Ada Jones and Walter Van Brunt
A1130 Welcome, Happy Morning—J. B. Calkin. Vocal Quartet, mixed voices, organ accomp. 30835
Columbia Mixed Quartet
Hosanna (Easter Song)—J. Granier. Bass Solo, orch. accomp. 30835
Frank Croxton

12-INCH DOUBLE-DISC RECORDS.

- A5361 Die Lorelei—Silcher. Chorus in German.—
N. Y. German Liederkrantz (A. Claassen, Cond.)
Verlassen—Koschat. Chorus in German. 30835
N. Y. German Liederkrantz (A. Claassen, Cond.)
A5363 Turkish March—Mozart.—Creator's Band
Pour la Victoire (To Victory)—March—Ganne.
Creator's Band
A5364 Nearer, My God, to Thee—Lowell Mason.—
Creator's Band
The Messiah—Hallelujah Chorus—Handel.—
Creator's Band
A5365 Poet and Peasant, Part I—Overture—Von Suppe
Poet and Peasant, Part II—Overture—Von Suppe
Creator's Band
A5366 Laughing Love—H. Christine.—Prince's Orchestra
The Wedding Trip—Waltzes—R. De Koven.
Prince's Orchestra

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- BLACK LABEL RECORDS.
No. Record Title. Size.
Victor Light Opera Company.
31856 Gems from "The Count of Luxembourg"—
Hood-Ross-Lehar 12
Rosario Bourdon, 'Cellist.
31857 Widmung.—Popper 12
Reinold Werrenrath, Baritone.
5861 Let Us Have Peace.—Groff-Ball 10
Agnes Kimball, Soprano.
60070 Tosca—Love and Music, These Have I Lived
For (Vissi d'arte e d'amore) (Act II) In
English.—Puccini 10
7036 Jimmy Valentine (Descriptive Burglar Specialty)
(Madden-Edwards)—Peerless Quartet 10
The Rooster and the Hen. (McKeena).
Collins and Harlan 10
7044 Ragtime Violin—Turkey Trot (Including Mys-
terious Rag) (Snyder) For Dancing.—
Victor Military Band
Surprise Medley Overture (O'Hare).—
Arthur Pryor's Band 10
7045 Dixie Moon (Ehrlich-Gumble).—
Collins and Harlan 10
Pick, Pick, Pick, Pick on the Mandolin, An-
tonio (Irving Berlin).—Billy Murray 10
7046 Mine (McGee-Benedek-Solman).—Henry Burr
Good Night, Mr. Moon (Dawson-A. Von Tilzer)
American Quartet 10
7048 Play Me a Good Old-Fashioned Melody (Grant-
Morrisey).—Elida Morris 10
7049 Pirouette (Pas Seul) (Finck).—
Victor Military Band 10
Father Rhine March, from operetta "Miss Lore-
ley" (Lincke).—Victor Military Band 10
7050 Estudiantina Waltz (Waldteufel) Xylophone.
William Reitz 10
Gretchen's Dream Waltz (Wappam) Whistling.
Guido Gialdini 10
7051 Ring Ting a Ling, from "Over the River" (Je-
rome-Schwartz).—Ada Jones 10
Huckleberry Pie (Havez-Botsford).—
Ada Jones-Billy Murray 10
7052 Bring Back My Lovin' Man (Berlin).—Ada Jones
Hear the Pickaninny Band (Vauderveer-Furth)
Peerless Quartet 10
7053 The Long Day Closes (Chorley-Sullivan) unac-
companied.—Orpheus Quartet 10
Ho! Jolly Jenkin! (Schnecker-Sullivan) unac-
companied.—Orpheus Quartet 10
7054 If It Wasn't for the Irish and the Jews (Je-
rome-Schwartz).—Billy Murray 10
Alexander's Bagpipe Band (Goetz-Berlin-Sloane)
Billy Murray 10
35216 Antony's Address Over the Body of Caesar—
Part I (Shakespeare).—Frank Burbeck 12
Antony's Address Over the Body of Caesar—
Part II (Shakespeare).—Frank Burbeck 12
35217 Chocolate Soldier Selection (Straus).—
Vessella's Band 12

Woodland Whisperings—Idyl (Czibulka).....

NEW RED SEAL RECORDS.

- Enrica Caruso; Luisa Tetrassini; Pasquale Amato; Marcel
Journet; Josephine Jacoby; Angelo Bada.
96201 Lucia di Lammermoor—Chi mi frena (What Re-
strains Me) Sextette, Act II.—Donizetti
Enrico Caruso, Tenor.
10-in. in English.
87095 Love Is Mine.—Teschemacher-Gartners
Enrico Caruso, Tenor.
12-in. in French.
88348 Manon—"Ah! fuyez, douce image!" (Depart,
Fair Vision) Act III.—Massenet
(Preceded by the Recitative, "Je suis seul"
(Alone at Last)
Enrico Caruso, Tenor.
12-in. in Italian.
88347 Tarantella Sincera—Neapolitan Song.—
Vincenzo de Crescenzo
Pasquale Amato, Baritone.
10-in. in Italian.
88097 Cavaleria Rusticana—Canzone Alfio (Alfio's Song)
with Metropolitan Opera Chorus.—Mascagni
10-in.
64239 The Low-Back'd Car.—Samuel Lover
12-in.
74286 Pensée Amoureuse.—Victor Herbert
Vladimir de Pachmann, Pianist.
12-in.
74284 (1) Impromptu, Op. 29, A flat; (2) Prélude, Op.
28, No. 23, F major.—Chopin
74285 (1) Spring Song, A major, Op. 62, No. 6.—
Mendelssohn
(2) The Prophet Bird (Vogel als Prophet) Op. 82,
No. 7.—Schumann
Maude Powell, Violinist.
12-in.
74283 Cavatina, piano accomp. by Mr. Geo. Falken-
stein.—Raff
Edmond Clement, Tenor.
10-in. in French.
64233 Jocelyn—Berceuse (Lullaby).—Godard
Marcel Journet, Bass, and Metropolitan Opera Chorus.
12-in. in French.
74275 Huguonots—Benediction des Poignards (Bene-
diction of the Swords) Act IV.—Meyerbeer
Pasquale Amato, Baritone; Marcel Journet, Bass, and
Metropolitan Opera Chorus.
12-in. in French.
89055 Faust—Scene les Epés, Scene of the Swords, Act
II.—Gounod
Marcel Journet, Bass, and Metropolitan Opera Chorus
12-in. in Italian.
74273 Favorita—Splendon più belle in ciel le stelle
(In Heavenly Splendor, Act IV).—Donizetti
Johanna Galski, Soprano.
10-in. in German.
87099 Auf dem Kirchhofe (In the Churchyard) Op.
105, No. 4.—Johannes Brahms
87098 Die Gotterdammerung—Zu neuen Thaten (Did I
Not Send Thee?) Scene I.—Wagner
Ernestine Schumann-Heink, Contralto.
12-in. in German.
88342 Erlkonig (The Erlking) Op. 1.—Fr. Schubert
88343 Träume (Dreams).—Wagner
FOUR NEW RECORDS
By Cantor G. Sirota (of the Warsaw Synagogue), Syna-
gogi Wars.
Hebrew Records.
10-in. Red Seal.
64228 Birchos Kohanim (Benediction of the Priests).—
Cantor G. Sirota, z chorem
64229 Weseeraw olecho (May It Be Acceptable).—
Cantor G. Sirota, with orchestra
64230 Oomipneh Chatoenu (Make Our Sins White).—
Cantor G. Sirota, with organ
64231 Kawokores Rohe Adre (Like a Shepherd).—
Cantor G. Sirota, z chorem
U-S PHONOGRAPH CO.
FOUR-MINUTE RECORDS.
4215 Polish National Dance.—U-S Symphony Orchestra
1445 Oh, That We Were Maying.—Elsie Baker & F. Wheeler
1384 How Sandy Proposed.—Ada Jones and Len Spencer
1374 Don Juan's Serenade.—Henri Scott
1451 The Hills O'Skye.—Margt. Kayes with Orch. accomp.
(Continued on page 54.)

Getting The Most Out Of The Talking Machine Sale



No. 451-C.

This illustration shows one of our ½ dozen interiors. Cabinet shipped in Mahogany or Quartered Oak. Any Mission Finish. With this interior it has a capacity of 124 10 and 12-inch Disc Records. Will hold Victrolas IV. to XI.

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Indianapolis, Ind.

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RECORD BULLETINS FOR APRIL.

(Continued from page 53.)

- 1454 Repulj Fecskem (scene de la Csarda) (Violin solo with piano accomp).....
 Dr. Al. Popper acc. by Mrs. Popper
 420 You've Got Me Hypnotized.....Collins & Harlan
 1423 I Want What I Want When I Want It.....
 W. H. Thompson
 1470 Comfort Ye My People, from "The Messiah".....
 Reed Miller
 1471 Every Valley Shall Be Exalted from "The Messiah".....
 Reed Miller
 1398 Powder Rag and Dope Banjo Solo.....
 Fred Van Epps with Orch.
 1466 Two Dirty Little Hands.....Lilian Homesley
 1404 'Lizabeth Ann.....Henry Burr & Albert Campbell
 1418 Honey Man (My Little Lovin' Honey Man).....
 A. Collins and Chorus
 1414 Dream of Autumn Waltz (Songs D'Automne).....
 U-S Symphony Orchestra
 1472 There Is A Green Hill Far Away.....
 Margaret Keyes with Orch. Accomp.
 2442 Dance of the Hours, ballet music from "Gioconda".....
 J. Louis von der Mahden, Jr., and His Orch.
 1444 I'll Meet You When the Sun Goes Down.....
 Peerless Orchestra
 1427 U-S Minstrels No. 3.....U-S Minstrels
 1437 Medley of the Ted Snyder Co.'s Popular Songs.....
 U-S Military Band
 TWO-MINUTE RECORDS.
 447 With "The Last Rose of Summer" I'll Come
 Back To You.....Wm. Thompson and F. Coombs
 457 That Opera Rag.....Bob Roberts
 459 In the Land of Harmony.....Arthur Collins
 461 Pearls (A Novelette) Bells Solo.....Albert Benzler
 463 Hear the Pickaninny Band.....Peerless Quartet
 462 The Young Guard March.....U-S Military Band
 TWO-MINUTE GERMAN RECORDS.
 5463 Rheinlied.....Emil Muench
 FOUR-MINUTE GERMAN RECORDS.
 21255 Die Grenadiere.....Emil Muench
 21256 Dich Theure Halls from "Tannhauser".....
 Miss Inez Barbour

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10-inch.

- ZON-O-PHONE CONCERT BAND.
 5874 A—On the Neva (Auf der Newa) March.....C. Gleich
 B—Lumb'rin, Luke—Two-Step.....J. A. Silberberg
 ZON-O-PHONE ORCHESTRA.
 5875 A—Dawn—Idyll.....A. E. Matt
 B—In Balmy Night's Waltz.....C. Ziehrer
 BANJO SOLOS WITH ORCHESTRAL
 ACCOMPANIMENT.
 Fred Van Epps.
 5876 A—A Ragtime Medley of Favorites.....F. Snyder
 B—Powder Rag—Two-Step.....R. Birch
 MISCELLANEOUS WITH ORCHESTRA.
 5877 A—Alexander's Bagpipe Band, as sung in Weber
 & Field's Jubilee Production of "Hokey
 Pokey".....(Billy Murray with Orchestra)
 Goetz, Berlin & Sloane
 B—The Country Postmaster (Byron G. Harlan
 and Steve Porter).....Steve Porter
 5878 A—Here's to the Friend in Stormy Weather
 (Harry McClaskey with Orch.).....Geo. Botsford
 B—Belle Brandon (Frank Coombs and W. Thompson)
 5879 A—I'm Going Back to Dixie (Arthur Collins and
 Byron G. Harlan).....Berlin-Snyder
 B—Mammy's Little Pickaninny Boy (Ada Jones
 with Orchestra).....Williams and Walker
 5880 A—Good Night, Good Night, Mister Moon (Al
 Campbell and Henry Burr).....Al Von Tilzer
 B—The Ferry for Shadowtown (Inez Barbour).....
 R. de Koven
 5881 A—Gee, I Like Music with My Meals (Billy
 Murray) from "The Million".....Brown & Ayer
 B—There'll Never Be One Like You (Harvey
 Hindermeyer).....J. E. Fenchler
 5882 A—The Island of Roses and Love (Helen Clark)
 Lillian Russell's song hit in Weber &
 Field Jubilee Production.....Jones and Moret
 B—Thora (James F. Harrison).....Stephen Adams
 5883 A—Jerry Moran (The Fearless Fireman) (Bob
 Roberts).....E. Newton
 B—Hush, Don't Wake the Baby.....
 5884 A—I Live Uptown (Ada Jones and Billy Murray)
 Geo. Meyer
 B—I'd Give All My Life For You (Geo. Ballard)
 David Halle
 5885 A—On the Road to Mandalay (Wm. F. Hooley)
 Dyneley Prince
 B—Pickaninny's Lullaby (Elsie Baker).....Geo. W. Gage
 5886 A—Dear Old Sally (W. Thompson).....J. B. Lowitz
 B—Parted or Near (Wm. Wheeler).....Frank L. Moir
 5887 A—By-and-By (Anthony & Harrison).....Henry Ashton
 B—O Wert Thou in the Cauld Blast (Florence
 Smith and Helen Clark).....F. Mendelssohn

TO AMEND COPYRIGHT LAW

In So Far as It Applies to Moving Picture Shows.

(Special to The Talking Machine World.)

Washington, D. C., March 6, 1912.

Representative Edward W. Townsend, of the Seventh New Jersey District, has introduced a bill annulling the copyright law so far as it applies to moving picture shows. The measure, according to Mr. Townsend, afforded ample protection to the owners of copyrights and "is designed to prevent strike suits." Discussing his measure Mr. Townsend said:

"As the law stands to-day, if the proprietor of a moving picture theater exhibits a film made from a copyright story he is liable to a penalty of \$100 for the first performance and \$50 for each subsequent performance. As there are usually at least six performances daily at which the same film is thrown on the screen, the proprietor of a moving picture theater is liable to a penalty of \$350 if he used a scenario from a copyrighted story. As there are produced from forty to fifty reels for

each film made, it can readily be understood that strike suits may bring ruin to the moving picture business.

"My bill provides that if suit is brought for the violation of a copyright the proprietor of a moving picture theater must prove that he had no knowledge of the existence of copyright in the story on which it was based and had no reasonable means of ascertaining that copyright existed. The burden of proof is upon the violator of the copyright. If he can prove innocence he must pay one penalty only, provided he ceases upon notification to continue the performance. Should he fail to heed the notice he is still subject to the penalties provided in the present law. At the same time it is specifically stipulated that a plea of innocence shall not be considered in any case where a drama or play has been produced is concerned."

NEW RECORD ENVELOPES

With Novel Features in the Way of Publicity
 Sent Out by the Victor Talking Machine Co.

The Victor Talking Machine Co., of Camden, N. J., is now shipping all records in the new record envelopes, which are made of substantial craft paper. On the backs of the new envelopes the Victor Co. is advertising a list of 248 new records, divided so there will appear on the back of each ten-inch and twelve-inch double faced record envelope about twenty records, and on the back of each single faced envelope from fifty to sixty records.

This new advertising departure is bound to create a heavy additional demand for the records listed. The company has very carefully divided the records into special classes for the convenience of Victor owners, and it goes without saying that if these records are called to the attention of Victor purchasers it will greatly increase the sales of these particular selections.

The Victor Co. is also sending to the dealers two new special order sheets, one for the records listed on the new envelopes containing the titles of the entire 248 selections, and one in which are listed the Victor records in French, Italian, Spanish, Portuguese and Greek. The records shown on the foreign order sheets are also listed in the January General Record. With these records the dealer is well equipped to go after the foreign population, most of whom are great lovers of music and to whom the music of their native land in their native tongue would strongly appeal.

ERA OF "GOOD FELLOW" IS PASSED.

Being Popular Is All Right in Its Way, but
 Does Not Add to the Bank Account.

Being "a good fellow" may make one "popular," but it does not add to the bank account. Successful merchants are rarely ever "mixers." Most of them are dignified, courteous and cordial to a degree, but they always maintain a certain amount of reserve. Many of the successful ones are undeniably cold, gruff and unapproachable.

There is a very good reason for the failure of the too-genial man in merchandising. Good nature is usually imposed upon. The jolly man, the cordial man, may be liked, and even admired, but he does not command such respect as does the man of

reserve. Folks like to meet socially the "good fellow," but they prefer to do business with the serious man. Too much cordiality does not go with executive ability. The man capable of driving a business to conspicuous success is seldom a "mixer." Though he be gruff, he is usually honest; he renders his customers superior service; he gives them a square deal all the time; his establishment serves them so well that they recognize through it his superior business ability.

THE "VELVET TONE" NEEDLE BALANCE.

Of the many devices evolved for the betterment of tone reproduction, the article which is known by the above descriptive title certainly calls for great praise. It is an American production, and is made to fit all machines fitted with a detachable goose-neck. The idea of the "Velvet Tone" Needle Balance is to counterbalance the weight of the sound box, thus permitting the needle to float more freely, and reducing friction and wear on the record considerably. The method of fixing and working this device is best conveyed by the illustration. Easily and quickly fixed, this ingenious invention does not in any way hold the sound box rigid, and the swivel goose-neck is as free in movement as without it. Letter A indicates the counterbalancing weight which, by releasing a screw, will slide up and down the lever, the other end of which passes under and supports the sound box just so much according to the adjustment of the weight.

We have personally tested the "Velvet Tone" Balance, and must say that the manufacturers' claims are not in any way exaggerated. It is a most excellent and useful invention, one of real merit, and we can thoroughly recommend it as being a line which will appeal very strongly to the gramophone enthusiast. Terms of trading, literature, and other particulars may be obtained direct from Mr. A. D. Macauley, Columbia, Pa., U. S. A.—The Talking Machine News, London, England.

VICTOR RECORDS BY SIROTA.

The recent visit to the United States of Cantor G. Sirota, the famous Cantor of the Warsaw synagogue, whose reputation extends throughout Russia and in fact throughout the world, attracted special attention in this country owing to the statement made to the effect that though the Cantor possesses a voice said to rival Caruso's he has steadily refused to appear in grand opera, despite the flattering offers made him. When the Victor Talking Machine Co., therefore, announced that it had secured the services of Sirota for the purpose of making Victor records, the announcement received the attention it deserved. In the March list of the Red Seal Victor records there are four by the Cantor, all said to reproduce his unusual quality of voice with remarkable faithfulness.

The man who wins is the man who is ready and is willing and is working. Complaining may make lots of noise, but does no more towards making things go than the steam that escapes from the crevices of the boiler.

Don't get into a groove and stay there, even if it is easy. Easy things are not the best things.

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The TALKING MACHINE WORLD

AND
NOVELTY
NEWS

Published Each Month by Edward Lyman Bill at 373 Fourth Avenue, New York, April 15, 1912



A Corner of the Music Room
in the White House

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The Talking Machine World

Vol. 8. No. 4.

New York, April 15, 1912.

Price Ten Cents

TALKING MACHINES OF FORMER AGES.

Ancestors of the Present Creations Were Wonderful and Intricate Contrivances, But Without the Scope of the Modern Machine—Some Interesting Facts.

By MILTON GOLDSMITH.

The talking machine, a thing of yesterday, has already become a necessity in the social and commercial world, and has been so perfected and simplified that one may be bought for a trifling sum. About thirty years ago the world first heard the announcement that the Wizard of Menlo Park had found means of perpetuating the human voice and of taking an indelible record of the slightest variation of sound. It sounded like some fantastic fairy tale, beautiful but visionary, until at length Edison's first uncouth effort was exhibited and the world stood in mute surprise. Since then the phonograph has undergone such vital changes as to be scarcely recognizable from the cumbersome, uncouth, tin-foiled cylinder of former days. It has become a vast industry and gives support to an army of men.

It is interesting to note the wonderful contrivances that have preceded the phonograph. From the earliest time of which the world has any record have men striven to imitate the human voice, and many have been the efforts to construct a machine which would articulate or play upon musical instruments. Ancient magicians devoted much of their time in devising apparatus calculated to startle their unsophisticated audiences, and found in the wonderful properties of acoustics a fertile field for their ingenuity.

In the labyrinths of Egypt, which, as historians tell us, contained 1,500 subterranean apartments, the gods were heard to speak in tones of thunder, and Pliny informs us that the doors of some of the palaces were so constructed that when they were opened peals of thunder were heard. It is possible that modern theater methods of producing thunder were resorted to in this case, although historians are silent on the subject.

More remarkable as acoustic contrivances among the ancients were the singing or speaking heads which were supposed to be inspired by the gods and were worshipped as oracles. The speaking head of Orpheus, which became celebrated as the oracle of Lesbos, was known not only throughout Greece, but even in remote countries, and to it was accredited the predicting of many bloody tragedies. Odin imported into Scandinavia a head encased in gold, which was supposed to have been that of the sage of Minos, and which uttered responses and made many wonderful prophecies. In the thirteenth century Albertus Magnus invented a head which not only moved, but talked in a rational manner. It was made of earthenware and the mechanism was marvelous, if we can credit the authority of such a man as Thomas Aquinas.

There is little doubt that many of these so-called speaking machines owed their powers to ventriloquism. The priests of Egypt and Greece were obliged to perform a certain number of miracles daily for the benefit of their lagging followers and all manner of schemes were resorted to to impose on their credulity. It is also probable that pipes or tubes conveyed the sound from a living person through the mouth of the figure and thus made it appear gifted with articulate speech. Theopilus broke one of the Alexandrian speaking statues into pieces and found it hollow and so constructed that a man might conceal himself within.

During the seventeenth century a successful attempt was made to produce an automaton which would really talk. The Academy of Science of St. Petersburg offered a prize for the construction of the instrument which would utter the vowels, and many were the inventors who gave their ingenuity to the subject. Mr. Kratsenstein won the prize by devising an instrument consisting of reeds so shaped that the vowels were distinctly recognizable

when air was blown through the apparatus. Mr. Kempelen, of Vienna, continued experiments on the lines which Kratsenstein had originated. He successfully contrived a hollow box so arranged as to represent human jaws. By a series of reeds and by controlling the movements of these jaws he not only produced the vowels, but a number of consonants as well. By means of these he could combine syllables, such as papa, mamma, etc. Finally, by imitating the human glottis and palate by the aid of elastic gum and by adding a nose of metal, communicating with the jaws much as in the human being, he produced some very creditable conversation. Some very intricate sentences were uttered by the machine. When any word or phrase was desired by the audience the inventor would place his hand into the box and by manipulating certain levers would slowly and laboriously bring forth the desired utterance. When the machine was exhibited in France a modification of the nose was required to enable it to speak with a French accent. The machine was never fitted up as a human figure, although that was the inventor's original idea.

Many years later Mr. Willis, of Cambridge, improved on Kempelen's experiments and devised an apparatus which did not need the introduction of the hand to produce the variations, but in which the same result was obtained by a sliding lever from the outside.

In 1835 the world was startled by the invention of a talking machine which went by the name of "The Invisible Girl," and which for a long time baffled all attempts at solving. This machine not only repeated whatever the audience desired it to say, but answered questions and gave descriptions of persons addressing it. That some trickery was employed was evident from the start, but it was years before the mystery was solved. We are indebted to Brewster's letters on natural magic for a detailed description of this ingenious device. Four upright posts were united at the top by cross pieces, forming as it were, the skeleton of a table. Four bent wires proceeded from the top of these posts and, forming an arch a few feet overhead, the ends were joined by a copper ball. From the ball, suspended by a string, hung four metal trumpets, forming a right-angled cross, the mouths of these trumpets being right on a level with the cross pieces. The apparatus could be examined, but the complete absence of machinery and its extreme simplicity baffled all attempts at discovery.

The spectator was requested to ask a question by placing his mouth near one of the trumpets. An appropriate answer was then heard issuing from all four trumpets. The machine talked in any language, and the replies were usually very oracular and suggested a power almost superhuman. It was evident that the wires or string could not conceal anybody and the mystery grew. The explanation of this prodigy was very simple. One of the legs of the supporting stand was hollow and communicated through a hole in the floor with a speaking tube to a distant room. The cross beams were also hollow, and the voice from the invisible girl was conveyed through the tube right against the mouths of the trumpets and thence reflected out into the ears of the person listening.

There have been some wonderful acoustic automaton invented in past years which would put our modern ingenuity to shame. Sheep that bleated, dogs that barked and birds that sang were frequent toys in France during former centuries. In 1736 Mr. Vaucanson produced a very wonderful automaton called the "Flute Player." This contrivance, which was life sized, played the most intricate and

beautiful selections on an ordinary flute without the aid of human hands. A metallic roller containing pins supplied the motive power and bellows the wind. The mechanism must have been exceedingly intricate. This was followed in 1741 by another figure called "The Pipe and Tabot Player," and excited great curiosity, King Louis XVI. himself taking a hand in its construction.

How intricate all these contrivances appear by the side of our exceedingly simple Victrola. Here the human voice is impressed upon a hard rubber-like disc creating a series of indentations and depressions. When the needle attached to a sensitive diaphragm is made to repress these identifications, the resulting vibrations to the diaphragm give vent to the same sounds which at first produced them. No intricate wheels or bellows, no imposture on the part of the exhibitor—simply a law of nature thoroughly comprehended and brought to a stage of perfection by great inventors. That this apparatus should reproduce not only different sounds, but the minutest variations of sound and quality of tone is certainly marvelous, but so accustomed have we become to marvels of this kind that we are no more startled when we hear a bit of mechanism reproduce the voice of Caruso, Tetrassini and a host of popular operatic stars, the inspiring music of the world's greatest bands or the rendition of the latest ragtime or music hall successes. How the Greeks or Egyptians would stare in amazement could they hear our own Victor talking machine utter sentences which, with all their supernatural backing, their talking heads were never able to accomplish.

TO HANDLE TALKERS IN CANTON.

Complete Victor Department to Be Installed in Store of W. F. Frederick Co. in That City—To Be Run Through Cleveland Store.

(Special to The Talking Machine World.)

Cleveland, O., April 9, 1912.

The W. F. Frederick Piano Co. is giving large display space and dividing attention between the piano and talking machine business. Norman H. Cook, manager of the talking machine department, said: "Our business in Cleveland is still building up satisfactorily on the very solid foundation of satisfied machine and record customers. The company is about to install the talking machine line in the store at Canton, and plans for a very complete department have been given the contractor. We expect to have it installed about May 1, and will carry a complete line of Victrolas, Victor machines and Victor records. I will handle the Canton store in connection with the one here in Cleveland. Miss Gast, now in the Canton store, will look after the department locally there."

TRADE INCREASED FIVEFOLD.

(Special to The Talking Machine World.)

Washington, D. C., April 9, 1912.

Some interesting figures which show the progress that the United States is making in this decade in manufactures appears in a final summary of the census of manufactures showing the totals, the number of establishments, the output, and the States and cities that lead in manufacturing activities. The grand aggregate of manufacturing output for 1909, the year of the manufacturing census, was \$20,672,052,000, an increase of 39.7 per cent. over 1904, when the last previous census of manufactures was taken. This is almost a doubling of output in ten years, the total for 1899 having been \$11,000,000,000.

In the talking machine industry there are interesting data to be observed.

The manufacture of talking machines increased fivefold from a total value of \$2,246,374 to \$11,725,000. The number made five and ten years ago was not taken in the censuses of those years. The manufacture of records now constitutes 42.7 per cent. of the business.

CONDITIONS ON THE PACIFIC COAST.

Trade for March Exceeds Expectations—Improved Weather Conditions Have Helped to Cause a Feeling of Extreme Optimism—Leading Houses Making Extensions and Improvements—Byron Mauzy Featuring Victor and Columbia Records—Recent Visitors of Note—Big Demand for Victrolas at Sherman, Clay's—Pacific Phonograph Co.'s Big Trade for the Edison Goods.

(Special to The Talking Machine World.)

San Francisco, Cal., April 6, 1912.

Talking machine dealers, both wholesale and retail, report last month's business the best in their experience for the month of March, and the critical condition noted at the end of February has given place to a feeling of extreme optimism all over the Coast. The drouth, which had caused a temporary interruption of business, was broken several weeks ago, and the rain was followed by a resumption of buying on an even larger scale than had been expected. The present prosperity and high expectations of the trade are well illustrated by the great improvements recently made in departments in San Francisco and other Bay cities, and the numerous new dealers who are starting in outside towns. It seems safe to say that more attention is given to this line by the music trade than ever before.

The progressive policy of the Columbia Phonograph Co., Gen'l, and the marked improvement made in its machines within the last year or two have resulted in a rapid gain in business in the Pacific Coast district. Local stores specializing on Columbia goods are putting in facilities for increased business, and several firms, who have formerly handled only other lines, have recently made arrangements for large stocks of Columbia goods. Among the most prominent of these are Byron Mauzy, Benj. Curtaz & Son and Clark Wise & Co.

Clark Wise & Co., who have been doing business in a rather desultory way for some time past, have rearranged their quarters, installing a large and well-appointed talking machine salesroom and a large stock of Victor and Columbia goods, this part of the business being under the personal supervision of R. H. Wise. They have already picked up quite a lot of business, and are sending out 50,000 circulars featuring the Columbia machines, from which they expect immediate results.

Byron Mauzy has just completed the new talking machine rooms in his building, and held a formal opening for the department on Thursday evening of this week, when the new records for April were played before a large and appreciative audience. In addition to the complete Victor line, which he has handled in the past, he has taken on a large assortment of Grafonolas. His demonstration rooms are the largest in the city, as he is con-

vinced that the average demonstration room is too small to give the best results. Herman Beck, for several years with the local store of the Columbia Phonograph Co., Gen'l, and lately with Sherman, Clay & Co., has been engaged to look after the work of the department. Mr. Beck's energy and ability in this line are well known, and he is expected to build up the department to a point never before reached. A special recital, similar to that of this week, will be held every month when the new records come out, this being the first house in the city to adopt this method of advertising. The first recital was a great success, resulting in some good sales the following day.

Benj. Curtaz & Son have been making a prominent feature of the Grafonola for the last month, making a display of these machines on the ground floor, and report many sales resulting from the new departure.

Geo. W. Lyle, general manager of the Columbia Phonograph Co., Gen'l, arrived here early in March, accompanied from Los Angeles by W. S. Gray, the Coast manager. Mr. Lyle left for the East about the middle of the month. Mr. Gray is preparing to make another trip South about April 15, planning to go as far as San Diego, where the rapid growth of the business merits special attention. Mr. Gray says the new double record, containing "King Chanticleer" and the "Houn Dawg" song, has aroused more enthusiasm than anything he has seen in a long time, orders for it being far larger than can be filled promptly.

E. W. Scott, who operates the graphophone department at the local Kohler & Chase store, has been unable to get into his new rooms on the mezzanine floor as expected, owing to delay in delivery of the glass for the walls. The rooms are now complete, however, and the removal will be made at once.

The J. Raymond Smith Co. has its new talking machine store at the Harbor View Exposition site well established, M. E. Dietrich being in charge. Mr. Smith is well pleased with the start made, but looks for an enormous growth when work on the exposition grounds and buildings is fully under way.

Andrew G. McCarthy, of Sherman, Clay & Co., returned about three weeks ago from his Northern trip, where he found everything in very satisfactory shape. He looks for an active summer in the Victor line, and says the March business has been the best in his experience, with large sales of the more expensive Victrolas.

George Ornstein, traveling from the Victor office, was in San Francisco a few days ago.

The Wiley B. Allen Co. has just about completed the new elevator in its talking machine department and is fitting up some new rooms in the basement. The increased accessibility of the demonstration rooms is expected to keep them much busier than

formerly, though the former facilities were rather crowded before the changes were started.

The employees of the graphophone department of Kohler & Chase in Oakland are preparing to go on a picnic next week. J. W. Clancy, manager of this department, is enthusiastic over the recent gain in the Oakland business, particularly on the higher-priced Grafonolas.

J. E. McCracken, traveling for the Pacific Phonograph Co., of this city, has just left for a long trip in southern Oregon and the northern coast. A. R. Pommer, head of this company, reports a great deal of inquiry regarding the new Edison kinetoscope. A number of talking machine dealers from southern Oregon have visited the Pacific Phonograph Co. recently to look over the new goods and place large orders for their summer trade. This company has just put into service a large motor truck to handle goods between the warehouse and the freight sheds.

The Ralston-Collier Co. at El Centro, Cal., has put in a full line of Victor goods, and expects to build up a big business in the Imperial Valley.

The Yakima Music Co., of North Yakima, Wash., is improving its sheet music and small goods departments, and is prominently featuring the Grafonola, though all the leading lines of talking machine goods are carried.

Fred Huffaker, of Visalia, Cal., has just received the largest shipment of talking machine goods ever received at that place, consisting of all lines of Edison machines, records and supplies, on which he is starting a strong selling campaign.

LOS ANGELES "TALKER" MEN MEET.

Los Angeles Talking Machine Association Holds First Dinner and "Get-Together" Session—New Organization Proves Popular.

(Special to The Talking Machine World.)

Los Angeles, Cal., April 6, 1912.

The first meeting of the Los Angeles Talking Machine Association took place in the form of a banquet at the Hollenbeck Hotel, Tuesday, March 19.

This being a "get-together" meeting it was well attended by some sixty representatives from all the principal music firms of the city. A. G. Farquharson took charge of the affair, and through his efforts arranged a thoroughly delightful dinner.

After the repast future "ways and means" were discussed and a committee appointed to arrange details.

The Los Angeles dealers are to be congratulated on their success in starting this social organization, where, as pointed out by several of the speeches, many are enabled to meet their fellow dealers and salesmen whereas formerly they were practically unknown to one another.

WRITE US FOR INFORMATION AND PRICES NOW

EDISON

Headquarters for
NEW ENGLAND
MACHINES
RECORDS AND SUPPLIES

Sound Box Controller for Victor
Record Albums at Right Prices. A
New Oak Disk Record Cabinet at
a Very Attractive Price for Victro-
las IV., VI. and VIII. :: :: ::

AND ABOVE ALL

VICTOR

Distributors
Largest, Most Complete Stock
East of the Factory

YOU SHOULD KNOW ALL ABOUT OUR
NEEDLES... **"Grand Opera"** ... NEEDLES

EASTERN TALKING MACHINE COMPANY

177 TREMONT STREET

BOSTON, MASS.

FOR SIXTEEN YEARS AN EXCLUSIVE TALKING MACHINE HOUSE

Victor-Victrola

The best medium of the
world's best music

As such it is acknowledged by the musical public, and as such it enjoys a commercial supremacy that is assured.

The combination of the most perfect musical instrument that the world has ever heard, with constant and convincing advertising is an invincible one, and the sensational success of the Victor-Victrola in the past is but a hint of its greater future.

Hand in hand with the commercial triumphs of the Victor-Victrola has come a prosperity to the music trade, never before thought possible.

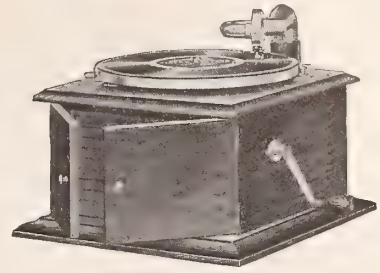
The modern, luxurious salesrooms of Victor dealers all over the United States tell the story of Victor success better than words can describe it.

And the powerful Victor organization is back of every Victor dealer helping him to increase his profits and his prestige.

Victor Talking Machine Co., Camden, N. J., U. S. A.

Berliner Gramophone Co., Montreal, Canadian Distributors.

Always use Victor Records played with Victor Needles—there is no other way to get the unequalled Victor tone.



Victor-Victrola IV
Oak, \$15.



Victor-Victrola XVI
Mahogany or Quartered Oak, \$200.

VICTOR DISTRIBUTORS

Albany, N. Y. Finch & Haba.
Atlanta, Ga. Elyea-Austell Co.
 Phillips & Crew Co.
Austin, Tex. The Talking Machine Co. of
 Texas.
Baltimore, Md. Cohen & Hughes, Inc.
 E. F. Droop & Sons Co.
 H. R. Eisenbrandt Sons.
Bangor, Me. Andrews Music House Co.
Birmingham, Ala. E. E. Forbes Piano Co.
 Talking Machine Co.
Boston, Mass. Oliver Ditson Co.
 The Eastern Talking Machine
 Co.
 M. Steinert & Sons Co.
Brooklyn, N. Y. American Talking Machine Co.
Buffalo, N. Y. W. D. Andrews.
 Neal, Clark & Neal Co.
Burlington, Vt. American Phonograph Co.
Butte, Mont. Orton Brothers.
Chicago, Ill. Lyon & Healy.
 The Rudolph Wurlitzer Co.
 The Talking Machine Co.
Cincinnati, O. The Rudolph Wurlitzer Co.
Cleveland, O. W. H. Buescher & Sons Co.
 Collister & Sayle Co.
 The Eclipse Musical Co.
Columbus, O. Perry B. Whitsett Co.
Denver, Colo. The Hext Music Co.
 The Knight-Campbell Music
 Co.
Des Moines, Ia. Chase & West.
 Harger & Blish, Inc.
Detroit, Mich. Grinnell Bros.
Dubuque, Iowa. Harger & Blish, Inc.
Duluth, Minn. French & Bassett,

Elmira, N. Y. Elmira Arms Co.
El Paso, Tex. W. G. Walz Co.
Galveston, Tex. Thos. Goggan & Bros.
Grand Rapids, Mich. J. A. J. Friedrich.
Honolulu, T. H. Bergstrom Music Co., Ltd.
Indianapolis, Ind. Wulschner-Stewart Music Co.
Jacksonville, Fla. Florida Talking Mach. Co.
Kansas City, Mo. J. W. Jenkins Sons Music Co.
 Schmelzer Arms Co.
Lincoln, Neb. Ross P. Curtice Co.
Little Rock, Ark. O. K. Houck Piano Co.
Los Angeles, Cal. Sherman, Clay & Co.
Louisville, Ky. Montenegro-Riehm Music Co.
Memphis, Tenn. E. E. Forbes Piano Co.
 O. K. Houck Piano Co.
Milwaukee, Wis. Wisconsin Talking Machine
 Co.
Minneapolis, Minn. Laurence H. Lucker.
Mobile, Ala. Wm. H. Reynolds.
Montreal, Can. Berliner Gramophone Co., Ltd.
Nashville, Tenn. O. K. Houck Piano Co.
Newark, N. J. Price Talking Machine Co.
New Haven, Conn. Henry Horton.
New Orleans, La. Nat'l Auto. Fire Alarm Co.
 Philip Werlein, Ltd.
New York, N. Y. Blackman Talking Machine Co.
 Sol. Bloom, Inc.
 Emanuel Blout.
 C. Bruno & Son, Inc.
 I. Davega, Jr., Inc.
 S. B. Davega Co.
 Chas. H. Ditson & Co.
 Landay Brothers, Inc.
 New York Talking Machine Co.
 Silas E. Pearsall Co.
 Benj. Switky.

Oklahoma City, Okla. Schmelzer Arms Co.
Omaha, Neb. A. Hospe Co.
 Nebraska Cycle Co.
Peoria, Ill. Putnam-Page Co., Inc.
Philadelphia, Pa. The Talking Machine Co.
 Louis Buchn & Brother.
 C. J. Heppe & Son.
 Penn Phonograph Co., Inc.
 H. A. Weymann & Son, Inc.
Pittsburg, Pa. C. C. Mellor Co., Ltd.
 Standard Talking Machine Co.
Portland, Me. Cressey & Allen.
Portland, Ore. Sherman, Clay & Co.
Richmond, Va. The Corley Co., Inc.
 W. D. Moses & Co.
Rochester, N. Y. E. J. Chapman.
 The Talking Machine Co.
Salt Lake City, Utah Consolidated Music Co.
San Antonio, Tex. Thos. Goggan & Bros.
San Francisco, Cal. Sherman, Clay & Co.
Savannah, Ga. Phillips & Crew Co.
Seattle, Wash. Sherman, Clay & Co.
Sioux Falls, S. D. Talking Machine Exchange.
Spokane, Wash. Eiler's Music House.
 Sherman, Clay & Co.
St. Louis, Mo. Koerber-Brenner Music Co.
 The Aeolian Company of Mo.
St. Paul, Minn. W. J. Dyer & Bro.
 Koehler & Hinrichs.
Syracuse, N. Y. W. D. Andrews Co.
Toledo, O. The Whitney & Currier Co.
Washington, D. C. E. F. Droop & Sons Co.
 Robert C. Rogers Co.

MARION DORIAN SPEAKS ON TARIFF.

Treasurer of the American Graphophone Co. Appears Before the Finance Committee of the Senate for the Purpose of Protesting Against the Placing of a Tax Upon Copal Gum and Gum Shellac—His Contentions.

Among those who took an active part in the recent fight before the Finance Committee of the Senate against the provision of the House Chemical Schedule that proposes to place a tariff upon copal gum and gum shellac, at present on the free list, was Marion Dorian, treasurer of the American Graphophone Co.

In his address before the committee Mr. Dorian stated that both copal gum and gum shellac enter largely into the manufacture of talking machine records and that the American Graphophone Co. had expended a large sum of money trying to find a substitute, but nowhere in the world except in the Far East can this be found. It cannot be produced in this country. He said that in the manufacture of talking machine records of the disc type shellac forms a very important ingredient. Copal gum is also used in some makes of records. In this particular industry, he said, it is clearly demonstrated that no substitute can be employed in place of the shellac and the same is true of the copal gum in the case of records employing it.

Mr. Dorian also said it was evident that no American industry was to be benefited by the imposition of this tax, but, on the other hand, he thought a handicap would be imposed upon the American industries manufacturing the articles enumerated, because the arts mentioned are common to several important foreign countries, with the manufacturers of which our American manufacturers are in constant and keen competition, not alone for the home market, but international markets as well. These foreign manufacturers, he said, already have a very substantial advantage over the American manufacturer, due to the fact that they are nearer the source of supply and profit

by a much cheaper transportation rate, speedier delivery and less depreciation in transit.

"If we add to the handicap already referred to the additional burden of a specific duty on articles which enter so largely and indispensably into American manufacture we shall unquestionably discriminate in favor of the foreign competitor," he said. "We think the discrimination should be in the opposite direction if there be any means of accomplishing it. There is no doubt in the minds of the American manufacturer that the imposition of this duty will greatly encourage the importation of British and German made goods, which will do serious injury to the American manufacturer without benefit to the American consumer."

The speaker stated that his company had a large factory located in the city of Bridgeport, where they employed upwards of 1,500 people, and another in the near vicinity of London, England. Fifty per cent. of the product of the Bridgeport shop, he said, was records. He said that if this useless tax on their raw materials became a law it would be necessary for his company to transfer all of their record work to their London shop in order to compete with the foreign manufacturer. He said that about 30 per cent. of their product was exported under present conditions.

FEATURING THE CARUSO RECORDS.

How the Wanamaker Store Calls Attention to the Famous Victor Records in Its Local Advertising—Telling a Story That Means Something, and in an Interesting Manner.

The high class of the Wanamaker advertising, whether it be devoted to cravats or player-pianos, is generally conceded, for both the text and the manner of presenting it is not only original, but decidedly interesting and pleasing. In other words, the story each day is presented in a thoroughly readable manner, and the reader does not feel that his time has been wasted in the perusal of the advertisement. The method of calling the atten-

tion of the public to the line of pianos handled by the store, and particularly to the various desirable features of the Victor talking machine and Victor records is unique. The story is told in the column immediately adjoining the regular display announcement, and its character may be understood from the following treatise on the Victor records by Caruso, which appeared recently:

"When Caruso sings at the Metropolitan seats are at a premium. A long line of people willing to pay for the privilege of standing throughout the opera stretches from the box office, and whoever has not secured tickets in advance has small chance of hearing the greatest of living tenors.

"When Caruso sings in the Wanamaker Auditorium, comfortable seats are plenty, and they are free to everyone who cares enough to hear him to come take them!"

"It is true that the actual physical presence of Caruso is not here.

"But it is not that that brings high prices and great crowds to the Metropolitan.

"It is his magical voice—a voice without a flaw, with marvelous depths of feeling and heights of emotion. A voice with wonderful tears and laughter in it, and with such musical qualities as no other tenor voice on earth possesses.

"And this golden voice of Caruso's is heard in the Wanamaker Auditorium just as truly and just as really as it is heard at the opera!

"The records of this great singer's voice on the Victrola are the most perfect the Victor Company makes.

"Some voices may occasionally rasp, or thin out, or flaw. Caruso's never. It is full-rounded, clear and vital.

"It may seem trite to talk about anything so well known as the emotional qualities of Caruso's voice, but it is important to add that his enormous ability to enter into every air he sings is marvelously demonstrated in these Victor records. Passion, love, grief, scorn, anger, mirth, are poured forth as convincingly as they ever are on the stage.

"To hear a Caruso record on the Victrola is to hear the great singer at his best.

"Caruso's voice sings in the Wanamaker Auditorium every morning at 11 o'clock, at Victrola recitals.

"So does Fames's and Melba's, Farrar's, Scotti's, Homer's, Journet's, Alda's, Amato's and Calvé's.

"These are all new records, and even though you have a Victrola you have not heard these unless you have gotten the new records for March.

"The recital begins at eleven each morning. Twenty-eight numbers are given, with piano accompaniment."

NEW TALKING MACHINE MOTOR

Being Introduced to the American Trade—It Is Made Under a New Construction Called the Hydra-System.

We have just received from one of the largest German manufacturers of talking machine motors a new construction called Hydra-System, which appears to be of the greatest interest to the trade and to the public, and on which a patent has been applied for in the United States.

One of the advantages of the "Hydra" construction is that it avoids all the discrepancies which on any make of talking machine takes place in case of breakage or defect of the spring or spring box. In this connection the manufacturers say: "On Hydra motors a child can repair any of such defects within thirty seconds by exchanging the detachable spring box by another one. By selling such complete spare spring boxes, which are supplied at a special cheap price to the trade, a decent profit to dealers and factors is secured. By these means the proprietor of a talking machine with Hydra motor can do such repairs by himself, practically without an interruption in using the machine, without sending the machine away, without taking the motor out of the cabinet, or without taking the motor to pieces, and without using any tools, simply by loosening one or two nuts. It is, of course, very practical to put in order again the defective spring box.

"The Hydra motors are to be supplied in several models, at all prices, with one or two spring boxes, all of a solid construction, first-class workmanship, nickel plated. Of the greatest importance are the Hydra motors to all firms building up their own talking machine models, because all these different models of the motors require for fastening the very same holes in the cabinets. By this means any cabinet, once bored, can be fitted with any Hydra motor which is required."

The illustrations and data in the company's advertisement on page 42 of this issue are worthy consideration. For further details, quotations, catalogs and samples of motors, other accessories required for self-building the machines, and for complete machines it will be well to apply direct to the manufacturers, the Triumphon Co., Ltd., Berlin, S. W., Kreuzbergstr. No. 7 H.

Geo. F. Herrling, 1309 East 75th street, Chicago, Ill., has recently opened up as a dealer, handling the U-S Phonograph Co.'s line.



Won't You Have a Lesson in Spanish?

It's so easy to learn by the I. C. S. system—and a knowledge of Spanish is so useful nowadays.

The I. C. S. system of language instruction by means of the phonograph makes easy the mastering of a foreign language, and appeals with compelling power to thousands. The dealer in phonographs who does not carry I. C. S. Language Outfits is neglecting a quick and sure way to increase his business. The new \$35 Language Outfit of the I. C. S. is a marvel. It represents the highest art in the teaching of languages, and embodies a method that has won the warmest praise of thousands qualified to speak authoritatively. The Spanish, French, and German Embassies at Washington, as well as the leading colleges, have cordially indorsed the I. C. S. method of teaching languages.

The I. C. S. Language Outfit consists of an Edison Gem Phonograph—made especially for language work; small horn; headband hearing tube; oil can; and 25 Conversational Records teaching pronunciation guaranteed to be absolutely correct, with native intonation and inflection. In addition to these Conversational Records there are pamphlet Instruction Papers teaching the theory of the languages. The new Outfit is at one and the same time the best and cheapest ever offered—the price being only \$35.

If you want to increase your business, write to-day for full particulars.

International Correspondence Schools
Box 918, Scranton, Pa.



Everybody's Doing It Now! You couldn't travel about this country very long without discovering that the Columbia line is going in everywhere, going in right, and going in to stay.



**Columbia Phonograph Company, Gen'l
Tribune Building, New York**

MRS. FRANCES E. CLARKE'S LECTURE.

Speaks Before the Annual Session of the Public School Musical Supervisors—Also Met the Executives of the St. Louis Schools During Her Visit—Entire Affair Was Most Interesting and Educational.

(Special to The Talking Machine World.)

St. Louis, Mo., April 8, 1912.

Mrs. Frances E. Clark, director of the educational department of the Victor Talking Machine Co., who was here in February to attend the National Convention of School Superintendents, returned recently to participate in the annual sessions of the Public School Musical Supervisors. By good fortune the musical meeting was coincident as to dates and hotel with the National Mother's Congress, and Mrs. Clark also interested the members of the latter organization in the talking machine as an educational instrument and appeared before the convention to talk on "The Education of the Child Before School Age."

Mrs. Clark's March errand in St. Louis was vastly different from that of February. As was told in *The World*, she was doing pioneer work among the superintendents, showing those who had heard but doubted and further convincing those who had permitted limited use of the machines in their schools. But at the musical meeting she was among those who, for the most part, knew and appreciated the value of the talking machine and who knew and believed in Mrs. Clark. For Mrs. Clark was for many years in public school work and she had been meeting with some of the persons attending this meeting in State associations for 20 years. Last year, soon after she took up the Victor work, she appeared on the program of the Musical Supervisors with her machines and gave an extended and explanatory talk. This year such a talk was not needed. Her mission was largely to display new records, show the progress the Victor educational department has made toward meeting school requirements and how much has been done toward making the kindergarten work come up to the ideal by presenting Mother Goose and other childish classics through the highest type of human ability, ability that the ordinary school teacher cannot hope to rival, for if she could larger salaried fields would claim her.

However, the talking machine did not go without a champion on the program, as it was referred to by several speakers, and W. Otto Miesner, of the Oak Park (Ill.) schools went into his profitable experience with the machines rather thoroughly. He has seen to it that an abundance of machines have been provided in his schools and that he has funds for the purchase of needed records.

Mrs. Clark's connection with this organization is very intimate, as five years ago she was one of the organizers and served as the first chairman. She was then connected with the Milwaukee schools, where she was for eight years in school work. Last year the official badge of the supervisors was a dainty bronze pin supplied with compliments of the Victor Co. at the suggestion of Mrs. Clark. These pins were saved and worn by the members this year, without the ribbons which

marked them as being for the Detroit meeting. The centerpiece of the pin is a picture of Lowell Mason, father of music in the public schools. This year Mrs. Clark noticed that none of the school authorities had caused to be printed a roster of those attending the meeting, and she had a list of delegates printed and distributed with compliments of the Victor Co. She participated in several discussions on the floor, some of which pertained to her present work. She also loaned an enlarged portrait of Lowell Mason, which was given place of honor over the president's chair.

The Mothers' Congress was valued by Mrs. Clark because most of the women attending it are prominent at home in work of the school patrons' associations, through which funds for the purchase of talking machines must come until laws are altered, or at least school board rules, to permit their purchase with public funds, which has not yet been done.

In her address before the mothers Mrs. Clark first established the reasonableness of the theory that the ear of the child, which is fully developed almost from birth, should be educated before the sight, which does not attain reasonable perfection until several years of age. Then she took up the natural course of music through the progress of the human race. First the tom-tom, next the reeds and pipes, then come horns and finally the piano and orchestra effects. She demonstrated through records how this effect may be gained for the child. She compared the present mode of teaching music to that of placing a child in a deaf mute asylum until eight years of age and then bringing it out, never having heard spoken words and handing to the child a grammar and telling it to "learn language." The time, she said, for musical grammar comes after the child's musical appreciation has been developed by graduated advancement of the music it hears.

Mrs. Clark's talk excited so much interest that her rooms were thronged with mothers during the rest of her stay seeking more information. And it was then that she planted the suggestions that are expected to bear fruit with the purchases of machines for school work. And it is likely that dealers who have neglected the educational records will hear from Mrs. Clark's address in an unexpected demand for these records for home work in many cities.

During Mrs. Clark's stay it was arranged that she meet the executives of the St. Louis schools, including the musical supervisors, at Bollman Bros. Piano Co. for an evening with the Victor-Victrola from an educational standpoint. The attendance was not as large as was hoped for.

St. Louis has been slow to take up with the talking machine in the schools, but those present were greatly interested and all concerned felt that the evening was profitable. When Mrs. Clark came here in February four machines were in use in the schools. She learned before she left after the March visit that 15 had been sold for schools here as a result of her work during the two visits.

H. C. Brown, who accompanied Mrs. Clark here on her previous visit, was with her again and they had little idle time. A helper was engaged to operate the machines for them, so that they might have

full time to devote to their visitors, all of whom had many questions to ask.

DEALERS SHOULD GET TOGETHER.

Philadelphia Now Has a Well Organized Dealers' Association, Which Should Win Hearty Support from Their Confreres in That City.

The recent organization of the Talking Machine Retail Dealers' Association, of Philadelphia, Pa., with the following officers, president, Wm. S. Gibson; vice-president, John A. Popp, secretary, M. Goodstein, and treasurer, L. L. Goodman, should give the dealers of that city an opportunity of getting together for mutual advancement. There are many matters that are ripe for discussion that will tend to uplift the trade if the dealers co-operate. They can uplift the standing of the business, discuss ways and means for its development and so emphasize the importance of the retail end of the business as to make it a factor of helpfulness to the industry as a whole.

The Philadelphia association, which held its last meeting at 119 North Broad street, meets every second Wednesday of the month, and among the resolutions recently passed was that of taking strong action against price cutters. This has already borne good results apart from the trade benefits to be derived from the association effort is the matter of interchange of views and social amenities that do much to wear away the rough edges of discord and misunderstanding.

FEATURES M'CORMACK RECORDS.

Schmelzer Arms Co., Kansas City, Takes Advantage of Appearance of Great Tenor in That City—Enter 55th Year of Business.

(Special to The Talking Machine World.)

Kansas City, Mo., April 8, 1912.

The Schmelzer Arms Co., of this city took advantage of the recent appearance of John McCormack, the great Irish tenor, in Kansas City on March 29 to have inserted in the official program of the Willis Wood Theater a notice to the effect that each of the selections recorded McCormack on Victor records were obtainable at the store of that company.

The Schmelzer Arms Co., distributors of Victor talking machines and Edison phonographs in this city, have entered on the fifty-fifth year of their business life, and report a great trade for the opening months of the present year. They recently sent out a letter to the dealers in their territory urging them to put more steam on and sell more goods. In this connection they outlined plans that might prove helpful.

NOW PROMINENT IN THE SOUTH.

T. R. Lombard, who is one of the incorporators of a new corporation in Atlanta, Ga., for the development of Southern enterprises, was at one time president and general manager of the North American Phonograph Co., which figured prominently many years ago in the talking machine field.

Take it for granted that every

EDISON PHONOGRAPH

prospect is an Amberola prospect

Reports from all parts of the country show that more and more people are buying the Amberola—people in villages of 600 population as well as in the cities—folks who look at every dollar twice, as well as those who can afford anything they want.



This is because the desire for the best is growing all the time in all the people, and because live Edison dealers are fostering that desire and playing up to it.

Take the lesson home—offer your best first. Talk Amberola from the beginning, and *talk to win*. You *will* win in a surprising number of cases—and when you don't, it's easier to come down from the Amberola to one of the lower priced models than it is to start at the bottom and work up.

Optimism is contagious—so is enthusiasm. Call them in to help play your game.

Thomas A Edison
INCORPORATED

59 Lakeside Avenue, Orange, N. J.

If you are not stocking and pushing Edison Amberol Concert Records, you are letting good profits go by.

Don't underestimate your customers' musical appreciation. Even those who generally buy the light, catchy airs of the day will also prize a few of the classics—many prefer them.

Edison Amberol Concert Records have scored a big success and are gaining in popularity every day. They offer a variety of the world's best music, sung and played by the best talent, and perfectly recorded. Think of the appeal of Tosti's "Good-Bye" as sung by Riccardo Martin—of Massenet's "Thais" when played by such a master of the violin as Albert Spalding. And think of the added momentum this appeal will give, not only to your Record sales, but to your Phonograph sales as well.

Everybody in your vicinity who owns an Edison Phonograph, or is thinking of owning one, should hear all of the Edison Amberol Concert Records that have appeared and the new ones as they come out each month.

Keep your eye on the new record list. and keep in touch with your Edison jobber.

 Thomas A Edison
INCORPORATED

59 Lakeside Avenue, Orange, N. J.





EDWARD LYMAN BILL, - - - Editor and Proprietor.

J. B. SPILLANE, Managing Editor.

Trade Representatives: GLAD. HENDERSON, C. CHACE, L. E. BOWERS, B. BRITTAIN
WILSON, A. J. NICKLIN, AUGUST J. TIMPE, H. E. JAMASON.

Boston: JOHN H. WILSON, 324 Washington Street.

Chicago Office: E. P. VAN HARLINGEN, 37 So. Wabash Ave.

Philadelphia: R. W. KAUFFMAN.

Minneapolis and St. Paul: ADOLF EDSTEN.

San Francisco: S. H. GRAY, 88 First St.

Cleveland: G. F. PRESCOTT.

St. Louis: CLYDE JENNINGS.

Cincinnati: JACOB W. WALTER.

London, Eng., Office: 1 Gresham Building, Basinghall St. W. LIONEL STURDY, Manager.

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NEW YORK, APRIL 15, 1912.

EVIDENCE abounds on all sides that the present year promises to be a phenomenal one for the talking machine industry. The busy holiday period was followed by continuous trade activity during January and February, while the past month has made new records in a business way as compared with any preceding year. As a matter of fact it is impossible for some of the manufacturers to fill the demands for machines and records, despite the fact that the plants are working full force and that enlargements are constantly under way.

The talking machine has made a tremendous advance in popularity during the past couple of years, and people who formerly looked upon it with disdain or indifference now are enthusiastic over its great possibilities not only in the home, but as an educator and stimulator of musical taste and knowledge in public institutions.

This position has been won through the increasing merits of the products themselves as well as by the forceful, educational campaign carried on in an advertising way by talking machine manufacturers.

Correspondents of The World in all sections of the country report the brightest prospects for the talking machine business, with an increasing demand for and appreciation of the high priced, high class instruments.

IT is noteworthy that those dealers who are giving the talking machine most serious consideration and demonstrating it in an artistic environment through special rooms and parlors, as well as proper window display, are reaping the greatest reward.

This tendency to surround the talking machine with an art atmosphere is most commendable, and points the way to the achievement of a still larger success.

That the talking machine is entitled to consideration from the art viewpoint is apparent from the fact that the greatest artists of the world, both vocal and instrumental, are now being heard through the medium of this instrument, and when the machine or records are demonstrated in special rooms, garbed in furnishings that lend an aesthetic influence, it becomes a factor of importance.

Refined people like to buy in such surroundings and when the talking machine is shown in this environment it attracts a class of people, who, in the past, considered the talking machine beneath their consideration.

That is why talking machine men of keen discernment in all parts of the country are devoting considerable time and money to the equipment of special stores, or special rooms, and that is why they are advertising along dignified lines, either in the way

of special recitals or daily paper publicity. Wherever these plans have been adopted business has made steady strides.

THERE is no room to-day for the talking machine man who is indifferent to public requirements. The dusty, ill-kept talking machine stores with their crowded, dirty windows and poorly-kept stock—and we have a few of them, sad to say, in Manhattan—are not making headway and they never will. Such stores may have made progress in the past, when there was little competition, but they cannot win out to-day.

It is impossible to visit one of these stores without being disgusted and disheartened. And yet the proprietors actually expect purchasers to pass by well-equipped, well-lighted and attractively arranged talking machine showrooms and buy from them! They complain of hard times, but they rarely seek to find the reasons why their business is retrogressing instead of progressing.

This is an age of keen competition in all lines, and no business man, whether in the talking machine field, or elsewhere, can expect to make headway unless he thinks and acts.

It is refreshing to visit the magnificent talking machine display rooms which are now to be found in practically every city of any importance throughout the United States. The men back of these establishments have had faith in the talking machine from the very start, and while others were talking hard times they were planning and perfecting their establishments so that they are to-day reaping the reward of their enterprise.

It is just this kind of effort that should give "light" to the men who are depressed, to the men who cannot comprehend why things are not going well with them. For it is time to wake up to the fact that the talking machine business is here to stay, that it is not a transitory trade "to be milked while the grass is high," that a full measure of reward awaits the man who conducts his business with enthusiasm, with faith in and a full understanding of its future.

WHAT we want in this trade is men who appreciate the possibilities of the talking machine of our day—men who believe in its future—men who will not sit supinely by and wait for trade to enter their warerooms, but men who will use modern methods to bring the business to their store, and who are interested to the point of enthusiasm in that which they have to offer for sale.

There is plenty of waste territory in this country which can be cultivated with such profit that a big crop of orders can be reaped where the land is now sterile.

Jobbers in particular should make a study of their territory to the end that it is properly worked to its full strength.

Many jobbers are not fully alive to the absorptive power in their territory and they should inaugurate a campaign so as to make dealers realize the situation; in other words, they must get busy. If one, two or three dealers are holding down the business lid and not working the territory, it is best to replace them, for an agency is worth nothing to a jobber or a dealer unless it pays.

This waste territory proposition is a topic worthy of a great deal of serious consideration. In these days it is necessary that the jobber and the dealer should be thoroughly alive to developments. In this way the enterprising dealer will be suitably rewarded, and the backboneless dealer, who is hindering progress, will be eliminated. There are new conditions coming up all the time which must be considered, and talking machine men, whether in the manufacturing, jobbing or retailing ends, must be wide-awake. There is an immense amount of unworked territory in this industry which can be made profitable, but it requires men fully awake to the situation to achieve the best possible results.

PLANS are now being perfected by the National Association of Talking Machine Jobbers for the annual convention to be held at Atlantic City on July 1 and 2. Present indications point to a very large attendance from all parts of the country, for this reunion offers a very pleasing opportunity for the talking machine jobbers and their families to make a short stay at one of the most famous seacoast resorts in the world.

The Jobbers' Association has been a factor of no small importance in bringing about many betterments in the trade, aside from the social enjoyments which form no small feature of its

annual gatherings. Through co-operation it has helped to bring the jobbing trade of the entire country closer together and through association intercourse, views have been exchanged and suggestions made which have been of mutual advantage to every member.

The association has been conducted along broad lines, and has been free of those picayune animosities which oftentimes do so much to mar trade progress. While the list of jobbers who belong to the association is imposing there is still room for others, and it is time that all should lend a hand to making this association a greater power for trade good and trade advancement.

The coming convention at Atlantic City will be a most opportune time for jobbers outside the fold to come into line. The

arrangement committee for the forthcoming convention, of which J. C. Roush, of the Standard Talking Machine Co., of Pittsburgh, Pa., is chairman, is perfecting plans and outlining a program for the gathering and within a few days Mr. Roush, accompanied by Perry B. Whitsit, L. C. Wiswell and E. F. Taft, will make all the necessary hotel, banquet and other arrangements during a visit to Atlantic City.

We understand that L. F. Geissler, general manager of the Victor Talking Machine Co., has extended an invitation to the jobbers' association to spend the day of July 3 with the Victor Co., and a very unique program will be arranged for the jobbers' entertainment.

ADVERTISING A BIG ORDER.

J. W. Jenkins' Sons Music Co., Kansas City, Mo., Hold Parade Upon Occasion of the Transfer of Two Carloads of Victrolas from the Railroad to Their Warehouse.

When doing something big it never hurts to get full credit for the act. This at least appears to be the theory of the J. W. Jenkins' Sons Music

goods, wherein Mr. Eilers said: "Half of our enormous business is in talking machines."

"Do you believe that the coal strike will affect the talking machine industry?" was asked of Mr. Dolbeer.

It is evident that he has some inside information on this point, as he is keeping in close touch with the situation evidenced by his reply: "I look for the coal strike to be promptly cleared, so I cannot say that any injury will come to our industry

THE VICTOR IN SAVANNAH.

Success Met With in Pushing That Line by the Phillips & Crew Co. Store.

(Special to The Talking Machine World.)

Savannah, Ga., April 8, 1912.

One of the interesting features of the recent celebration of the ninth anniversary of the establishment of the local branch of the Phillips & Crew Co., Atlanta, Ga., was the attention given to the line of Victor talking machines, Victrolas and Victor records handled by that house. One of the most successful departments of the store since its opening has been the Victor department, and many homes in Savannah and vicinity have been supplied with elaborate outfits of machines and records by the house.

USING PHONOGRAPH RECORDS

As an Aid in Teaching Telegraphy—The National Educational Association Behind the Move of Which W. Smith Is President.

The National Educational Association, Wm. Smith, president, Boston, Mass., is behind the movement of a new stunt in educational lines for the Edison phonograph, and this is to teach telegraphy by the aid of phonographic records. It has succeeded admirably in getting master records of the telegraph alphabet, numerals and punctuation marks by which even the beginner can hear exactly what the "tapping" is. Wm. Smith, the prime mover in the new school, is an old telegraph operator of years of experience and he believes that by the aid of the Edison records people can be taught telegraphy very quickly and at a low cost. Public announcement of this method will be forthcoming shortly.



J. W. JENKINS' SONS MUSIC CO.'S PARADE OF VICTROLAS.

Co., Kansas City, Mo., and judging from the success that had attended their efforts during the past they have the right idea.

Some weeks ago the company received a shipment of two carloads of Victrola XIV's and immediately set to work to acquaint and impress the public with the fact. The entire shipment was loaded on a large motor truck and six double horse trucks, and each truck was appropriately decorated with large banners telling of the reason for the exhibition. The parade wended its way through the principal streets of the city to the J. W. Jenkins' Sons Music Co. warehouse, with its progress heralded by a bugler seated on the first truck. The event afforded an excellent indication of the extent of the company's business.

DOLBEER IS OPTIMISTIC

Regarding Business Generally, and Reports a Marked Increase in Sales—Piano Dealers Pushing Edison Goods Energetically—Eilers' Great Record—Discusses Labor Troubles.

Commenting about business, F. K. Dolbeer, general sales manager of Edison phonographs, says: "The past few weeks have shown a marked increase in sales, which reflects the general prosperity of the country at large. The volume of business comes from all sections, thus denoting an absence of the 'spotty' conditions which were in force some time ago."

Mr. Dolbeer remarked that he is greatly pleased at the energetic manner in which the piano dealers of the country are handling Edison machines and records; he says that many of them are making a fine success, particularly those who are prosperous in the piano field. He pointed with considerable pride to the statement made by Hy. Eilers, head of the big Eilers piano and music industry along the Pacific Coast, who sells Edison

from that score. I had a communication yesterday from a party who is closely affiliated with the powers that be in this strike, and he advises me that the coal strike will be adjusted in a very few days." Probably ere this appears the trade at large will have had an opportunity to judge of the correctness of Mr. Dolbeer's prediction.

The DITSON Pledge

Is to see that our clientele has a better service than ever—setting a new standard in Victor jobbing deliveries. The demands of alert Victor dealers—the kind that grow—are many and varied, and we furnish the "first-aid" in every instance.

We believe this year's Victor business will be of tremendous proportions, and it will pay you to have

The Fastest Victor Service

which is a requisite in this hustling age. We possess the largest stocks, the best organization and most up-to-date equipment in the Eastern half of the country.

This covers Victor machines, records and supplies of every kind, not to mention cabinets, needles and trade-marked accessories.

Will you let us tell you more about Ditson co-operation? A postal gets this information!

ROLIVER DITSON CO., Boston, Mass.

The Talking Machine Trade in New England

TRADE IN GLOUCESTER

Is Now Becoming Very Active—Demands from Summer Resorters and Shipping Men.

(Special to The Talking Machine World.)

Gloucester, Mass., April 10, 1912.

The Gloucester Talking Machine Co., which is conducted by Schwartz & Bernstein, reverses the usual experience that obtains with talking machine dealers. For instance, while most of the houses enjoy a big demand for goods during the winter season, that is just the time when this company does its smallest business. On the other hand, during the spring and summer, when the city concerns are feeling the effect of people going away, the Gloucester company makes ready for its heaviest demand for goods, and that is why this Gloucester concern just now has been heavily stocking up, for Gloucester is not only a popular summer resort but it likewise is a fishing port, and the great number of fishermen who have been away on fishing trips all the winter are now coming back into port as the spring comes on. These same fishermen are great enthusiasts over talking machines, and many a Columbia outfit is to be found on the fishing craft. Always ere they start on a cruise these vessels stock up with records, for there is scarcely a ship that is not equipped with a Columbia machine. So that is why Schwartz & Bernstein are now beginning to do their big annual business.

SELLS MANY EDISONS IN BROCKTON.

(Special to The Talking Machine World.)

Brockton, Mass., April 8, 1912.

Charles S. Sackett, proprietor of the Caesar Misch Store at this place, is doing a big business with the Edison line of outfits. His store is fortunate in having fine display windows, which show off the goods to splendid advantage. Much of Mr. Sackett's business is confined to high-priced goods, and his customers number some of the most prominent people in Brockton.

Charles Monahan, who runs a large instalment jewelry house at Worcester, Mass., has found it profitable to add Columbia machines and records to his line of trade, for his business in this department alone has grown at a rapid rate.

REPUTATION AND PROFITS

Are Centered in the Bagshaw Needles—Why the Duplexetone Has Won.

Knowledge is power, a student of manufacturing cannot know as much as the teacher or the professor. As each step advances, so does the amount of knowledge. Being the oldest makers of talking machine needles in this country, it is proper to give the title of professor to W. H. Bagshaw, the widely known needle manufacturer of Lowell, Mass. The honor of making the first needles for a disc talking machines is something worth achieving, particularly from the experience point of view.

All the time since these first needles appeared, W. H. Bagshaw has strived to follow all possible trends of the market with a contingent improvement of the products. Quantity never interfered with quality, as when the unchallenged world's shipping record was made by Bagshaw some time ago when 63,020,300 needles left the Bagshaw factory in ten consecutive working days, the needles were of the same artistic quality as marks the Bagshaw standard. It is a question of quality once and for all the time.

This extended and varied experience behind the new needles recently put upon the world's market—the Duplexetone needle—the needle with two tones. The crystallization of years of effort is centered upon this one needle and it is no wonder that the dealers and jobbers of the aggressive type are displaying these Duplexetone needles prominently with good advantage to their reputation and profits.

GETTING RESULTS IN VERMONT.

(Special to The Talking Machine World.)

St. Johnsbury, Vt., April 8, 1912.

The McLean Music Store, of this city, is a favorite rendezvous with music lovers, and with Miss Morrison in charge of the talking machine department the business has grown considerably, for this capable woman is especially qualified for the position. Mr. McLean, who is a hustler, has gone some long distances through the snow this past winter to work up business in the Edison goods, and he will long remember some of his twenty-mile rides in a sleigh with the thermometer 30 degrees below zero.

HOW DEALERS ARE HELPED

To Develop Their Business and Make It Most Profitable—The Good Work of Henry Winkelman Throughout New England.

(Special to The Talking Machine World.)

Boston, Mass., April 11, 1912.

Perhaps the greatest compliment a man can secure is to have the term applied to him "He's another Henry Winkelman." Henry Winkelman, the reference used, is the manager of the Victor department (wholesale and retail) of The Oliver Ditson Co. He is known as one of the most pleasant and experienced men in the field and has a wide circle of friends all over New England. He has been with the Ditson Co. for years, during which time he has watched the talking machine field grow and prosper. One of the important parts of Mr. Winkelman's duties, which is pleasing to him as well, is the coaching of new dealers so that they understand the best way to reap the most profits. He helps them and he invites their inquiries regarding all phases of the business.

BUSINESS SUFFERS FROM STRIKE.

(Special to The Talking Machine World.)

Lawrence, Mass., April 8, 1912.

Among those who are glad the Lawrence textile strike is over is Mr. Kneuper, of Kneuper & Dimmock, who are large Victor dealers in that city. Mr. Kneuper said in a conversation lately that business all through the city suffered terribly while the strike was on, and himself included, though by no means, in proportion to other departments of business. However, now that it is all over business is picking up considerably and he sees a big business ahead in Victor outfits. He has a well-fitted-up establishment in a very convenient locality.

DEMAND FOR PURITONE NEEDLES.

John M. Dean, the talking machine needle manufacturer of Putnam, Conn., offers to send a sample package of "Puritone" needles to any talking machine man who will send the name of his jobber. The evident faith of this proposition is surely indicative of merit, and to those who are not acquainted with the Puritone needle it is an excellent offer. Anent business conditions, Charles E. Dean remarked: "I am pleased to say that the sales of Puritone needles are gaining all the time, I finding our strongest gains being with those of the trade who have been using the brittle foreign needles to the detriment of their business. In buying the Puritone needles they secure an American-made needle at even a little less cost than they were paying, quality considered. The outlook for the year is most encouraging and I believe it will rank with the record year."

MEETING WITH BIG EDISON DEMAND.

(Special to The Talking Machine World.)

Newport, Vt., April 8, 1912.

Charles A. Clark, of this city, is making some much-needed alterations in his store, mainly in the way of installation of booths wherein more perfect demonstrations of the Edison goods can be made. Mr. Clark has sold some of the highest-priced Edison outfits lately, and his business is coming along right merrily.

COLUMBIA LINE IN HOLYOKE, MASS.

J. G. Heidner, the leading piano dealer of Holyoke, Mass., has just installed a large number of Columbia outfits, and the first day saw a great demand for these goods. Each customer has become so enthused over the possibilities of the machine that he or she has informed neighbors, with the result that already Mr. Heidner's business has grown rapidly.

Two Edison supply centers with a single thought —Fast Service

If you have tried our "P-E Service" you know how valuable it is to your business success. **THE PARDEE-ELLENBERGER CO.** positively guarantees that all orders will be filled the same day as received.

Our complete stock of Edison Goods and up-to-date methods make our "P-E Service" an absolute necessity to up-to-date dealers.

Remember, we are exclusively Edison and exclusively wholesale, which insures your getting machines and records just as they come from the Edison works. **Two complete sources of supply—Boston and New Haven.**

FROM OUR BOSTON HEADQUARTERS

324 WASHINGTON STREET, JOHN H. WILSON, MANAGER.

(Special to The Talking Machine World.)

Boston, Mass., April 10, 1912.

There is a rumor abroad in the city that there is more or less price cutting being practised among those handling talking machines, and the worst of it is, according to The World's informant, it cannot be run-down. Evidences of the practice keep cropping up and it is badly handicapping several of the Boston trade, who have good prospects, but find someone has got in ahead of them with a lower price on the same goods, but who the person or persons are cannot be ascertained. Not long ago one read of the rather demoralized condition of the talking machine business in England due to this deplorable practice of price cutting, and it then was a matter of congratulation on this side that such a condition did not obtain here. It would be a pity, and bad for the business at large, if there is to be a disposition to break faith on the part of the local distributors. Up to now there has been an honest disposition to "play fair" and it has been a source of pride that the business has not felt the sting of what is so frequently found in other departments of commercial activity.

Arthur C. Erisman's Visit to New York.

Manager Arthur C. Erisman, of the Columbia Phonograph Co., General, was over in New York a week ago and visited the Columbia's laboratory in 38th street, and while there he witnessed the taking of records of a number of prominent singers and comedians, whose names will be conspicuously displayed in a forthcoming list of the Columbia Co. While in New York he lunched at the Knickerbocker Hotel with Manager Henry Russell, of the Boston Opera Company, who was sailing that very day for Europe. Mr. Erisman and Manager Russell discussed the new stars whom the latter is to contract with for appearances at the Boston opera house next winter, and tentative arrangements were made for taking records of their work at the Columbia laboratory. Manager Russell is a great believer in the efficiency of talking machines as a medium wherewith to popularize grand opera in Boston.

Talking Machine Associates Meet.

The Eastern Talking Machine Associates enjoyed a very pleasant evening at their headquarters the latter part of March, and the chief feature was the entertaining talk that President E. F. Taft, of the company, gave the members relative to his visit to the several factories where talking machines are turned out, and the information that he gave should prove of the greatest value to the Eastern's employes in their future trade relations. Incidentally the information which he gave threw new light on why there is such a shortage of goods at this time.

The committee on entertainment reported that considerable progress is being made in the details of the field day, which will be enjoyed at Crescent Park, Rhode Island, on June 17, which is the same place the boys went to last year and where a great day was enjoyed. Mr. Brown, who recently resigned his connection with the company to go with the Waltham Emery Wheel Co., sent a letter of resignation from the several committees on which he had so ably served, among others that of chairman of the press committee, and the chairman asked S. J. Freeman, manager of the Victor department, to accept that position to serve out Mr. Brown's unexpired term as publicity representative of the company.

Sylvester With Columbia Co.

Roy C. Sylvester, a brother of Chester J. Sylvester, manager of the talking machine department of the C. E. Osgood Co., has become associated with the Columbia Co. and is "making good" in fine shape. This new addition to the Columbia forces is a little hustler, active, alert and right "on the job" all the time.

Atwood's Easter Display.

Charles F. Atwood's new place in Tremont

street, around the corner from Boylston, had the large window almost entirely given over to a beautiful Easter display of Victor goods early in the month. In the center was an angelic figure with a harp, and the lily effect was used to good advantage. There was a quantity of discs of Easter hymns, with their titles conspicuously displayed all around the window, and several handsome machines were included in the exhibit. The window was as attractive as anything one sees around town at this time.

Sales of High Priced Outfits.

Chester J. Sylvester, in charge of the talking machine department of the C. E. Osgood Co., has been having some good sales in high-priced outfits. The sale referred to last month of a lot of records, which the house was able to secure at a

low figure over in New York, are being rapidly disposed of, and the purchasers are surprised at the good things they are able to pick up in this collection.

Visitors at Pardee-Ellenberger Co.

W. O. Pardee, president of the Pardee-Ellenberger Co., was a visitor in Boston for a few days lately, going back to Connecticut deeply imbued with the idea that there is a large field here for the Edison goods. Another visitor at the Pardee-Ellenberger Co.'s quarters in Batterymarch street was M. A. Carpell, Eastern sales manager of the Herzog Art Furniture Co., of Saginaw, Mich., who handles cabinets, and was in town calling upon the trade. Still another caller who dropped in on Mr. Silliman, of the Pardee-Ellen-

(Continued on page 14.)

This is the Loud Position for Duplexetone Needles below is shown the Soft

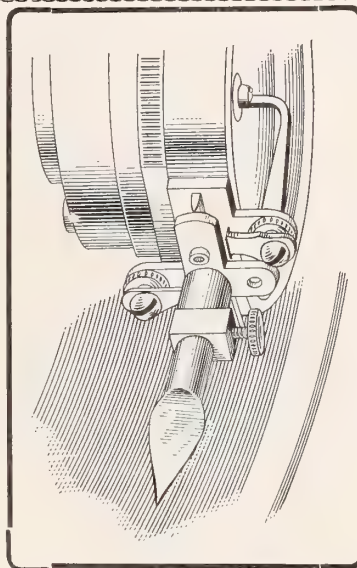
☐ You have many customers who want the BEST; they own a high priced machine and buy expensive records. They want the BEST MUSICAL EFFECTS. These are the people who WILL BUY Duplexetone Needles, the HIGH QUALITY needle with TWO tones.

☐ It is absolutely ESSENTIAL that you sell the highest grade needles for the reason that it helps your business by a bettered tone. Customers say: "I can get better tones with Duplexetone needles and also I can secure both LOUD and SOFT tones with ONE needle." They will go out of their way to reach your store.

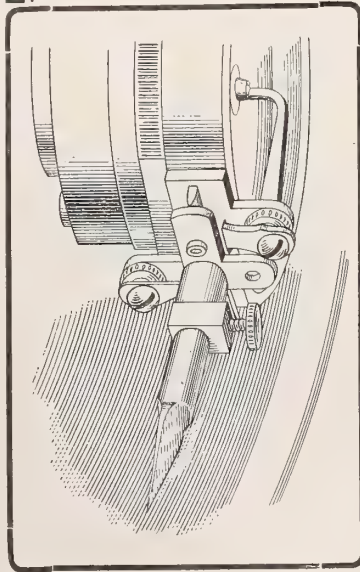
☐ You are losing profits if you do not sell the Duplexetone.

☐ Although Duplexetone needles have only been on the market for a few months, the sales have leaped forward by kangaroo jumps. Remember that they are made by the House of Bagshaw, the oldest and largest makers of needles in the country. We sell to jobbers only, furnishing all sizes, shapes and styles.

☐ Your jobber will supply you with any quantity desired. If you want a generous package of Duplexetone needles for your personal tests, send us his name and the package will go to you postpaid by return mail.



LOUD



SOFT

W. H. BAGSHAW

Sole Manufacturer

LOWELL - - - MASS.

FROM OUR BOSTON HEADQUARTERS. (Continued from page 13.)

berger Co., was J. W. Scott, special representative of the phonograph sales department of the Edison Co., who stopped over on his way from Maine, where he reported business good.

Interested in Record Exchange.

Oscar P. Ditleff, of Gouldville Terrace, Roxbury, is one of those enterprising young men, who has become interested in the record exchange business. He does this in addition to his regular vocation.

Does a Large Business.

H. N. Rosen, whose talking machine department in School street is most conveniently located, as it is in close proximity to the downtown business section of the city, is the distributor daily of any number of records for Victor, Edison and Columbia outfits, and it has happened more than once that he has been able to supply some records that another dealer had lacked in his stock. Mr. Rosen has lately taken on a line of dictaphones, as well as language phonograph outfits put out by the Edison house. Edgar L. Davenport, the former well-known actor, is associated with Mr. Rosen, and he is very successful in selling outfits.

Big Call for McCormack Records.

An interesting aftermath of the appearance in concert of John McCormack, the Irish tenor, who appeared at Symphony Hall on March 31, was that there was a great demand for his records at all of the talking machine places in the city. Though not on his program, he was obliged to sing "I Hear You Calling Me," which is by far one of his most popular records, and it was the current opinion among those familiar with his recorded voice that closing one's eyes it would have been hard to distinguish between the singer and his record, which is a pretty good tribute to the faithfulness of reproduction.

Alice Nielsen Sings the Mayor's Song.

Mayor John F. Fitzgerald, of Boston, has lost his great chance of going down to posterity through the medium of a talking machine—though there is hope yet. He is as famous as a singer as head of the great municipality, and his song, "Sweet Adeline," is frequently sung by His Honor at gatherings. Now comes along Miss Alice Nielsen, the opera star, who has sung the song for the Columbia Co. It is reported that the Mayor has heard the song as interpreted by a woman and thinks that it really ought to be sung by a tenor, so the Columbia Phonograph Co., General, is still hoping that His Honor will finally find time to get his voice bottled up for the enjoyment of future generations. Meantime Miss Nielsen's record is in wide demand.

Takes On the Victor Line.

The Shepard Norwell Co., which has been doing a large business in Columbia outfits ever since it opened up the department under the management of F. C. Henderson some months ago, is going to enlarge the department through the addition of Victor products. The house has qualified as Victor dealers and the goods of this company were placed on sale on Monday, the 8th inst. L. F. McNeil, the manager of the Victor department at the Providence establishment of the John Shepard Co., came over to Boston to get the department started, and from the first day the sales have been large.

Large Business in Edison Opera Styles.

The Pardee-Ellenberger Co. has been doing a large business in the new opera machines put out a few months ago by the Edison Co., and Manager Silliman says it is hard to get sufficient goods from the factory. The April list of records likewise is proving very popular with the patrons of the house.

Attractive Signs Interest Public.

No one can fail to find the Columbia's quarters in Tremont street these days, for the front of the building has lately been adorned with an enormous sign stretching across the front of the building with large letters in gold against a black background, which from Boston Common, across the thoroughfare, stands out most conspicuously. Meantime the windows are constantly being kept

well dressed, thanks to Norman Mason, the floor manager of the Columbia, who is responsible for some very catchy effects in front of which there always is a group of spectators who are interested in the Columbia display. Manager Erisman reports the business in Columbia outfits as extremely large, with the demand for goods growing all the time. Mr. Erisman has lately contracted with a number of new dealers, who now are Columbia distributors, and among the more important ones are J. N. Solomon, of Groveton and Littleton, N. H., who has the largest installment house in northern New Hampshire; the B. A. Bloome Piano Co., of Manchester, N. H., whose initial order was a large one; the Avery & Woodbury Co., of Milford, Mass., who are making a specialty of table machines, and whose first customer was Manager Sturgis, of the company, who has become a great enthusiast.

Recent Visitors.

Willie Golden, of the vaudeville team of Golden and Hughes, who sings for the Victor people, was a welcome visitor to the quarters of the Eastern Talking Machine Co. lately.

A Boston visitor a few days ago, whose trip here was partly for business, was Auditor T. L. Laurie, of the Columbia Co., who makes his headquarters at the New York executive offices of the company. Manager Erisman entertained Mr. Laurie at the Boston opera and in other ways while he was in town.

Donald M. Bliss, chief engineer of the laboratory of the Thomas A. Edison Co., Inc., was in Boston the latter part of March and called upon the trade.

Congratulations for Miss Davis.

Miss Annie J. Davis, one of the very popular members of the office staff of the Eastern Talking Machine Co., recently announced her engagement to L. C. Hammond, who is widely known in the tailoring business in this city. Following the announcement of her engagement Miss Davis' many friends gave her a surprise in the shape of a tin shower, and she accordingly was the recipient of many useful gifts which will come in handy when she goes housekeeping following her wedding, which will be some time in June, so her office associates say. As all the Eastern's staff know the sort of young woman Mr. Hammond is getting for his bride they have been giving him most hearty and genuine congratulations.

Demonstrating New Kinetoscope.

John W. Farrell, sales manager of the home kinetoscope department of Thomas A. Edison, Inc., with Adolph F. Gall, staff engineer of the Edison laboratory, J. H. Gill and C. W. Phillips, of the sales department of the kinetoscope end of the business, were in Boston lately and gave a most interesting demonstration of this new Edison invention at Manager Silliman's office in Batterymarch street. They were here three days and those who were privileged to see the demonstration which they gave were filled with wonderment.

Planning Extensive Improvements.

Conditions at the quarters of the Eastern Talking Machine Co. are much the same as they were at the Christmas season. All the employees are busy as bees, and there is the same difficulty of getting a sufficient amount of stock to supply the demand for Victor goods. The management hopes, however, that this condition will show some signs of improvement, but there are no such signs in sight as yet, "Although," as General Manager Taft says, "I am using a powerful field glass." The company is planning extensive improvements which will greatly add to its facilities for handling business. This will particularly apply to the first floor, details of which changes will be announced later.

Victor at Miller Co. Reunion.

Ubert Urquhart, manager of the Victor department of the Henry F. Miller & Sons Co., has had an extensive call for the April list of records, and he and his able staff have sold some of the most expensive outfits during the month just passed. Mr. Urquhart operated most successfully a Victor at the dinner which the Miller Co. gave its employees at Wakefield a couple of weeks ago. Mr. Urquhart assembled a fine collection of records,

so that the concert which he gave was a thoroughly enjoyable one for all present.

Takes On the Columbia Line.

The Summerfield Co., which has stores all over the country and has just opened one in Washington street, Boston, has installed a talking machine department and has chosen the Columbia goods as its medium. One of the store's large windows is given over to a fine display of Columbia goods. By way of bringing its output before the public the house has lately sent out 20,000 circulars.

Special Victor Rooms Installed.

George Lincoln Parker's changes in his establishment in the Colonial building in Boylston street have proved of the utmost benefit to his rapidly growing business. Mr. Parker has taken two additional rooms on the other side of the building across the hall and is devoting these rooms exclusively to the Victor goods. The rooms are tastefully furnished, with a handsome rug on the floor, and Manager Charles Trundy is thus given exclusive quarters quite apart from the piano rooms. The business has been excellent during March, so Mr. Parker reports.

Steinert Quarters Rearranged.

The first floor of the M. Steinert & Sons Co.'s Arch street quarters, which is the company's Victor department, has been considerably rearranged so far as counters are concerned, and business therefore can be despatched with more economy of time than heretofore. The Steinert Co. has had a surprisingly large business in Victor outfits the past few weeks, and the business continues to grow at a rapid rate.

Close Some Big Contracts.

Manager Erisman, of the Columbia Co., has just closed some big contracts in the dictaphone department. A few of the biggest houses to arrange for these machines are the A. W. Stephens Manufacturing Co., of Waltham, the Boston Elevated Railway Co., the Commonwealth, of Massachusetts (the State House), where the dictaphones will be used in the auditor's department, and the Carnegie Institute, whose large nutrition laboratory is located close to the Harvard Medical School in the Back Bay.

Waked to Victor Music.

A Back Bay gentleman, whose family has been in the habit of being awakened by morning alarm bells, has hit upon a new and more welcome plan of being aroused from slumber each morning. He went to the Eastern Talking Machine Co.'s store the other day and purchased an expensive Victor machine and he established this in the hall of the second floor of his house. The desired record is placed on the machine the night before and early the next morning a domestic starts the machine at the proper time and out pours the velvety voice of some soprano singing an "Ave Maria" or some other equally pleasing classical number such as would tend to gradually rouse one to ennobling thoughts. Thus far the scheme has worked to perfection, and everyone gets up in a highly classical atmosphere of music. Here is another use for a talking machine.

Demand Active at Oliver Ditson Co.

Manager Winkleman, of the Victor department of the Oliver Ditson Co., has no fault to find with business, for the demand continues large for both machines and records.

PREPARING FOR SUMMER BUSINESS.

(Special to The Talking Machine World.)

Pomfret, Conn., April 8, 1912.

Carl E. Gilbert, of this city, was a caller upon the trade in Boston lately, going up to arrange for the replenishing of his stock of machines. Mr. Gilbert has a large and well-arranged establishment in Pomfret, which, as everyone knows, is a popular summer resort. Mr. Gilbert has lately sold a large number of high-priced outfits, his customers taking most kindly to the Victrolas, which are getting to be very popular in Pomfret.

Too many retailers feel that it is the duty of the manufacturers to do all the advertising, while they sit back and wait for the goods to be called for.

Get the fast-selling U. S. Line More Profit

Exclusive Features
that will appeal to
you as they do to the
public.

The Silent Motor

Positive and long running. Can be wound without hitch or interference while record is being played.

The "Duplex" Reproducer

permits playing two minute or four-minute records with equal facility. A simple turn of thumb-screw, to right or left respectively, engages the proper feed-gear.

The Flexible Tone Arm

An exclusive feature of the U-S PHONOGRAPH; made of metal (not rubber) and it gives the exactly proper amplification to the sound waves. It means the correct impact of sound which carries naturally and without mechanical loss of tone-roundness.

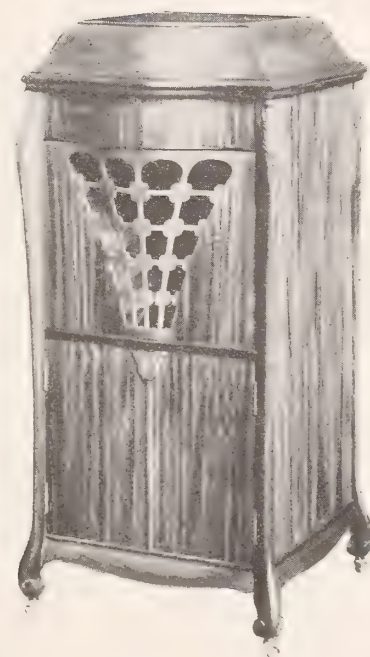
Sapphire Reproducing Points

of hardest jewelled Sapphire. Need no replacing and never wear out. They last like the jewels of a watch—forever.



**No loss through breakage---
a feature that adds to
your profits.**

**Demonstrate them as often as you
like---the music is *everlasting*---no
loss in tone values or salability.**



Popular Prices

for a positively permanent entertainment.
Grand Opera Records—United States 75
cents; Canada 90 cents.
Four-Minute Records—United States 50
cents; Canada 65 cents.
Two-Minute Records—United States 35
cents; Canada 40 cents.

Popular Selections

by the highest talent of the day, reproducing the very latest and best there is in Opera, Oratorio, Concert, and Sacred Music, as well as Band and Instrumental Music, Vaudeville, and all the popular entertainment from metropolitan centers.

**No needles to destroy the
tone value--or wear out
the records.**

The absolute freedom from any adjustment whatever stamps the U-S PHONOGRAPH as a leader. The Sapphire Reproducing Points neither wear the record or need replacing—they are as permanent as the keys of a piano.

A Big Line

that means satisfaction to your customers and to yourself. They buy U-S EVERLASTING RECORDS which they can enjoy forever, and you have no broken or worn-out stock to discount from your profits.

May List Now Ready
Send for Catalog and Dealers Proposition

The U-S Phonograph Company

Associated with

The Bishop-Babcock-Becker Co.

1013 Oregon Ave.

Cleveland

The
U-S
Phonograph
Company

1013 Oregon Avenue
Cleveland, Ohio

Send at once full information
and literature regarding
your proposition to Dealers.

Name _____

Street _____

Town _____

State _____

BRANCHES

Chicago, - 219-225 W. Washington
Boston, - Portland & Chardon Sts.
Atlanta, - 58-60 W. Mitchell St.
St. Louis, - 210-12 S. Broadway

New York, - 5-7 Union Square
St. Paul, - 338-340 Minnesota St.
Albany, - 368-370 Broadway
Dallas, - 1106 Commerce St.

Everybody's Doing It Now! Not necessarily supplanting competitors, but the Columbia line is making its profit for dealers on even terms—a profit some of them used to miss entirely.



**Columbia Phonograph Company, Gen
Tribune Building, New York**

THE INFLUENCE OF THE TALKER.

Grant S. Jones, of the Scott & Jones Co., Youngstown, O., Makes Some Strong Points in Favor of That Instrument in An Interview in the Sunday Vindicator of That City.

(Special to The Talking Machine World.)

Youngstown, O., April 8, 1912.

Youngstown is really a musical city, for besides the many who can play the piano or some other musical instrument there are thousands who are getting an excellent musical education by means of talking machines. So heavy has the local demand for talking machines become that the dealers are finding some difficulty in securing sufficient stock to supply their customers. It is stated on excellent authority that one store supplied over \$800 worth of records to the inhabitants of one square block during the holiday season. The growing popularity of talking machines in this city recently caused the Sunday Vindicator to publish a special interview with Grant S. Jones, of the Scott & Jones Co., the prominent piano and talking machine dealers of this city, on the subject, in which he said in part:

"There is many a home in Youngstown where the talking machine is all that the household has to cheer and brighten it. Men and women who objected to it at first and declared that they would not have such a thing in the house, are now among the talking machine's best friends. Music made a bigger difference in their home than they had ever dreamed it could. Once they had experience of it, heard how well it reproduced and felt what charm it could add to their homes, they would not do without it.

Pianos Traded for Talking Machines.

"Papa will not pay you now," said a young lady in selecting a machine in one of the local stores, 'for he's against our having a talking machine. But I know that if you send one up he'll pay for it sometime.' It was four months, the dealer said, before the machine was paid for. But in that time the father's attitude had completely changed. He is frequently confined to the house and the talking machine proved such a comfort as he had not known for years. Particularly in homes where children have grown up and gone away has the talking machine proved itself a kindly aid. Many a lonely old man and wife whose children have moved away and left a piano behind have, traded in the piano for a talking machine and have felt that the day they could have music in their home marked a new epoch in their lives. It was like bringing a companion into the house who could make them forget themselves.

Raising the Standard of Taste.

"Many people object to the talking machine on the ground that it is mechanical and that it provides entertainment without any effort on the listener's part. They hold that it is a step backward that modern children should enjoy the music of a talking machine, whereas the children of a generation ago themselves acquired by long practice and study the accomplishment of playing. Dealers say that the objection does not hold good. The head of the largest music house in the city said last week that instead of making young people satisfied

with listening to music played by others, the talking machine was encouraging them to learn to play. More people than ever are buying pianos, he said, and the only effect that talking machines have had upon the sale of pianos has been that people are buying better pianos. Hearing good music on the records has given them a better ear and they are not satisfied with any but good instruments. The talking machine has had an effect upon the sheet music department; but the effect has been



to decrease the sale of ragtime and increase, many times, the sale of music that is really good."

Mr. Jones also took the opportunity to call attention to the growing use of talking machines in schools and to the elaborate repertoire of records offered to talking machine owners.

FILLING A RECORD ORDER.

Several Trucks Required to Handle the Initial Order of the Bon Marche Dry Goods Co., Lowell, Mass., Which Was Placed with the Eastern Talking Machine Co. Recently—251 Machines and Accompanying Records and Supplies Make a Total of \$7,996.87.

(Special to The Talking Machine World.)

Boston, Mass., April 8, 1912.

The accompanying photograph shows the front of the Eastern Talking Machine Co.'s establishment in Tremont street, on one of its busy days. The Bon Marche Dry Goods Co., of Lowell, Mass., recently qualified as Victor dealers, placing with the Eastern Co. the largest initial order for a dealer's contract that ever had been placed, and this initial order is the one seen in the picture all ready to start away. The Bon Marche is one of the largest and best department stores north of Boston. Its general manager, Mr. Gilmore, and the confidential man, Mr. Martin, recently called at the Eastern's quarters and, in discussing the details of this order, said: "If

its in the Victor catalogue it is good, and if it is good, we want it and we'll have it." The machines ordered totaled up 251. Every record in the entire Victor catalogue was sent the firm, and all of the fixings that go to make up the Victor outfit were sent also.

The progressiveness and enterprise of this Lowell house, which is known far and wide to the people who live within any sort of distance of Lowell insures a most faithful representation for the Victor products.

T. W. Duncan, one of the hustling traveling men for the Victor line, was largely instrumental in putting the big deal through and his success in the matter is another proof of his ability as a salesman.

M'GREAL WINS OUT FOR CLARK.

Chosen Delegate for Clark to National Democratic Convention Despite Progressive Sentiment Throughout State.

(Special to The Talking Machine World.)

Milwaukee, Wis., April 8, 1912.

Lawrence McGreal, president of the National Association of Talking Machine Jobbers, and Edison jobber for Wisconsin, won a sweeping victory at the polls at the recent election and was chosen as a Clark delegate from the Fifth Wisconsin district to the National Democratic Convention in Baltimore, June 25 to 28. Despite the fact that Wisconsin is a strong progressive State and went almost unanimously for LaFollette and Wilson, Mr. McGreal secured the largest vote polled for a Democratic delegate and won by a plurality of 1,500 votes. The vote was sure proof of the decided popularity of Mr. McGreal in Milwaukee and surrounding territory. Mr. McGreal will now be able to combine his Eastern trip to the Baltimore convention with his trip to the annual convention of the National Association of Talking Machine Jobbers at Atlantic City. Mr. McGreal has long been a personal friend of Champ Clark, having met the well-known Democrat many years ago in Missouri, and is regarded as the original Champ Clark man in Milwaukee.

The more a man mixes with the world generally, the less he is apt to develop into a crank.



EASTERN TALKING MACHINE CO. MAKING A VICTOR SHIPMENT TO LOWELL.

WITH THE CINCINNATI TRADE.

Dealers Seem to Be Satisfied with the Business Developments for the Past Month, and Each and All Look Forward to a Very Active Spring and Summer Trade—Victrola Concerts at Wurlitzers Attract Crowds—C. S. Browning a Recent Acquisition—Columbia Styles Which Are Especially in Favor.

(Special to The Talking Machine World.)

Cincinnati, O., April 6, 1912.

There have been no startling doings in the local talking machine situation during the past month. All the houses appear to be satisfied with the business transacted during March, and some are looking forward to the opening up of the camping season and the consequent demand for goods, particularly in the cheaper grades, for use during the summer.

The Rudolph Wurlitzer Co. report a very flourishing trade for the month of March, the sale of Victrolas and records far exceeding their expectations. The special records which were recently issued by the Victor Co. are certainly proving good sellers, particularly the record, "They Gotta Quit Kickin' My Dawg Aroun'," which seems to be the favorite. The activity in the retail department during the month of March was a gentle reminder of the month's rush of business enjoyed in December. This we undoubtedly believe is due in part to the efforts of the "Wurlitzer Concert Company." The organization has given a number of concerts wherein the Victrola has played a leading part with such good effect that a number of sales can be traced directly to their efforts along these lines.

The Columbia Phonograph Co. reported the busiest March in its history, Manager R. J. Whelen stating: "March business was tip-top in every department, retail and wholesale, as well as Dictaphone, and April has started off with a boom. The arrival of the Creatore 12-inch double disc records created a great deal of interest and enthusiasm among record buyers, everyone hearing

them pronouncing them to be the most exquisite band music they ever heard. The 'specials' placed on sale have proven unusually popular. In the machine trade the Grafonola \$50 'Favorite' is the leader in the largest volume of sales, with the \$150 'Nonpareil' and the \$100 'Baby Regent' close after the 'Favorite.' The announcement of the new 'Princess Regent,' \$75 table, has created great interest among the dealers, whose orders are being filled as fast as stock arrives from the factory. We are proud of our great record in taking care of our enormous sales the past month or six weeks, as we have been able to make prompt deliveries on nearly all types, thus avoiding the disappointment of our retail customers as well as dealers, which is greatly appreciated by them. This shows great work and foresight on the part of our factory as business has gone even beyond our expectations, the figures for March going far ahead of any other March in the history of this store, which is proof positive of the great progress we are making from month to month."

The Dictaphone department of the Columbia Phonograph Co. had a very satisfactory month in March; C. M. Beckett, Springfield, Ohio, agent, placing a large number of Dictaphones with The Bauer Bros. Co. and the Robins & Myers Co., while R. L. Seeds, Columbus, Ohio, agent, placed several Dictaphone outfits of equal interest; of course the Cincinnati manager came in with his share of the business with several large installations, the chief one being with the law firm of Reeves, Burch, Peters & Oppenheimer, of Cincinnati.

A. M. Winstandley, exclusive Columbia dealer of Bedford, Ind., spent a very pleasant day in Cincinnati talking over Columbia plans of the future with Mr. Whelen, of the Columbia Co.

E. J. Meyer, of Madison, Ind., exclusive Columbia dealer, was also another visitor at the Columbia store recently.

The Mt. Healthy Public School, of Cincinnati, has purchased a Columbia Grafonola "Favorite" for school work, with which the teachers and pupils are all delighted.

The larger number of instruments sold during March by the Wurlitzer Co. were of the larger type. This may have been due to the shortage of the smaller types. Altogether the business of March far exceeds the business for the same month of last year, and the Wurlitzer Co. is looking forward to a still larger month in April. All indications are pointing this way.

C. S. Browning, formerly of the Victor Co., has joined the ranks of workers of the Rudolph Wurlitzer Co. to act as their traveling man. It can be said that the month of March has been one of the best months which the Wurlitzer Co. has enjoyed for some time at this season of the year.

President W. H. Stever, of the Lyric Piano Co., is more than pleased with the results that is being obtained from his experiment of adding a talking machine shop to his piano business; the results that he has obtained are very satisfactory. Through a little extra effort of keeping in touch with each and every consumer by writing them every month, sending them catalogues of the new records that have been issued and sending machines out upon approval, he finds he has been very successful. He now has two people in the department and keeps them busy most all the time. On the whole there are very few things that Mr. Stever turns his mind to that he does not make a success of in some way or other. He is now thinking of making some more room for his Victor machines, and he says he expects to add to it by degrees until the Victor department is bringing him a net business of \$5,000 per month. It is now almost one-half that amount, and he expects before another four or five months to double that amount. He thinks this is a nice way to get people into his place of business, and he has found that this has brought him several good piano deals and player customers. He is more than pleased with his efforts in this line.

With John Arnold, Elm street dealer, the last half of March was the best. The month, Mr. Arnold stated, was a good one, beating the sales for March, 1911. He is planning some big things which he expects to spring upon the trade as a surprise.

J. F. Poorman has not very much to report about the machine end of the business, but is highly pleased with the demands for records. Mr. Poorman gives up much of his window space to the plates.

TALKING MACHINE EXPORTS.

The Figures for February Presented—Reports Show Falling Off for the Month.

(Special to The Talking Machine World.)

Washington, D. C., April 6, 1912.

In the summary of exports and imports of the commerce of the United States for the month of February (the latest period for which it has been compiled), which has just been issued by the Bureau of Statistics of the Department of Commerce and Labor, the following interesting figures relating to talking machines and supplies are set forth:

The total exports of talking machines, records and supplies for February, 1912, amounted to \$228,342, as compared with \$244,001 for the same month of the previous year. The eight months' exportation of talking machines, records and supplies amounted to \$1,843,504.

ALTERS STORE TO HANDLE TRADE.

(Special to The Talking Machine World.)

Montpelier, Vt., April 8, 1912.

Thanks to the alterations made in his well-arranged store, this city, E. T. Sequin is now better able than ever before to handle his rapidly increasing business. He has some finely arranged booths for purposes of demonstration and his business has grown so that he is able to show the best results of any time in three years.

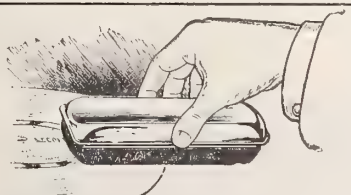
More dollars are lost through the lack of force put into the throw, than through inaccuracy of aim.

If you want to catch the crowd, bait your hook with something that looks like money.

"DUSTOFF" RECORD CLEANERS

WILL CLEAN
VICTOR COLUMBIA
ZONOPHONE
or any make of disc
RECORDS

"Dustoff"s are a necessity and thoroughly efficient

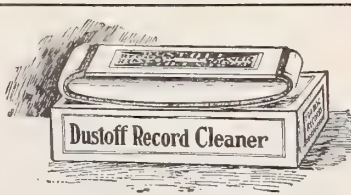


"Dustoff" De Luxe Record Cleaner for Discs.

Each in a neat box and every dozen in an effective display carton.

Retails for 50c. Each

Liberal discounts apply.



The Original "Dustoff" Record Cleaner for Discs and Cylinders.

Each in a two-color carton—very attractive. A fast seller.

Retails for 15c. Each

Liberal discounts apply.

Circulars for mail enclosures, etc., are supplied free with every shipment. Cuts for advertising furnished on request.

A FREE SAMPLE will be forwarded to any talking machine dealer on request if jobber's name is given.

MINUTE SHINE COMPANY

(Sole Manufacturers)

281F CANAL STREET

PROVIDENCE, R. I., U. S. A.

New York Office, Space 1205 Furniture Exchange
46th St. and Lexington Ave., New York



Everybody's Doing It Now! Columbia money is good money—and "velvet" to many dealers who used to get none of it.



**Columbia Phonograph Co., Gen'l
Tribune Building, New York**

FIFTEEN YEARS OF SERVICE.

Hayward Cleveland, Manager of the 23d Street Warerooms of the Columbia Co., Has a Great Sales Record to His Credit—An Interesting Chat with Old-Time Columbia Man.

In a recent chat with Hayward Cleveland, manager of the retail store of the Columbia Phonograph Co., General, on West 23d street, New York, the Talking Machine World learned that Mr. Cleveland had been with the Columbia Co. for fifteen years. In speaking of his long term of Columbia service, Mr. Cleveland said: "Early in March I entered my fifteenth year of service with the Columbia Phonograph Co., General, this fourteen years added to fourteen years in a previous position makes a total of twenty-eight years in two employments. My total years of labor number thirty-one and a half, and I am still a 'boy' in thought if not in years.

"I guess," continued Mr. Cleveland, "I can claim to be one of the old guard now. I can recall only ten or twelve who preceded me, among whom were Mr. Easton, G. W. Lyle, E. N. Burns, the Dorians, V. H. Emerson, H. A. Budlong, W. P. Phillips and R. F. Bolton. The rest have left the service or have gone to the Great Beyond.

"Some call me the 'dean of the office managers.' I do not know if this is true, but certain it is that I have been largely on the same old job, in the same dear old town all these years, making an exception to that unwritten law of the Columbia Phonograph Co., General, that 'all men shall move.'

"I have been through two panics with the company and wavered but once, in 1901 when things were at a low ebb. I have seen a mere toy, thought by many to have a short life, become a dignified musical instrument with a certain future. I have seen the trade completely shift around from cylinder to disc.

"From the day when I issued the first list of special records on a postal card (that was to grow to the now well established monthly supplement) I have taken an interest in the larger game, and while the task recently set me was very exacting, I have found time to continue and perhaps enlarge upon that interest. I recall several moves made in the last two years that I strongly advocated."

Mr. Cleveland is too well-known throughout the trade to need much mention here. He is named as friend among the whole industry. The Twenty-third street store is typical of his success as a manager. The Talking Machine World joins with the rest in wishing him fourteen years more of prosperity and success.

GOOD BUSINESS IN MALDEN.

(Special to The Talking Machine World.)

Malden, Mass., April 8, 1912.

In Summer street there is a store which few people can pass by without stopping to look at the admirable arrangement of Edison outfits. It is conducted by W. H. Cooper, who is one of the most enthusiastic of Edison dealers. Mr. Cooper's March business was very large, and he reports the outlook as excellent.

AN ORIGINAL WINDOW DISPLAY.

McCormack Greeted With a View of His Native Athlone Upon a Visit to the Store of Sherman, Clay & Co., San Francisco.

The importance of attractively decorated show windows has been dwelt upon to such an extent that there is probably not a talking machine dealer in the country who does not realize the fact. The activity of the manufacturing companies themselves in suggesting and actually preparing window displays for their dealers has done much to stimulate this form of publicity. Whatever virtue may lie in window displays of standard character there is no question but window decoration represents a field wherein originality pays premiums.

An interesting example of the effectiveness of originality in window decoration was recently evident in San Francisco during the tour of the country made by John McCormack, the Irish tenor. When the famous singer reached the Golden Gate one of the first things to attract his eye was the display in the window of the Sherman, Clay & Co. store, which represented a bird's-eye view of Athlone, Ireland, McCormack's native town, with a figure representing the singer himself placed in the foreground. The Victor records made by the tenor were placed along each

side of the window and the general effect was thoroughly pleasing. Incidentally it sold records.

NEW RECORD DISPLAY STAND

Which Will Certainly Interest Columbia Dealers

The Columbia Phonograph Co., General, New York, has still another record display stand ready which it is offering to its dealers at factory prices. It is the first time that a stand of this model has been offered. It is designed to display Columbia records vertically in front of the passer-by and at any height the dealer may please. The records are held in place by a thumb-screw without damage—are always in plain sight and clean. The company is ready to ship them in any numbers from one up.

Advertising at its best is something more than space in magazines, clever copy and attractive designs. It is a vital part of the problem of salesmanship which can best be solved by the team work of experts—experts in manufacturing, experts in distribution and experts in publicity—pulling together for a common purpose.

Buy no business which has failed, or which has been given up by its owner for lack of prosperity. The old stock will be like so much lead.

PLAYING THE AUDIENCE.

Christie MacDonald, Star in "The Spring Maid," Enjoys Interesting Experience When Listening to "Day Dreams" Through the Medium of the Victrola.

One of the most popular of the operetta records issued by the Victor Talking Machine Co. during the past season has been that of "Day Dreams" from the clever operetta, "The Spring Maid," in

which Christie MacDonald plays the stellar role. Much of the value of the records, besides that of their musical excellence, lies in the fact that they were made by Miss MacDonald herself, the artist who actually sings the numbers in the operetta. An interesting picture in the Voice of the Victor for April shows Miss MacDonald resting at ease and listening intently to her own rendering of "Day Dreams" through the medium of the Victor Victrola. From the expression of Miss MacDonald's face she is perfectly satisfied.



CHRISTIE MACDONALD LISTENING TO CHRISTIE MAC DONALD.

KEEPING UP ITS GOOD RECORD.

The Demand in Cleveland Is For the More Expensive Machines and Records, but the Sales as a Whole for the Month Are Away Ahead of Last Year—The U-S Phonograph Co. Brings Suit Against Lawrence Lucker as Edison Agent for Infringement of Patent—Hart Piano Co. Purchases Business of Talking Machine Co.—Situation Analyzed.

(Special to The Talking Machine World.)

Cleveland, O., April 9, 1912.

Business in Cleveland is keeping up its good record and the demand for talking machines and records instead of letting up is actually showing a considerable volume of increase. The distributors are all doing more than a normal business, although handicapped by their inability to obtain from the factories a sufficient quantity of goods to keep up their supplies of either machines or records. This condition with the distributors is reflected in the business of the retail dealers, and they are almost without exception doing a satisfactory business.

It is observed that the demand is for the more expensive durable and ornate machines. In his purchase, the buyer selects the more costly, conditioned on time payments, rather than a cheaper, cash down machine. There are few more expert musical critics than the Italians, and there are few that have not a machine or some musical instrument in their house, however humble it may be. They are among the dealers' best patrons, and have among their repertoires some of the most famous operatic selections, and are the owners of records for which they have paid from 75 cents to \$7.

The April lists of records are the most popular that have been issued this year. Especial favorites are "Let Us Have Peace," by Werrenrath; a double record by Maria Gay and Giovanni Zenatello, and "They Gotta Quit Kickin' My Dawg Aroun'."

The last week in March the State convention of motion picture men was held at Findlay, O. Although the industry is practically in its infancy, there were present on the occasion upward of one thousand. The proceedings of the convention demonstrated that the industry is growing and expanding in various directions.

William N. Thornburgh, former general manager of the American Multinola Co., recently filed a petition in involuntary bankruptcy in the Federal Court. A grand jury investigation of his admitted debts of over \$20,000, by his creditors, has been asked, they alleging he incurred most of his liabilities by obtaining money and merchandise under false pretenses. Among the numerous creditors is Samuel Grossman, a director of the Multinola Co., and K. D. Bishop, president of the Bishop-Babcock, Becker Co., of the U-S Phonograph Co., from each of whom he borrowed \$400.

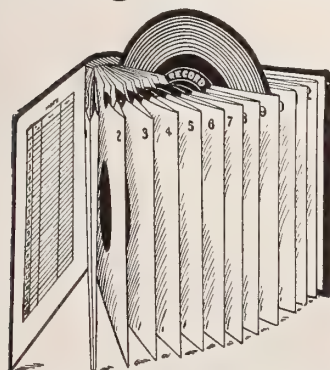
Business with the Eclipse Musical Co. during the month of March was very satisfying, said T.

If Bought at the Right Price

Albums are Profitable.

THE Schafford Albums

Are made by the best of album makers. They possess qualities found in no other, and the prices are the lowest. Think! Better albums at lower prices.



New York City dealers bought 3,000 in one week.

Schafford Albums are for Victor or Columbia Records and are made in many sizes and styles.

If your order is sufficient you can have a special cover and stamped in gold with your name and trade-mark without extra charge.

Send for Folder "T" and learn more about increasing your album sales and profits.

THE SCHAFFORD ALBUM CO.

23-25 Lispenard Street, New York

H. Towell, president of the company. Machine and record sales were unusually good, and only the shortage of the smaller type Victrolas kept March from being a banner month. Both the wholesale and retail departments are doing a larger business than ever. Mrs. Edward Leighton, well known in talking machine circles in Cleveland, is now with the Eclipse Musical Co. in the retail department. She takes the place of Miss Ince A. Johnson, who was for several years with Grinnell Bros., of Detroit. Max Strasburg, who was with the same firm, has gone into business for himself and drafted Miss Johnson back to Detroit.

John McCormack, whose records are so popular here, sang in a concert given by the Irish Choral Society in the Hippodrome March 24. During his stay he called at the Eclipse store and delightedly listened to some of his own productions.

The Talking Machine Co., 42 The Arcade, has sold out to the Hart Piano Co., just across the Arcade, and on the first of May will establish the talking machine business in the piano store.

The dictaphone business, under the management of G. J. Probeck, is steadily improving, and has been increasing month by month since the first of the year. The outlook for April is very bright, and judging from the present number of prospects it is going to be an unusually good year for the dictaphone.

Suit for the infringement of patent on phonograph reproducers has been filed in the United States District Court here by the U-S Phonograph Co. against Lawrence H. Lucker, the Edison distributor. An accounting is asked for, and the plaintiff also seeks an injunction restraining Lucker from the further use or sale of the patent.

Business at the Columbia Phonograph Co.'s store is characterized by a steadily increasing volume, both in machines and records. "Business is extra good," said Mr. Madson, manager. "March was the second best month we have had since we opened up here. The retail dealers throughout this territory all report trade good and are quite well satisfied with conditions. Our \$50 Grafonola 'Favorite' is leading in sales, which are constantly increasing. The new \$75 Grafonola 'Princess' is one of the most attractive of that type and has made a most favorable impression. It will prove a good seller."

Mr. Madsen relates the following incident: "I was in one of the small towns in my territory a few days ago taking a customer's order, when one of the townsmen, hearing our conversation, called our attention to the March number of one of the magazines which contained two stories of Edward D. Easton, president of the company. The man was contemplating purchasing a talking machine and he said: 'Now if your company had such a well known president that the magazine would write him up I would buy your machine.' I immediately produced a Columbia letterhead showing E. D. Easton, our president, and the local dealer on the strength of that sold the man a Regent Baby for spot cash."

The March business of the W. H. Buescher & Sons Co. showed continuous sales of Victrolas and records, largely decreasing the stock, which it was unable to replenish from the factory. Trade, Mr. Buescher stated, greatly exceeded the most sanguine expectations of the company, both as regards variety and the large volume of business transacted.

F. B. Guyon, manager of the Victrola department of the B. Dreher's Sons Co., reports business is very satisfactory and that he is booking new customers daily. "We are making sales of cabinets and records," said Mr. Guyon, "to customers who purchased Victrolas last winter, and the volume of this trade is away ahead of expectations."

In line with other Victor distributions, the Collier & Sayle Co. were busy throughout March, the volume of business being circumscribed both in machines and records by the inability of the factory to fill the orders. Mr. Dorn said he was completely out of some types of machines, for which there was an excellent demand, and which he hoped the Victor people would soon be able to supply.

The offices of this trade newspaper institution are now located at

373
FOURTH
AVENUE

Near Twenty-seventh Street

Telephones
5982-5983 Madison Square

The Talking
Machine World

The Music
Trade Review

Trade and
Technical
Publications

GEO. W. LYLE IN LOS ANGELES.

General Manager of the Columbia Phonograph Co., Gen'l, Royally Entertained by Southern California Music Co.—The Bowling Contest.

(Special to The Talking Machine World.)

Los Angeles, Cal., April 5, 1912.

The recent visit of Geo. W. Lyle, general manager of the Columbia Phonograph Co., Gen'l, in Los Angeles, was attended by many enjoyable incidents.

After calling on the numerous dealers in the

and Advertising Manager Jas. A. Stitt, Edison Business Phonograph Manager C. H. Rundel and Talking Machine Manager O. A. Lovejoy.

The dining table was decorated in a most elaborate manner with huge bunches of roses, and was fittingly ornamented by a very pretty miniature figure of Miss Columbia, which entirely captivated the visitors, one of whom, in fact, well known for his gallantry, insisted on presenting his card. Mr. Lyle complimented the Southern California Music Co. on its beautiful establishment in a city which was remarkable for its handsome music houses and remarked that his visits to Los Angeles seemed more enjoyable each time.

After dinner the company proceeded to the Majestic Bowling Alleys, where a team consisting of O. A. Lovejoy, J. V. Haines, W. E. Smith, J. Depew and O. W. Terry, of the wholesale department of the Southern California Music Co., met the Columbia five, with W. S. Gray, W. F. Stidham, W. V. Hardy, F. Saltamachia and I. M. Stone. The result was

a victory for the former team. Great enthusiasm was then aroused when Mr. Lyle and the popular C. H. Rundel proceeded to give an exhibition game, and when the Columbia general manager was declared winner the applause and delight knew no bounds. General Manager Lyle, accompanied by Pacific Coast Manager Gray, left for San Francisco the following morning to continue his work of inspection.



Left to right: Columbia Bowling Team—I. M. Stone, F. Saltamachia, W. F. Stidham, W. V. Hardy and W. S. Gray. Southern California Music Team—O. W. Terry, J. Depew, J. V. Haines, W. E. Smith and O. A. Lovejoy. Standing Special Representative—A. G. Farquharson.

various parts of the city, a duty which he seemed to take exceptional pleasure in, Mr. Lyle, together with Pacific Coast Manager W. S. Gray, Local Manager W. F. Stidham and Special Representative A. G. Farquharson, attended a sumptuous dinner at the Cafe Bristol given by the Southern California Music Co., represented by Vice-President and General Manager Geo. S. Marigold, Treasurer

NO LULL IN BUSINESS.

Lenten Season Has No Effect Upon Talking Machine Sales in Baltimore—Heavy Demand During March—What the Various Prominent Firms Have to Report—Hub Piano Co. to Install Talking Machine Department.

(Special to The Talking Machine World.)

Baltimore, Md., April 5, 1912.

The Lenten season nor any other season seems to have little effect upon the talking machine business, judging from the roseate reports made by the various local dealers. At each of the stores where the representative of The Talking Machine World called the statement was made that sales for the month of March eclipsed those for any other month this year, while in several instances it was stated that the sales for March netted more money than those during December for the reason that the demand for large machines was greater than during the holidays. Another feature about the trade in some instances was the fact that the dealers were able to supply the demand in consequence of their efforts to obtain the necessary number of machines from the factories being successful.

Manager M. Silverstein, of Cohen & Hughes, reports the Victor business to be in fine shape for March. The sale of the lower-priced machines at this house has been better than usual, and this has been attributed to some extent to the advertising done and the display of these machines which has attracted a great deal of attention. During the month Mr. Silverstein had a number of these machines arranged in an artistic manner in the firm's show windows.

F. A. Denison, of the local branch of the Columbia Phonograph Co., has been a happy man recently. To begin with, he was presented with a daughter weighing nine pounds, and following this up he reports trade for the month of March to have been fine. Mr. Denison has been the recipient of many congratulations in consequence of the newcomer in his home.

At E. F. Droop & Sons Co., Victor and Edison representatives, Manager Roberts stated that the demand for the larger machines was better than usual during March, this feature of the trade being better than the sale of the smaller machines. Mr. Roberts was especially pleased with the fact that he was able to better supply the demand by reason of the fact that he was able to obtain a greater number of machines from the factory.

Thomas Gordon, manager for the talking machine department of the Kranz-Smith Piano Co., stated that both the Victor and Columbia machines had a good run during March and that prospects for the spring were excellent. He also reports a good record business for the month. Joseph Fink, who is connected with this department, has just returned to work after an illness of several weeks.

The demand for records was rather heavy during the month at Sanders & Stayman, who handle the Victor and Columbia lines, according to Manager Albert Bowden. There was also a nice call for the various sizes of machines.

The Hub Piano Co., which will soon open at 122 North Liberty street, will put in a line of talking machines, but just what make they will handle the members of the firm have not yet announced.

The Kunkel Piano Co., which recently took on

1866

1912

NYOIL

FOR

Talking Machines, Typewriters, Phonographs, Dictaphones, Adding Machines, Cash Registers, Guns and Tools, and on all Polished Instruments. The finest Oil Made. You can see it's better at a glance and when you have once tried it you know that it has no equal.

For polishing varnished wood work it is extremely satisfactory. No oil is so clean

NYOIL

Absolutely Prevents Rust.

Sold Everywhere in Hardware Stores and other Progressive Places

WILLIAM F. NYE
NEW BEDFORD, MASS.



the Victor line, and William Knabe & Co., who is handling the Columbia line, makes encouraging reports concerning the trade during March.

Hammann & Levin also talk encouragingly about the business for March. This firm also handles a Victor.

SUCCESS COMES AT LAST.

Young Man Profits Through Study of Inspirational Literature.

The bright young man had tried several business ventures and promptly failed in each.

"You're not well grounded," said a friend who had been watching his commercial tumbles. "What you need is technical knowledge."

So the bright young man sat himself down and ate up the six best sellers of the commercial library. They told him how to do business in every way known to the gods of supply and demand, and they plainly showed him that if he had efficiency and energy and enthusiasm on his side he could take the limited to success and get there ahead of time.

So the bright young man read these helps to prosperity forward and back and down the middle.

One day he met his friend.

"Hell," he said; "I've got all the success dope I can carry and don't intend to shake down for any more."

"Good," said the friend. "I suppose you'll be right back in business again?"

"Nothing doing," laughed the bright young man. "I've got something better on hand than that."

"But aren't you going to apply the principles you have just absorbed?"

"Yes, yes."

"By working?"

"No, by lecturing!"

Up to date to-day will be out of date to-morrow unless you have an open mind and keep up with the procession.

Being satisfied with old methods handicaps a merchant's progress.

THE BEST TRADE MAKERS ON THE MARKET ARE THE LINE OF

ELECTRIC-PLAYERS

MADE BY

THE ELECTROVA CO., 117-125 Cypress Ave., NEW YORK

As a side line for Talking Machine Dealers they are unequalled. They mean easy money and big profits. We will send the arguments that will convince you and your customers.

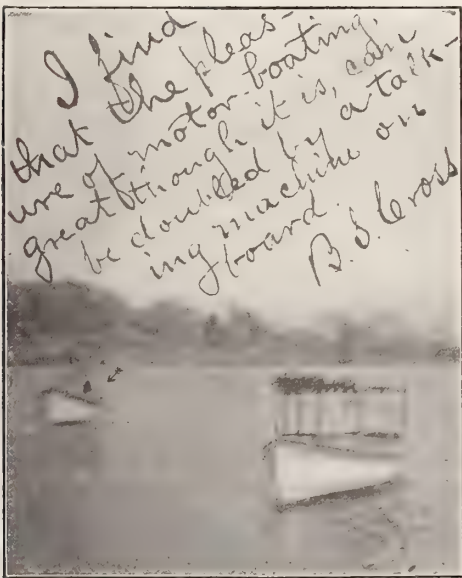
Write for Catalogs, Prices and List of Perforated Music Rolls. You will be interested.

ABOUT THAT SPRING TRADE.

A Few Suggestions Relative to Toning Up Your Tired Business, Mr. Dealer.

The air is balmy; I hear a robin calling from amid the naked branches of a maple; the chipmunks are quarreling over the last of their winter store, and above the waters of the Rancocas, a wild gander is marshaling his feathered legions for their northward flight. There comes the staccato roar of a motor, and a long black shape darts round the wooded bend. The gander, wild-eyed, and frightened, hawks his followers into line, and describing a long irregular U athwart the sky, they aviate rapidly away toward the Canadian marshlands. The wild geese have gone; the motor boat has dropped anchor in the cove; spring is here.

Yes, the spring is with us again, and that means, of course, that a sort of languor prevails throughout the business world. Especially is this true in talkerdom, for with the coming of warm weather, the desire for indoor amusements wanes very materially. The open country calls Mr. Cityman away from his home and the talking machine. While this lust for the great out doors is develop-



ing in the breasts of your customers, Mr. Dealer, you must show them that instead of abandoning the talker, they should make it their boon companion upon every occasion where good music is acceptable. The automobilists and motor-boatmen among your patrons will tell you that their Victrolas, Amberolas, Grafonolas, and U-S Cabinet talking machines, though wonderfully entertaining at home, are prohibitive while en route because of their size and weight.

This information should ring in your ears like the tinkling of silver bells, for it means more business. If you state to Mr. Travelingman that you have exactly what he needs to make his touring kit complete, namely: a perfect hornless machine so compact that it will take up no more room than a lunch hamper, you can rest assured that he will express a desire to hear it. When you play one of his favorite selections upon any of the Junior 'olas, and inform him that he can procure a satisfactory outfit for as little as \$15.00, he will surely accept your advice; and this spring-time, whether upon the broad highway, chugging up the winding channel of some inland stream, or roughing it in the pine woods, the talker will accompany him.

As I write, the opera season in Philadelphia is just closing, and there is nothing, Mr. Dealer, to take its place but the talking machine. While the last faint melodious echo is still ringing in the ears of Mr. and Mrs. Operagoer, and before they have had an opportunity to recover from the sad news that there will be no more Caruso, Scotti, or Eames until next winter, you should get right after them. Act as their physician; diagnose their case as operaitis, and prescribe a rigid diet of Red Seal Records. This remedy will prove most effective, and both your business and reputation will wax great. The opera goer is a valuable cus-

tommer, and can be depended upon to carry you through the months of light trade if you handle him judiciously. He represents the class that enjoys itself during the summer season. He has his automobile, his motor-boat, and, perhaps, his aeroplane. Each of these vehicles should be equipped with a diminutive 'ola, and if you do not advertise the merits of the talking machine in this particular field, you are neglecting golden opportunities.

In reference to the small cabinet machine as part of a motor-boat's equipment, I wish to state what my friend, Benjamin S. Cross, of Mount Holly, N. J., has to say upon the subject. This gentleman holds a unique and enviable position in the marine world, his racer, The Witch, being the fastest craft of her power afloat, so his opinions should bear some weight.

"To my mind," exclaims Mr. Cross enthusiastically, "there is nothing that adds so much to the pleasure of motor-boating as the talking machine. I am having a small hornless installed in my Lady Alice, and anticipate much enjoyment from it during the spring, summer, and autumn, while skimming the waters of the beautiful Rancocas. Although we talker fiends contend that our instruments give perfect renditions under all circumstances, the fact remains that they sound their very best on shipboard. Slight imperfections in the records, such as surface noise, etc., which are sometimes apparent in the music room, are entirely eliminated when heard upon the water, and all selections, whether they represent the matchless bowing of Maud Powell, or the eccentric gymnastics of the Great Frosini, are absolutely true to life.

Oh, the peace that flows into the soul from the fountain of phonographic melody is past all understanding. A few miles below the quaint little town of Mount Holly, nestling close to the tranquil bosom of the Rancocas, stands our Antlers Club House. Of an evening, our launches and canoes tethered to the landing stage, our pipes aglow, and the appetizing odor of frying catfish in our nostrils, we recline at full length before the campfire, watching the gorgeous banners of the sinking sun fling themselves in glorious array across the western sky, and listen to Elman make love to his violin. That is life, indeed."

Cool ghostly mists caress the sedge
Where wild geese honk and heron feast;
A mink waits at the water's edge
To glimpse the moonrise in the east.

A whip-poor-will calls to his love;
She answers him—a wailing cry.
An owl hoots in the pines above;
The first star lights the velvet sky.

The shadows lengthen—night is near;
A last faint banner tints the west;
On shore a campfire blazes clear,
While breezes whispered, "Twilight, rest."

Then rising gently, liquid, soft,
A low sad thrum of silver strings
Salutes God's night lamps hung aloft,
And lo the great Caruso sings.

Now, Mr. Dealer, after reading this little tale of mine, I trust you will consider it worth your while to investigate the motoring fraternity, and that you may be able to do some good business with them is the very earnest wish of your most humble servant.

L'Envoi.—By way of finale, the writer has just learned that John M. Smith, Supt., Burl. Co. Trans. Co., Hainesport, N. J., has a collection of something like 3,000 records. Can you beat it?

Mr. Smith lives alone upon the property of the company in a snug little bungalow, and in the evenings after his labors connected with the maintenance of the plant are over, he turns to the talker for recreation, deriving much pleasure from his extensive repertoire. Some dealer has profited by Mr. Smith's enthusiasm. Why not create other customers with a like purchasing capacity. It can be done if you hustle.

HOWARD TAYLOR MIDDLETON.

Trust more to work than to talent. Rely more on your own sweat than upon your friends' recommendations. Pin your faith to labor, rather than to the short cut. The genius who works indefatigably is the only one his generation remembers.

The man whose selling points don't carry ought to use more ginger for ammunition.

Have you received your package of imported needles?

¶ You can have these if the request is made on your business letter-head.

¶ These needles are made in various sizes and imported solely by The Talking Machine Supply Co. You cannot buy these special needles from anyone else.

¶ When you consider that the needles will be put up for you in lithographed boxes with your own advertisement and that they cost no more than inferior needles made in this country, it is the most wonderful opportunity that you have.

¶ The tonal possibilities with our imported needles are many, being adapted for demonstrations. They are used with equally fine results by your customers, too.

¶ Capacities of our factories have been doubled and there will be no more delay in shipping—we positively guarantee this.

¶ Special prices for large quantity buyers. Send us specifications of your requirements for our lowest prices. Today is a good time to write.

Sole Importers and Distributors

THE
Talking Machine
Supply Company

563 FIFTH AVENUE
NEW YORK, N. Y.

LANDAY ON BROADWAY.

Lease Quarters in Building Now Being Erected at Broadway and 42d Street—Will Be Fitted Up in the Style of the Grand Salon of Versailles—Will Be Fourth Store.

Landay Bros., Inc., have signed a lease for ten years, at an aggregate rental of \$110,000, for a store in the twelve-story building now being erected at the northeast corner of Broadway and 42d street, Times Square, New York. The Landay store will be on the ground floor about 50 feet from the corner. This building will probably be completed about September 15.

In a chat with *The World*, Max Landay said: "We are going to install ten booths fitted up in the style of the Grand Salon at Versailles, with many novel acoustical devices for Victor exhibitions. Weekly concerts will be given there of both grand opera and entertainments for children. The fittings and hangings of the new Landay store will be in the French style, details of which I can tell you later."

When the house of Landay is settled at this new location it will be the fourth in the chain of stores operated by them in New York.

Landay Bros., Inc., are also planning an addition to their present motor truck delivery service by installing a two-ton truck, which will be ready in a few months.

WRONG TIP QUEERED HIM.

Experience of a Salesman Who Endeavored to Get Close to Customers by Studying Their Hobbies—How Times Have Changed.

"Times have changed," said the retired merchant, after the salesman had left the hotel office. "Notice how businesslike that salesman is? He comes into this town every once in a while, visits half a dozen dealers in an afternoon and then takes the next train out. When I was a young man I was on the road for several years and was considered a success, but I couldn't hold my end up now."

"The world was more leisurely then. When I landed in a town I never knew when I'd get away again. A merchant had to be coaxed and jollied along, sometimes for a day or two, before he was ready to talk business."

"If a traveling man bounced into a store and opened his grip and began lecturing on the goods he was selling before he had said a word about the weather and the crops and the Sullivan-Kilrain fight, he'd be pretty apt to bounce out again with no sales."

"I made a special study of every customer on my route. I knew every man's fads and peculiarities and made the most of them."

"There was old man Joppy, down in Iowa. He was crazy on horse racing, although he had never seen a real race horse in his life. His trade was worth having, and so I fairly soaked myself in race track figures and statistics, and when I blew into his store I'd give the history of every race horse in the world, from Bucephalus down to the President's saddle horse, and the way the old man would loosen up when I produced my order book was a sight for sore eyes."

"Well, my scheme fell down just once, and if I live a hundred years I'll never forget that once. I returned home from a trip and learned that an old customer in Iowa had sold out to a stranger. That old customer was one of my good friends, and the news didn't cheer me up any. I wanted to know what particular fad afflicted the new man and wrote to the hotel man in the town asking for information."

"The hotel man answered that the merchant's chief peculiarity was an unreasonable hatred of vegetarianism, which was then being agitated a good deal. 'If you want to make yourself solid with him,' wrote the hotel man, 'just sail into vegetarians with spiked shoes.'"

"I must have been in a trance at the time or I'd have remembered a joke I had put up on the hotel man on my last visit there and might have suspected that he was trying to get even."

"In due time I landed in the town and went to the store, loaded to the guards with useful infor-

mation concerning vegetarianism. I had read up everything bearing on the subject, from the account of Nebuchadnezzar's stunt in a pasture down to a table of statistics showing the annual yield of rice in China."

"I opened up without loss of time. The way I threw it into the vegetarians was a sin. I ridiculed the idea that a vegetable diet built up the muscular system."

"'A cow eats grass and succotash and beets and such wishy-washy stuff,' I cried, 'and that sort of grub will do for a cow, which doesn't know any better, but that's no reason why a man should live on greens. When a man has four or five stomachs, like a cow, it will be time enough to swear off on sausage.'"

"'Why, my dear sir, a tiger doesn't weigh half as much as a cow, but it adheres to a sensible, wholesome diet. You never see a tiger going around eating cauliflower or string beans.'"

"'When a tiger wants something to eat it goes up to a cow and knocks that cow's fool head off with a blow. Why doesn't the cow lick the tiger, if a vegetable diet is such a muscle builder?'"

"'There's no use talking, sir; the man who eats greens when he can get sirloin steak has a leak in his headpiece.'"

"I got about as far as that when the merchant gathered me in his arms and shut me together like a jackknife, so that my heels made dents in the back of my head. Then he hustled me outside and dropped me down a coal hole and sent my grips after me."

"He was a crank on vegetarianism all right enough, but it happened that he was an enthusiastic advocate of the greens diet. The hotel man had crossed the wires on purpose."

The harder, the more intelligently you use well directed advertising, the quicker the returns come back to you.

The ability to sell more and do more and to make one's personality felt, and to do it all with greater ease, brings its own financial reward.

Two Disc Record Cabinets From The Hanover Factories

Hanover Quality
will be
Maintained



D33 TOP 21½ x 18
QUARTERED OAK AND MAHOGANY.



D30 TOP 20½ x 17½
OAK AND MAHOGANY.

Illustrated matter
sent on request.
Distributed by
the jobbers.

A sample order will show you the exceptional construction and splendid finish.

THE GEO. A. LONG CABINET CO.
HANOVER, PA.

Address Communications to CLEMENT BEECROFT, Sales Manager, 309 W. Susquehanna Ave., Philadelphia.



Everybody's Doing It Now! The fact that dealers are everywhere installing the Columbia line doesn't make half so good a reason for your doing it as the profit there is in it—but it's interesting just the same.



**Columbia Phonograph Co., Gen'l
Tribune Building, New York**

THE EDISON HOME KINETOSCOPE.

Long Looked for Moving Picture and Lantern Slide Machine for Home Use to Be Placed on the Market About May 1—Factories Busy Turning Out Stock—Details of Machines and Proposed Retailing Methods.

On May 1 will appear the long looked for Edison Home kinetoscope, which is a moving picture and lantern slide machine for the home. Manufacturing of these machines is energetically going on at the huge Edison factories, and it is apparent that in a few weeks the general public will be privileged to see and buy the wonderful machine.

The Home kinetoscope, according to J. W. Farrell, sales manager of that department, is absolutely fool-proof; you can wind films or rewind backward or forward without the least fear; you can throw a picture approximately six feet square at a distance of thirty feet and use a film that has as many pictures as on a thousand foot reel of the regular professional machine.

The entire machine weighs about twenty pounds, which includes a cover that, when not used for carrying the Home kinetoscope, is used as a stand for showing the pictures. A strap on the top of the case is intended for hand use in transportation. The mechanism itself is simple, there is a metal spool for putting on the reel of film, which looks somewhat like a big typewriter ribbon, the spool being larger at one end than at the other, so that the reel shall be put on exactly the same every time.

It is a very easy matter to "get a light," there being three methods, one by acetylene gas, one by a Nernst lamp and the other with a baby arc lamp, the latter being the most powerful, naturally, although the other two are very brilliant. A few minutes' instruction should teach the average person how to operate the entire mechanism, which in its entirety from putting in the reel to the rewind at the end, is exceedingly simple.

By pressing a little button the Home kinetoscope is converted instantly into a stereopticon. Special slides can be purchased for projecting these "magic lantern" slides at a cost of 50c. each, which is eight times less than the cost of the ordinary slide now on the market, for the reason that with the Edison slides there are eight views, as against the one view of the others. The lantern slides to be furnished will be more of an educational nature, as "Views in Holland," "Views in Germany," etc.; 50c. for eight clean-cut views of the finest photographic art showing pictures about four feet square is considered to be the most reasonable offer ever put upon the market. These Edison slides, by the way, are only 1½ inches tall and 4 inches long, which is very small for ten photographs.

The most wonderful thing about the films for the Home kinetoscope is the way the photographs are arranged. A film of a thousand feet long for the regular moving picture machine is condensed into 80 feet, although the number of pictures, 16,000 photographs, remains the same. The time for displaying either film is the same, sixteen minutes. The way this is accomplished is by having three rows of pictures running on the Home kinetoscope

film, although this film is not quite half the width of the regular film, the former being ¾ inch wide. Thus by the new methods the actual picture on the Home films is ⅝ inch long and a trifle over ¼ inch high, so small that the views are barely distinguishable by the naked eye, although clear and perfect when projected upon the screen. The operator, who can be man, woman or child, with equal ease reels off the full film on the outside line of pictures, then shifts the picture so that the middle line of pictures is thrown and, by reversing the cranking, re-reels till the film is back to where it started. Then another little shift and the other outside row of pictures goes upon the screen, a total of 16,000 pictures on an 80 foot film in a time of sixteen minutes. Talk about the comforts of home! Perhaps if Thomas A. Edison keeps on he will have things so we can press a button for a full course dinner before the Home kinetoscope entertainment and when concluded another button will give an "after-theater" supper. Then the expression "Home was never like this" will have plenty of popularity.

A very ingenious plan has been created for securing new films. When a purchaser buys a Home kinetoscope he has to purchase four films to go with it. The lowest priced film is \$2.50 and contains ten feet. This is known as a class "A" film, the company preferring to call them by class rather than by the number of feet. This little film has 2,000 pictures and can be run off in a few minutes. The next class is "B," which has 20 feet and costs \$5; the next "C," with 30 feet at \$7.50; "D," with 40 feet at \$10; "E," with 50 feet at \$12.50; "F," with 60 feet at \$15; "G," with 70 feet at \$17.50, and "H," with 80 feet at \$20, the highest priced film that will be manufactured. As this article is going to the trade is the reason that the number of feet is mentioned, because the films will be sold only by class designation.

When the purchaser has had the films long enough to be tired of them he can send one or more back to the Edison factory at Orange and by a small payment secure a new film of the same class as sent. To facilitate things, coupon books have been published and are on sale at all authorized dealers, each book containing 50 ten cent coupons and costing the buyer \$5. Suppose a man has a class "B" film (retail price \$5) and grows tired of it; he detaches four ten cent coupons from the book, sends the film and coupons to the Edison factory at Orange with a request that a selected film number be sent in exchange. The entire exchange problem is to be cared for by the home plant, and monthly bulletins of new films will appear like is now the policy of the phonograph record end. The exchange fee of the various classes is as follows: A, 30c.; B, 40c.; C, 50c.; D, 60c.; E, 70c.; F, 80c.; G, 90c.; H, \$1. A person buying four films can exchange and exchange indefinitely, getting new films every week or every day if wanted, at a very small cost. A wide variety of subjects in various ranges of interest will be offered and all Home films will be of the character that mark the regular Edison films—sharp, clear and brilliant.

Most important of all, the pictures are printed on non-inflammable film, so the kinetoscope can

be used with safety in homes, schools, clubs, lodges, churches, halls, etc.

The Home Kinetoscope prices are based upon the lens system used and also upon the system of lighting purchased. Sixty-five dollars is the lowest retail price of the Home kinetoscope, this price being for a machine with acetylene generator, lens system "A," or for a machine complete with the Nernst lamp equipment, with the same lens system. Eighty-eight dollars is the highest retail price, this figure covering a machine complete with arc lamp and transformer for alternating current (110 volts) with lens system C. Three lens systems are used, A, B and C.

Through the courtesy of Mr. Wilson, of this department, J. W. Farrell, sales manager of the Home kinetoscope branch of the Edison industry, and G. B. Ward, foreman of the Home kinetoscope and film department, a representative of The Talking Machine World was extended a special demonstration of the ease, efficacy and points of merit of this machine. The pictures displayed were clear and showed every movement distinctly, in every way they were as good as those seen of the large regular size. The stereopticon pictures were marvels of sharpness, resembling a photograph taken by a high priced camera and printed upon the best grade of paper. Mr. Ward operated the kinetoscope, doing it with ease, which shows that this work is performed without fatigue. "Getting a light" was simple, Mr. Ward explaining that the bugbear of not getting lights frightened more professional operators for some unwritten reason that he couldn't explain. The process of "getting the light" on the Home is simple indeed.

With the production appearing on May 1, it is natural that the sales manager, J. W. Farrell, is doing considerable hustling these days in an effort to create a strong jobbers' field. Demonstrators are going about the country showing the advantages of the Home kinetoscope and, which is better, also the profits that they say are bound to come to jobber and dealer alike. So far only one Edison jobber of phonographs and records has signified his intention of handling the kinetoscopes, and this house is the Pardee-Ellenberger Co., Inc., of New Haven, Conn., and Boston, Mass., one of the most aggressive and up-to-date jobbers of Edison phonographs in this country, but the idea at present seems to be to create jobbers rather than to have the line handled by the talking machine trade. For instance, in the optical field, concerns like Williams, Brown & Earl, of Philadelphia; H. E. Murdock Co., Portland, Me.; J. H. Hallberg, New York, and others are already enrolled as jobbers. There seems to be no question, however, but that the line will be a remarkable seller with dealers, not alone for its low price and ease and cheapness of securing films, but because of its novelty. Take a family living in the country nowhere near a theater, as an illustration, it will be possible for them to have all the latest moving picture films at a very low cost. The field in a mail order way seems boundless. The Home kinetoscope adds more laurels to the achievements of Thomas A. Edison, and is the result in its present completeness of many years of experimenting at a cost of thousands of dollars.

IRELAND AS A FIELD FOR TALKING MACHINES.

By WALDEN FAWCETT.

For no industry more than the talking machine trade does the present "new era" in Ireland hold promising significance. It means, in effect, the development of what will probably prove in time one of the richest fields open to this form of musical expression. It is a field, too, in which, for sentimental and other reasons, American firms and their foreign connections will have an immense advantage. And, finally, it is unique in that it is a field every step in the development of which will be reflected by a corresponding stimulus to trade here in the United States—the explanation of this latter phase of the situation being found, of course, in the steady and growing demand here in America for the various talking machine records of Irish music.

During a recent extended journey through almost all parts of the Emerald Isle I was struck



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ONE OF THE NEW COTTAGES IN REAWAKENED IRELAND.

with the small proportion of the homes where talking machines were to be found. This absence of the universal musical instrument—or, for that matter, any musical instrument at all—was much more marked in the rural districts and in the small towns than in the larger cities of Ireland, but since agriculture, cattle raising, dairying, etc., form the backbone of Erin's activities it goes without saying that a majority of her people reside outside the five large cities. The paucity of talking machines in these rural habitations was in particularly marked contrast to the situation in that other musical country, Italy, where instruments of this class are rapidly becoming household necessities or to the status in some of the Latin-American countries or in our own island of Porto Rico, where there is an axiom to the effect that a phonograph and a goat are the adjuncts of every household, however lowly in estate.

The casual traveler in Ireland, knowing of the passionate love of the Irish people for music, and the further circumstance that Erin possesses a wealth of the most beautiful music in the world, is likely to be mystified as to why the talking machine has fewer devotees in this land of the reel and the jig. The explanation is found, however, in the best of reasons—lack of means to indulge a love of music. The last half of the last century found Ireland in pitifully poverty-stricken condition. The situation became acute with the famine of 1846, 1847 and 1848, and thereafter with industry paralyzed and hope and ambition stifled the people were obliged to bend every energy to derive means of livelihood, and only a very limited number in any community could give thought to equipment for musical education and entertainment.

Happily, however, this period of depression has passed or is passing, and, as has been said, to no interest should the regeneration of Ireland prove more welcome than to those concerned with mechanical musical reproduction. Much has appeared in the newspapers of late regarding the benefits that will accrue to Ireland with the advent of Home Rule, which appears to be a certainty of the next few years. There is no doubt but that if genuine Home Rule is granted it will further stimulate an awakening in Erin, but as a matter of fact, Ireland has been recovering in-

dustrially for almost ten years past and far from waiting for the boon of self-government she has forged ahead until in many respects she is actually, to-day, more prosperous than either England or Scotland.

The main factor in this improvement in Ireland has been the workings of that new legislation which is designed to break up the great landed estates, long controlled by absentee landlords, and to place the farming areas in the hands of the men who till them, thus doing away with all the horrors of that system of eviction which was for decades the curse and blight of Ireland. Moreover, not only have the farmers and cattle raisers thus been made masters of their own destinies, but even the laborers are being given a better chance for health and contentment through the medium of neat, new, sanitary cottages which are rapidly replacing the old stone and turf houses in all parts of Ireland.

Just here, too, it may be noted that no influence is going to do more to make Ireland a fruitful field for the purveyors of talking machines and records than this era of better housing conditions. Instead of the one-room or two-room cabin of other days any family can now enjoy a cosy two-room to four-room cottage of brick, stone or concrete construction with slate roof, and its own garden plot. And what is more, such a home can be purchased on the installment plan by means of payments as low as 36 to 50 cents per week. The government has advanced the money to build these new homes—upward of 35,000 of them are already completed—and it is also selling fishing boats, looms for weaving, harvesting machinery, etc., to the people of Ireland on the installment plan. Consequently, talking machine interests that desire to proceed along the line of least resistance in developing the trade possibilities of the "new Ireland" will do well to adopt the easy payment plan almost exclusively—preferably with weekly instead of monthly collections.

It must be evident from the very nature of things that the main market in Ireland will be for the cheaper machines, and the popular price records—provided the selections are standard, for the Irish like good music. While Ireland is recovering, and her savings bank deposits have increased several hundred per cent. in the past score of years, prosperity with some of her people will be of slow growth, and they will be obliged to count the cost carefully in the case of all expenditures. At the same time there is a market for some expensive machines—not only among the well-to-do class of the native Irish population, but also among the Irish-Americans who are returning in increasing numbers to reside in Ireland, and among those Americans of wealth and leisure who have acquired residence in the land of the shamrock solely because of its fascinations and climatic advantages. For instance, Eugene Zimmerman, the Standard Oil millionaire, and American railroad magnate, who purchased for \$350,000 the famous Kylemore estate as a resi-



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ONE OF THE NEW FREE SCHOOLS IN IRELAND.

dence for his only daughter, the Duchess of Manchester, had no sooner gotten well settled at Kylemore Castle than he sent to America for a \$200 Victrola and several hundred dollars worth of records to help the family while away the evenings in this mountain stronghold in western Ireland—a dozen miles from the nearest railroad.

If American interests care to go after the business there is no doubt that they will enjoy a marked advantage in Ireland. Unlike the inhabitants of most countries beyond the Atlantic the Irish not only have not the slightest prejudice against American products or inventions, but on the contrary prefer them. The explanation is found in great part in the circumstance that Ireland is linked to America by strong ties of sentiment. During the past century millions upon millions of her people have crossed the ocean to



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KYLEMORE CASTLE, IN WESTERN IRELAND, The American purchaser of which (Mr. Eugene Zimmerman) has installed a Victrola and a large library of records.

seek fortunes in the big republic, and many of the older generation in Ireland owe such comfort as they have enjoyed in more recent years to the money sent home from America by their children. Moreover, it is only the American talking machine interests which have given liberal recognition in their recordings to the beautiful music of Erin.

Reference was made at the beginning of this article to the unique situation which presents itself with reference to Irish music in the form of disc or cylinder records. It is probable that the time is not far distant when it would be well worth the while of a recording laboratory to perpetuate all the Irish airs if from no other consideration than the record sales to be attained in Ireland just as Columbian or Chinese or Hawaiian music is recorded for sale in those respective countries. But behind this, in the case of the Irish music is the certainty of a tremendous sale here in America. And this means not merely a sale for such standard selections as "Come Back to Erin" and "Kathleen Mavourneen," but also for such less-known gems as "My Lagan Love" and "Savourneen Deelish."

In reality the splendid market in the United States for recordings of Irish music is readily explainable when we take into consideration the sentimental nature of the Irish people, their loyalty to home and their fondness for music, and when we further take into consideration the numerical strength of our Irish-American population. There are in the United States more than 2,000,000 people who were born in Ireland; at least 6,000,000 people who were born in Ireland or whose parents were born there; and the astonishing total of 20,000,000 people, or more than one-fifth of our entire population, who have Irish blood in their veins. The excellence of the American recordings of Irish music has also done much to stimulate this trade here at home, and will do much to facilitate the American conquest of the talking machine field in the Isle of Saints. Two of the leading American companies have a wide range of recordings by John McCormack, the greatest of all Irish singers, and a lyric tenor whose records from a technical, mechanical or reproductive standpoint are splendidly flawless and in the uniformity of such excellence are perhaps unrivaled by any save those of David Bispham.

Sound reproducing instruments will undoubtedly be used to a considerable extent in the schools of Ireland, and apropos consideration of this trade channel it may be noted that no feature of the awakening in Ireland is more impressive than the improvement of the schools. All over the island modern, commodious school buildings are being erected, and the advance in art and education is keeping pace with the revival in industry. Already the phonograph is being employed—together with specially prepared records—as a language instructor in connection with the crusade to perpetuate

the Gaelic language. A number of public-spirited men and women have determined that the rising generation in Ireland shall have a knowledge of the native Irish language, and in pursuance of this policy traveling teachers and others are making use of a series of thirty-six Gaelic records, including twenty-one dialogues, two folk-tales, six recitations and seven songs. It is probable that Gaelic songs and recitations in record form would find a sale at the present time in the open market both in the United States and in Ireland.

NO REHEARING IN PATENT CASE.

United States Supreme Court Stands by Its Decision—Important Action That Has Wide Significance—Subject Up to Congress.

(Special to The Talking Machine World.)

Washington, D. C., April 9, 1912.

It will interest manufacturers and sellers of talking machines to know that the Supreme Court, sitting in chambers to-day, refused to reopen for rehearing the "Patent Monopoly" case decided a few weeks ago. The decision reached to-day was a surprise, as it was generally expected that a reargument before a full bench would be ordered, as the question involved is one of transcendent importance, involving issues in one or more important anti-trust cases brought by the Government, notably the United Shoe Machinery case.

No statement was made by the Court as to the reasons for denying the rehearing. It is presumed that the justices decided, owing to the wide difference of opinion disclosed in Federal Court decisions construing the patent laws, that Congress should assume the responsibility of removing all ambiguity by remedial legislation that will definitely fix the legal rights of a patentee.

The case which called out the "Patent Monopoly" decision was brought by the A. B. Dick Co., of Chicago, against the Henry Co. of New York. The patentees held patents on a rotary duplicating machine or multigraph. They sold it under a license imposing a condition that purchasers or licensees of the machine should use only such supplies as were manufactured and sold by the A. B. Dick Co.

The purchaser of one of the duplicating machines purchased supplies other than those prescribed in the license from the Henry Co., which sold them with the knowledge that they were to be used in violation of the license restrictions.

The court decided by a vote of four to three in favor of the Dick Co., holding that the patentee could impose on the purchaser or user of his patent any restrictive conditions he might elect as to the manner of its use.

The Government took the keenest interest in the decision, because of its probable effect on pending anti-trust suits in which the alleged monopoly rests mainly on patent rights. Notice was given that the Government would ask leave to intervene, and, at the instance of the Attorney General, the formal motion for rehearing was made last Monday by the defendant-in-error and at the same time the Government moved to intervene. Both motions were denied to-day.

At the time of the original hearing there was one vacancy on the Supreme Court bench and Justice Day was absent. This left but seven justices to decide the case, and they were divided four to three, making the majority opinion come from a minority of the full bench. For this reason it was believed a rehearing would be granted. Chief Justice White disagreed entirely with the majority opinion and wrote a vigorous dissent, pointing out the dangers likely to result from the ruling.

The original decision was handed down on March 11 last, and caused more comment throughout the country than has been aroused since the Standard Oil and Tobacco Trust decisions.

Justice Hughes and Lamar concurred with Chief Justice White in the minority opinion. They held that the only rights conferred by the patent were property rights and that the patentee had no legal authority to enforce the use of any special kind of supplies.

Whatever your personal character may be in the matter of selfishness, or generosity, never let your store get a reputation for stinginess. No one likes to do business with a stingy store.

AN EFFICIENT TONE MODIFIER.

Kreiling & Co., North Fortieth avenue and Le-Moyne street, Chicago, have just introduced a novel and efficient tone modifier in connection with their "Tiz-It" all metal, ball-bearing horn connection for Edison phonograph. This combination is made in two models, one a straight tube horn connection and tone modifier for all Edison phonographs equipped with Cygnet or Music Master horn, and model O or model S reproducers, and a curved tube horn connection and tone modifier, fitting all Edison straight horn phonographs. In either instance the "Tiz-It" horn connection can be furnished without a tone modifier if desired, at a somewhat lower price.

EXCITE COMPLIMENTARY REMARKS.

Emil Bauer, of the Keen-O-Phone Co., Philadelphia, Pa., makers of the Keen-O-Phone, was in New York recently looking after the sales end of the business. Mr. Bauer says that the house is making rapid progress with the manufacture of records and is preparing a list which will be published soon. He also says that a full sample line

of the latest design of hornless Keen-O-Phones is at the offices, 136 South Fourth street, Philadelphia which are the subject of many complimentary remarks from visitors and trade members. The new records also coming through are winning high praise.

INSTALL COMPLETE DEPARTMENT.

(Special to The Talking Machine World.)

Washington, D. C., April 10, 1912.

The F. G. Smith Piano Co. has installed a modern and complete department in its handsome new store at 1217 F street, with a full line of Columbia Graphophones and Grafonolas, as well as a complete library of Columbia disc records. The new department is under the management of Joseph H. Chase, a thorough musician, and who is acquainted with the talking machine of to-day. The new department is being widely advertised in the daily papers, a special announcement being set in the center of a liberal white space in a manner to attract attention.

Men who brag are like brass drums. The bigger the noise the greater the hollow.

"Sparks" from Blackman's Wire

Have You Noticed This Condition in Your Territory?

The "progressive," "hustling," "up-to-date" dealers are "successful," "prosperous" and increasing their business and profit. The "disgruntled," "rut sticker" drifting kind spend all their time complaining about their successful competitors, refuse to adopt up-to-date methods and are fast losing ground, prestige, business and money.

You Must Be One or the Other

The American merchant of to-day seldom stands still. You must fight for business, for business of to-day is a struggle, and those who participate must be trained for the contest.

Think This Over, Mr. Dealer

What are you doing to increase your business, hold your customers and attract others, as compared with your competitor?

What Is the Matter With My Business?

Have you ever asked yourself the above question, or, if so, did you try very hard to find the answer?

If your business and profit is entirely satisfactory you won't need to, but that is seldom the case.

Find the "Trouble," Remove the "Cause" and Effect a "Cure"

Take the position of one of your own customers and be serious. Be just as particular, critical and impatient as you would be in some other store and you will soon notice the "weeds" in your business.

Perform an "operation" if necessary; "clean house," put things in order. Systematize what stock you have so you can find anything called for quickly, and last, but not least, increase your stock so that you will be in a position to give "service."

We Believe in "Reciprocity" and Hope You Do

Reciprocity is a "Give and Take Proposition" whereby one should balance the other.

To work satisfactorily it should not be one-sided, for then it defeats its purpose and becomes something else.

"The Blackman Policy" Calls for "Reciprocity in Service"

That means that we owe "Service" to our "Steady Customers," for they encourage it and are entitled to it by steady patronage.

We don't believe in "Emergency Bait" when some other jobber cannot make good with his regular dealer. That should be the "Cue" for the dealer to become a "Regular Customer," so that he can expect "Regular Service."

Blackman's "Regular Dealers" Come First Every Time

This means fewer disappointed dealers and less necessity to go to the other fellow. It will pay you to become a "Regular Blackman Dealer." "Show Good Faith" and don't place orders only for goods that you cannot get anywhere else. Give us some "Regular Orders."

It is not too late to start if you are not already in the "Blackman Fold."



Yours for EDISON or VICTOR

Blackman Talking Machine Co.

97 Chambers Street, New York





Everybody's Doing It Now! Arranging to give their stock a square deal by giving the Columbia line a side-by-side representation—their interest being centered on the making of a sale to every caller.



**Columbia Phonograph Co., Gen'l
Tribune Building, New York**

THE QUAKER CITY IS AWAKE

To the Value of the Talking Machine as a Musical Factor in the Home and Elsewhere—March Business Surprisingly Good and April Is Following Suit—Interesting Chats with Some of the Principal Jobbers Reveal Progress All Along the Line—Some Anxiety Through State Over Coal Strike Prospects.

(Special to The Talking Machine World.)

Philadelphia, Pa., April 8, 1912.

The talking machine business in Philadelphia during the month of March was excellent in every way and the only complaint that is to be heard among the dealers is the old story of scarcity of goods. All of them agree in the statement that the difficulty they have experienced in getting machines and records has seriously handicapped them in preventing them from securing the full amount of business which would ordinarily have come to them had they been able to supply the demand. The trouble in getting the more popular records seems to be the cause of more complaint just at present than is the lack of machines.

Manager T. C. Henderson, of the Columbia Phonograph Co., reports that the retail business of his firm was excellent in March, and the wholesale business was quite satisfactory; however, the coal region business has been affected somewhat by the talk of strike. It has been doing considerable advertising in Philadelphia, which has assisted it materially in the volume of business it has done. It has been having a number of attractive window displays during the month, and its Easter window is one of the prettiest ever seen in this city. Its business has shown quite an increase in March over last year.

Among the recent visitors at the Columbia house were F. Grant Sweet and Charles Reed, of Williamsport, who have just organized in that lumber city of Pennsylvania the firm of Sweet & Reed, and they were in Philadelphia placing a large order for Columbia machines and records. Morris Housel, who is at present connected with the Columbia, is going to Williamsport to conduct the Grafonola department for this firm.

The Columbia Co. had considerable business during March on its Dictaphone, having sold a large quantity of them to the Pennsylvania Railroad Co. Walter Linton, who had been with the firm for several years and recently went to Wilkesbarre in the same business, has again returned to Philadelphia to the Columbia Co. It is patiently awaiting the new Princess Columbia, a \$75 machine upon which they expect to have a large sale.

Gimbel Bros., last week called a meeting of the talking machine men with the general managers of the store with reference to the coming fall business and the talking over of changes in the department which have been contemplated for some time, most important of which is the building of several more hearing rooms. Gimbel Bros. will make some extensive improvements in the department, and the plan of the department as a whole is to be more comprehensive and much more extensive than ever before. The system of filing records at the Gimbel department will be entirely changed.

W. J. Elwell, manager of the Heppe talking machine department, reports that his firm had a most excellent March, with the old complaint of shortness of goods still seriously handicapping it. It has also had considerable trouble in getting from the Victor factory parts of machines which it wishes to use in repair work. It has sold a number of machines which the owners have damaged either through carelessness or not understanding how to use them, and they have sent them to the house to be repaired, and some of them have been held for six weeks and two months awaiting the parts to go ahead with their repair work, and as many of these machines have been purchased on the instalment plan the owners have refused to pay instalments until they have had their machines returned to them. Among the visitors to the Heppe department recently have been Harry F. Cake, of Pottsville, Pa.; J. Harry Holt, of Mt. Holly, N. J., and William Keys, of Trenton, N. J.

C. N. Woodrop, secretary and assistant treasurer of the Columbia Phonograph Co., spent an afternoon last week at the Gimbel department trying to prevail upon that firm to undertake the handling of the Columbia Phonograph Co.'s product.

Lit Bros. have made a wonderful improvement in their talking machine department in the short time that it has been in charge of Harry Hovey, their new manager. Three new hearing rooms were built during March and a little later several more will be added. The entire department has been rearranged and they have been having a splendid business.

Louis Buehn & Bro. report that they are considerably ahead of last year. Mr. Buehn says that they would have been able to have done considerably more business if they would not have been handicapped by a lack of Victor stock. He further says that the outlook for business during the coming months is extremely good and expects a fine summer trade. He believes that the grand opera season has helped the sale, particularly of the high-class records, but on the other hand he attributes the unusual success of the past opera season to the great love for music that has been fostered by the Victor and Edison talking machines, as well as other machines of the same character.

The Buehn branch in Pittsburgh is booming and each month is showing an increase of Edison sales over the previous month.

W. C. Holzbauer, manager of the Wanamaker talking machine department, and A. C. Weymann, of Weymann & Sons, have the same report to make of a good March business—much better than last year.

The trade generally in Philadelphia feels that the coal strike agitation in Pennsylvania is going to materially affect business in that section, and as they depend almost entirely on Philadelphia, the volume of business in a wholesale way is going to be considerably cut until conditions again change.

There were no new stores opened in Philadelphia during the month of March, but there is considerable talk of other firms going into the handling of the little "talkers."

Jacob Bros. have their new talking machine department fully established, and they have three fine hearing booths as well as a most complete record room. They are handling the Victor line and carrying a heavy stock of records. While they have only been in business a short time they have already had the satisfaction of supplying records to customers who had purchased their machines at some of the old-established houses, who seem not as progressive as this new firm in keeping supplies on hand. They are running their department themselves at present and have already had most encouraging results.

BRIEFLETS.

J. W. Binder, now a Woodrow Wilson presidential campaign manager, with headquarters at 42 Wall street, New York, was a caller at the Columbia general offices Monday.

Joseph H. Wilson, Dominion manager for the Dictaphone, spent the week-end at headquarters, New York.

Kenneth N. Johns, manager of the Columbia Phonograph Co., General, store at Detroit, Mich., with his wife, spent the latter part of the week in New York. Mr. and Mrs. Johns were entertained Sunday at the New Jersey home of President E. D. Easton.

J. "Dictaphone" Westervelt, outside traveler for the Dictaphone, is back at headquarters after an absence of several days among the trade in the South. He reports business conditions in the South as improving rapidly.

SALES STEADILY INCREASING.

That little talking machine accessory, the "Dust-off" de luxe disc record cleaner, while only being on the market a little over six months, is certainly showing some results for itself by its steadily increasing sales. The manufacturers report that initial orders are being steadily duplicated by the trade throughout the country and some of the foreign countries. This de luxe model is a very pretty thing, being made of a beautifully designed metal holder finished in a "tiger back" oxydized design. Besides being individually boxed the cleaners are put up every dozen in an effective display carton that helps a great deal in selling the article on the dealer's counter. "Dustoffs" are now being manufactured under the new trade name, namely, "Minute Shine Co."

G. A. Scofield, manager of the retail department of the Pease Piano Co., which handles the Victor line of talking machines and records, 128 West Forty-second street, New York, in speaking of the talking machine trade said: "There is a good demand for Victrolas, in fact the demand is a little stronger than we are able to supply. The medium priced machines are enjoying the bulk of the call just at present. The entire line of records is going well. Popular music is, maybe, a little more in vogue than opera or classical selections."

Don't take it for granted that the engine which whistles the loudest pulls the heaviest freight.

CONDON-AUTOSTOP EXPANSION.

Wm. A. Condon Returns from Successful Road Trip—Placed the Representation of the Condon-Autostop with Leading Jobbers—Campaign of Publicity in the Magazines—To Visit the South This Week.

Wm. A. Condon, treasurer and general manager of the Condon-Autostop Co., 26 Front street, New York, returned this week from an extended Western trip, which carried him as far as Denver. He visited in all thirty-one of the leading cities and placed the representation of the Condon-Autostop with representative jobbers in every city visited.

While in Chicago Mr. Condon appointed H. P. Carlton, Western representative of the company with headquarters in Chicago. The latter, who is an experienced talking machine man, has been associated with the Chicago branches of the Wurlitzer and Aeolian companies and intends to give the Condon-Autostop a vigorous representation in the territory allotted to him.

At every point Mr. Condon found the jobbers interested in this Autostop for disc talking machines and a proof of its popularity is to be found in the fact that at the present time the Condon Co. has orders on hand for more than five thousand Autostops to be delivered at an early date. Consequently its large factory is now being kept fully manned, so that there will be no delay in shipments.

Late this week Mr. Condon expects to make a tour of the South visiting the cities of importance, and it goes without saying that he may expect the same success that he met with in the West.

This week the Condon-Autostop Co. is sending out prints of the very striking illustrated advertisements which are to appear in the Saturday Evening Post for April 21st and May 4th, and in Collier's Weekly, April 27th. These advertisements are attractively displayed, and cannot fail to stimulate a great deal of interest among users of talking machines in the Condon-Autostop, all of which, of course, inures to the benefit of the dealer handling this specialty.

At the present time jobbers report that dealers are manifesting a keen interest in the Condon-Autostop, and this advertising campaign in the magazines will certainly augment this interest materially. Speaking of his trip Mr. Condon paid a high compliment to the enterprise and progressiveness of the talking machine jobbers at all points visited.

VALUE OF INDIVIDUALITY.

The moment that every one thinks you are right, you are probably wrong. Popularity is by no means an indication of strength. Individuality is positive. It has a distinct form—it is unique—it departs from precedent.

Talking Machine Manager Wanted.

WANTED—The best retail Talking Machine manager in the United States to take charge of largest Victor retail business in the country; must be aggressive, with knowledge of Department Store advertising, and have ability to pick retail salesmen. Salary \$2,500 and excellent prospects. In answering give present employer, references; go into detail about self, age and habits of life. Address XLT, Chicago Office of The Talking Machine World, 37 South Wabash Ave., Chicago, Ill.

Salesman Wanted.

WANTED—An experienced Columbia retail salesman for position with an up-to-date, progressive music house located in Central Iowa. State experience and furnish references. Address COLUMBIA PHONOGRAPH CO., 101 North Wabash Ave., Chicago, Ill.

DINE AUSTRALIAN MANAGER.

W. W. Wyper, Managing Director of Thomas A. Edison, Ltd., in Sydney, N. S. W., Entertained at Banquet Upon Eve of Departure for America—Cleverly Compiled Menu and Toast List Presented to Guests—An Excellent Sense of the Fitness of Things Exhibited.

(Special to The Talking Machine World.)

Sydney, N. S. W., March 6, 1912.

An interesting event in talking machine circles in this city was the dinner tendered to W. W. Wyper, managing director of Thomas A. Edison, Ltd., by the staff of that company upon the eve of his departure for a tour of America, where he will take occasion to visit the factories of Thomas A. Edison, Inc.

The dinner, held on February 29, was an elaborate affair, one of the interesting features being the menu and toast list, wherein trade terms were injected with due regard for the fitness of things. The matter on the menu card, which may offer inspiration to those in charge of other trade banquets, is reproduced herewith. It is like reading through the Edison catalog:

MENU.

"Hello People (200)

Hors d'Oeuvres

(A Prize for the best guess what this means)

Oysters (with Attachments complete) Shells
(No crating allowance)

SOUP

Consomme d'Amberola
(Mahogany Finish)

FISH

Fried Fillet of Whiting, Sauce a la Florrie Forde (hot stuff)
"Girls, Study your Cookery Book" (13715)

ENTREE

"Two Little Sausages" (13650) got drowned, Bow Wow
Lamb Cutlets and Green Peas

(With "Red Pepper Rag" (665), ad lib.)

"Possum Pie" (8697) and "Rabbit Hash" (8628) are off.

RELEVÉ

"Spring Chicken Selection" (13363)

If you order this it's "Tosti's Good Bye" (13355)

Roast Turkey (in the Straw (219)) and Ham

"Boiled Beef and Carrots" (13934) got spoiled, so don't

order

Potatoes Peas

ENTREMEATS

Charlotte Russe a la Billy Williams

Harry Lauder Jelly

Nesselrode Ice Pudding

(How would you like to be the Iceman.—A cut-out.)

DESSERT

"Strawberries" (323) "Peaches and Cream" (448)

"Have a Banana" (12190)

CAFE

"Drink, Boys (and Girls), Drink" (12338)

"Scotch and Potatoes" (14006)

"Has Anybody Here Seen Kelly" (416)

Or know the "Cook's Whereabouts" (13807)

TOAST LIST

"Just for To-night" (12164)

Our Guest (Mr. W. W. Wyper)

"He Was Very Kind to Us" Lauder (13783)

Proposed by Mr. A. H. Pettifer, Assistant Manager

Response by Mr. Wyper

We won't see him again for "Months and Months and Months" (12162)

The Ladies

"You all want Something to Cuddle" (12003)

If not "Tax the Bachelors" (12133)

"No Wonder We (the married men) Look Jolly" (12317)

Proposed by Mr. John Stinson, Director.

Response on behalf of Ladies, Mr. J. Carmichael

Comic Song—"The Grass Widower" Mr. A. H. Pettifer

"I'm Bursting to Tell You This" (13382)

The Staff

"B.P.O.E." (223) which means Best People on Earth

Proposed by Mr. Cumming, Auditor

Response by Mr. F. L. Thomson, Secretary

"Is Everybody Happy Here" (13789)

Mandolin Selection, Miss M. C. Norris

"Over the Waves Waltz" (513)

This is a Miss Record not Master

"Don't Wake Us Up, We're Dreaming" (696)

Presentation to Our Guest

"It's better than being a Carnegie" Chairman (13736)

By the Chairman

This Programme was made up by the "Two Poets" (663)

"We've had a most delightful evening" (12254)

"Fall In and Follow Me" (12282) "Good-Bye" (816)

"Good-Bye Till We Meet Again" (12402)

"Auld Lang Syne" (525)

"There is a good idea," said a clerk as he picked up a bright trade paper and read suggestions it contained, and which would be especially helpful to his department of the store. "I'll just file that away, until I get a little time, and then I'll make the few changes necessary in order to enable me to apply that idea in our store." That is just where this young man fell down. He filed it away instead of going at it at once to put "the bright idea" into execution.

NEW CABINETS PLEASE TRADE.

Numerous Reorders Coming in for the Products of the Hanover Factories—Handsomely Finished to Match the Leading Styles of Machines—Clement Beecroft's Good Work.

(Special to The Talking Machine World.)

Philadelphia, Pa., April 11, 1912.

Clement Beecroft, of 309 West Susquehanna avenue, reports that the high-class talking machine cabinets recently placed on the market by the George A. Long Cabinet Co., Hanover, Pa., are meeting with a full measure of favor, and that with repeat orders coming in rapidly the sales total is most satisfactory. The attractiveness of the line is becoming widely known in the trade, and the result is making itself evident in the form of orders.

The various cabinets in the new line are made under the direction of experts in cabinets, and the construction and finish are both exceptionally fine. The cabinets are designed to conform with the leading styles of machines as to finish, and will be kept strictly up to the minute in that particular as new machines are placed on the market by the different manufacturers.

Mr. Beecroft, through his long connection with the trade, is well qualified to handle the sales end of the proposition in a thoroughly satisfactory manner. The cabinets are sold to the retailers through the recognized distributors and jobbers.

MAY TRAVEL CHEAPER NOW.

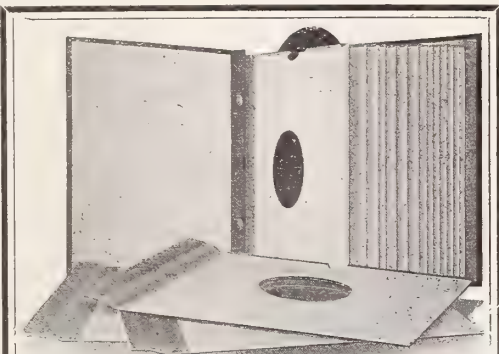
Through Business Allowed on Excursion and Commutation Tickets—Of Interest to Traveling Men in the Talking Machine Field.

(Special to The Talking Machine World.)

Washington, D. C., April 11, 1912.

The Interstate Commerce Commission announced to-day its interpretation of the law governing the use of mileage, excursion or commutation tickets for through passenger business over connecting lines. It was held that regular established excursion, mileage and commutation rates, in accordance with tariffs lawfully filed with the commission, may be used in basing fares for the transportation of both passengers and their baggage the same as if the passengers held through tickets over the entire route of their journeys.

Passengers, however, must procure either through tickets over the two or more lines involved or present to the initial line separate tickets covering the entire journey. Railroads then would be permitted to accord through accommodations, including all conveniences, such as through sleepers, in the same manner as is accorded on through tickets over the entire physical line.



PATENT APPLIED FOR.

Standard Loose Leaf Holders for Disc Records

Each leaf affords a separate compartment for the perfect protection and preservation of the record.

By our loose leaf method records can be arranged to suit the user, making them easy and quick to find. Leaves can be added at any time, and in any quantity desired. Name of record read at a glance. Write for dealers' terms and discounts.

Adams, Cushing & Foster
168 Devonshire Street - BOSTON, MASS.

An offer of "the 24 best records"

NUMBER TWO in our campaign of special advertising for the direct benefit of Columbia dealers appeared in the Saturday Evening Post of April 6th.

You saw it—and so did two million others. And you could hardly fail to notice that every line of those two big pages was concentrated on *retail business for the Columbia dealer*.

The same was true of our big double-page advertisement in the Saturday Evening Post of February 17th, which, as you may by this time know, produced an absolute landslide of Grafonola "Favorite" and record business.

You will notice also that this advertising was designed—and the future advertising is being laid out in the same way—not to create a demand for something the dealer did not yet carry, but to make a definite offer of stock that the dealer already had and assist him to keep it moving in a healthy fashion.

We are not suggesting that you ought to throw out any other line for the Columbia—but we should be extremely glad to have somebody give us one solitary good reason why you should not carry the Columbia line with your other lines if you don't see your way clear to negotiate exclusive Columbia selling rights.

It is a fact that the Columbia Grafonola "Favorite" occupies a place all its own—and the demand is undeniable and the profit is highly interesting. It is likewise true that every record mentioned in the list printed in the Saturday Evening Post advertisement of April 6th is a record that every owner of a talking machine ought to have and that every talking machine dealer ought to be able to supply. And if you haven't heard everyone of those records yourself—don't let anybody shut your ears for you, but take the first opportunity to hear them.

Certainly the names of the artists represented in this record list are names that positively should not be without representation in the store of every talking machine dealer who makes any pretense of carrying a complete stock. The record buyers are getting those records somewhere—and they are going to get them more and more all the time. Why should your customers have to go somewhere else, as they are doing?



The List of 12 Ten-inch Records (24 Selections)

Any one of these Records delivered by your dealer at the price named—or the complete series for \$8.65

- "HERD GIRL'S DREAM." (Double-Disc No. A587, 65c. This selection has already had the largest sale of any record in the world). Violin, Flute and Harp Trio, by STEHL, LUFISKY AND SUTHL. Coupled on the reverse side with "Invincible Eagle March," Banjo Solo by Vess L. Ossman, with orchestra.
- "SILVER THREADS AMONG THE GOLD." (Double-Disc No. A835, 65c.) Counter-tenor solo by FRANK COOMBS, with orchestra. Coupled on the reverse side with "Nelly Was a Lady," sung by Frank Coombs, with orchestra.
- "JUANITA." (Double-Disc No. A903, 75c.) Sung by ARCHIBALD BROTHERS QUARTETTE, unaccompanied. Coupled on the reverse side with "The Two Roses," sung by Archibald Brothers Quartette, unaccompanied.
- "HUNGARIAN DANCE NO. 5." (Double-Disc No. A1095, 65c.) Played by PRINCE'S ORCHESTRA. Coupled on the reverse side with "Hungarian Dance No. 6," played by Prince's Orchestra.
- "CONSTANTLY." (Double-Disc No. A915, 75c.) Sung by BERT WILLIAMS, with orchestra. Coupled on the reverse side with "I'll Lend You Anything I've Got, Except My Wife," sung by Bert Williams, with orchestra.
- "COOPER'S SONG." from Boccaccio, (Double-Disc No. A1070, \$1.) Baritone Solo by CECIL FANNING, with orchestra. Coupled on the reverse side with "Vaquero's Song," from Natoma, sung by Cecil Fanning, with orchestra.
- "ROSARY." (Double-Disc No. A227, 65c.) Violoncello Solo by VICTOR SORLIN. Coupled on the reverse side with "Motor March," Banjo Solo by Vess L. Ossman, with orchestra.
- "ON THE BANKS OF ALLAN WATER." (Double-Disc No. A1103, 75c.) Soprano Solo by GRACE KERNS, with orchestra. Coupled on the reverse side with "Irish Lullaby," Soprano Solo, by Beulah Gaylord Young, with orchestra.
- "LOVE'S OLD SWEET SONG." (Double-Disc No. A968, 75c.) Violin, Cello and Harp Trio, played by STEHL, RICHARD AND SCHUETZE. Coupled on the reverse side with "Song Without Words," Harp Solo, played by Charles Schuetze.
- "HOLY CITY." (Double-Disc No. A242, 65c.) Tenor Solo by HENRY BURR, with orchestra. Coupled on the reverse side with "Take the Name of Jesus With You," Duet by Harrison and Anthony, with organ.
- "BEAUTY'S EYES." (Double-Disc No. A941, 75c.) Tenor solo by REED MILLER, with orchestra. Coupled on the reverse side with "Forgotten," tenor solo by Reed Miller, with orchestra.
- "LIBERTY BELL MARCH." (Double-Disc No. A118, 65c.) Played by COLUMBIA BAND. Coupled on the reverse side with "Manisot March," played by Columbia Band.

The List of 12 Twelve-inch Records (23 Selections)

Any one of these Records delivered by your dealer at the price named—or the complete series for \$26.25

- "ISOLDE'S LIEBESTOD," from Tristan and Isolde. (Single-Disc No. 30652, \$3.) Sung by LILLIAN NORDICA in German, with orchestra.
- "LIBERTE!" from Le Jongleur de Notre Dame. (Double-Disc No. A5289, \$3.) Sung by MARY GARDEN, in French, with orchestra. Coupled on the reverse side with "Il Est Doux, Il Est Bon," from Herodiade. Sung by Mary Garden, in French, with orchestra.
- "DICH THEURE HALLE," from Tannhauser. (Double-Disc No. A5281, \$3.) Sung by OLIVE FREMSTAD, in German, with orchestra. Coupled on the reverse side with "Elsa's Traum," from Lohengrin. Sung by Olive Fremstad in German, with orchestra.
- "THE LAST ROSE OF SUMMER." (Double-Disc No. A5283, \$3.) Sung by ALICE NIELSEN, in English, with orchestra. Coupled on the reverse side with "Home, Sweet Home," sung by Alice Nielsen, in English, with orchestra.
- "HOME TO OUR MOUNTAINS," from Il Trovatore. (Double-Disc No. A5370, \$4.) Duet by GIOVANNI ZENATELLO and MARIA GAY. In Italian, with orchestra. Coupled on the reverse side with "While Yet in Languishment," from Il Trovatore. Duet by Giovanni Zenatello and Maria Gay. In Italian, with orchestra.
- "MARY OF ARGYLE." (Double-Disc No. A5132, \$1.50.) Sung by DAVID BISPHAM, with orchestra. Coupled on the reverse side with "Drink To Me Only With Thine Eyes," sung by David Bispham, with orchestra.
- "THOU BRILLIANT BIRD," from Pearl of Brazil. (Double-Disc No. A5350, \$3.) Sung by BERNICE DE PASQUALI, in Italian, with orchestra. Coupled on reverse side with "O Luce di quest' Anima," from Linda Di Chamounix. Sung by Bernice de Pasquali, in Italian, with orchestra.
- "EVER OF THEE." (Double-Disc No. A5244, \$1.25.) Sung by MARGARET KEYES, with orchestra. Coupled on the reverse side with "Angel's Serenade," sung by Margaret Keyes, Contralto, with orchestra.
- "SCENES THAT ARE BRIGHTEST." (Double-Disc No. A5159, \$1.) Violin, flute and harp trio, by STEHL, LUFISKY AND SCHUETZE. Coupled on the reverse side with the Intermezzo from Cavalleria Rusticana, played by Prince's Orchestra.
- "O TERRA ADDIO," from Aida. (Double-Disc No. A5331, \$1.25.) Sung by the COLUMBIA ITALIAN OPERA COMPANY, with orchestra. Coupled on the reverse side with "Selections from Aida," played by Prince's Orchestra.
- "THE LAST HOPE." (Double-Disc No. A5355, \$1.) Played by PRINCE'S BAND. Coupled on the reverse side with the Gloria from Mozart's 12th Mass, played by Prince's Band.
- "BARCAROLLE," from Tales of Hoffman. (Double-Disc No. A5274, \$1.25.) Duet by IDELLE PATTERSON AND MARGARET KEYES, with orchestra. Coupled on the reverse side with Schubert's Serenade, duet by Idelle Patterson and George Clarence Jell, with orchestra.

You have considered this subject at various times before, of course. But it seems to us that you owe it to yourself right now to take it up again and decide whether you are going to get along without the Columbia line.

Columbia Phonograph Company, Genl.

Creators of the Talking Machine Industry. Pioneers and Leaders in the Talking Machine Art. Owners of the Fundamental Patents.

Largest Manufacturers of Talking Machines in the World.

and a splendid success renewed

THE "Favorite" offer of April 6th was practically a repetition of the first one which appeared in the Saturday Evening Post of February 17th, and started the rush of "Favorite" and record business that everybody knows about now. This advertising campaign is planned to keep our dealers' stocks moving—not to force something new every twenty minutes. The "Favorite" is the most regular kind of regular stock—and only *two* of the records in the advertised outfit are named; the selection of the rest is left to the dealer.



Everybody's Doing It Now!

(Columbia Double-Disc Record A1123)

Turning the Columbia demand into *money*, instead of turning it *away*.

Selling Columbia instruments and records, instead of paying salesmen to tell their customers why not.

Meeting a good business half way, instead of missing it altogether.

Putting Columbia instruments and records alongside their other lines to let them all sell on their merits.

For the good, plain everyday reason that there's money in it.

Because the Columbia "Favorite," for instance, is in popular demand, with nothing in the market to touch it.

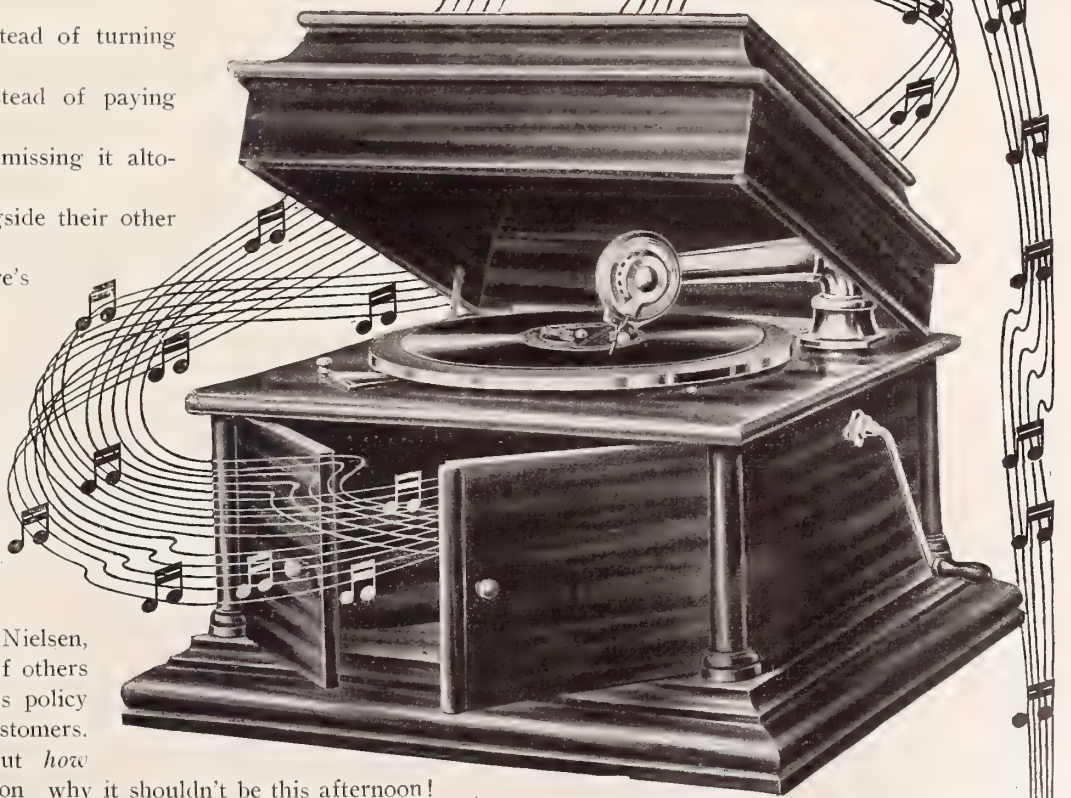
Because the Columbia "Regents," for another instance, are musical instruments that have no competitors at all.

Because *every* Columbia model is an instrument that appeals to certain people who won't be satisfied with something else—and at a price that makes that appeal final and decisive.

Because records by Nordica, Fremstad, Garden, Nielsen, Destinn, Zenatello, Hofmann, Bispham, and hosts of others are so sure of an audience that it's good business policy to be in a position to furnish them to inquiring customers.

You next! Next or soon, that's certain. But *how* soon? Don't give yourself a last year's reason why it shouldn't be this afternoon!

Write our nearest distributor or direct.



Tribune Bldg., New York

More Dealers Wanted—Exclusive Selling Rights Granted Where We Are Not Actively Represented.

DISTRIBUTORS
IN EVERY LARGE CITY

EXECUTIVE
OFFICES



Everybody's Doing It Now! Admitting that the Columbia demand has taken a wonderful jump, and either meeting it with Columbia product or trying to explain to themselves why they don't.



**Columbia Phonograph Co., Gen'l
Tribune Building, New York**

A CONDITION TO BE IMPROVED.

The Shortage of Machines, Its Effect and Possible Remedy, Outlined by J. Newcomb Blackman, President of the Blackman Talking Machine Co., New York.

In discussing business conditions with J. Newcomb Blackman, president of the Blackman Talking Machine Co., 97 Chambers street, New York, who said:

"Who can honestly say that dealers, jobbers and manufacturers are not always seriously handicapped and suffer great loss when they cannot get the benefit of holiday business through a shortage of goods?

"Is it not discouraging to the dealer and jobber, who has patiently and expectantly paid the rent and other heavy expenses during the summer season in view of the reward he expects to get from the extra heavy holiday business? What manufacturer can truthfully say that his competitor does not benefit by such a condition?

"Then, again, does it not encourage other manufacturers to enter the field, and perhaps do so in a manner which would be objectionable to the trade in general?

"I think that most all would agree that the above are but a few of the results of a general shortage of manufacturers' goods.

"Those who point to a condition which should be improved usually leave it to the 'other fellow' to suggest a remedy, but I am going to try and be more fair, even though the suggestion may not be received with 'open arms.'

"Compared with other months the summer months represent a dull period in the talking machine business. It is the time when we all should use the temporary lull to find defects and apply remedies. Is this not the time when most factories in our business reduce their manufacturing force, catch up on orders and sometimes deliver in April, May or June, a carload of 'machines' needed badly during the winter, but hardly as much when received. In other words, can holiday machine orders always be received with the same welcome in March or April and will they fill the purpose for which they were intended?

"The dealer cannot be forced, and more often cannot afford to stock up months in advance of the demand, and this condition is also true of the jobber. The factories say, 'We are manufacturers, the jobber should carry the stock,' all of which is true to a 'reasonable' extent.

"The successful merchant is the man who pays his bills, and the man who pays his bills nowadays usually likes to discount, and this type of man is considered a desirable representative for the factory. That being the case, as well as the fact, that most everybody's resources are limited, is it conservative, is it good business judgment for the manufacturer to encourage the jobber to 'plunge' during the dull season by stacking up all machines that he can stagger under, simply because he fears the factory will be unable to fill his orders, except on a 10 per cent. basis, during the coming holidays? Should he not consider that the factory might find it necessary to make certain changes during the many months intervening, and that these changes might make it almost impossible to dispose of the old type machines?

"The factories often relieve jobbers in such cases, but I believe in giving as much thought in 'preventing fire' as in having an efficient fire department to put it out. To boil it down, is this not the situation?

"The dealer expects the jobber to carry the stock for him to get 'telegraph service,' and it seems as though he will continue to view it that way. The jobber does not have unlimited capital, and if conservative wants to remain so and must consider the possible evil of plunging as much as the benefits that may mature.

"The factory don't propose to stack up machines during the summer for delivery to the jobber in the fall. Now, what are we going to do about it? Let us consider what they do in other lines of business.

"In the dry goods and other staple lines goods for a certain season's use and delivery are sold months in advance against bona fide orders for specified delivery and are made up during what is the dull season from a retail sales standpoint.

"The manufacturer gives dating consistent with the time the goods will lay on the jobber's or dealer's shelf before the season opens. The manufacturer obtains his financial accommodation from banks during this period without difficulty, because it is considered necessary to manufacture ahead and have the goods on hand when the harvest is at hand. Why cannot we adopt this principle in the talking machine business? The manufacturer could determine what would be a reasonable regular stock for the jobber to carry during the summer months and require him to maintain that stock on current terms. Above that, special stock orders could be given in May or June with regard

to fall and holiday requirements, with invoice dating to September, October and November, on proper proportionate parts of the quantity of machines ordered.

"Assuming then that a large quantity of machines was shipped and received by the jobber in July, the invoice dated from October 1, the jobber who discounts could, after properly checking the invoice, give his note to the manufacturer payable on the discount date, after dating, for the gross amount. The factory would, after payment of note, then credit the jobber with the cash discount.

"In the case of the jobber who never discounts, his note could be made to mature on a proper date for net payment. These notes would come from concerns whose financial standing would probably make it very easy for the factory to use them for discount purposes.

"Instead of laying off a large number of factory hands during the summer and suffering the effect of re-employing a lot of green ones at the eleventh hour, a steady experienced force would be kept at work during the summer and we would all have the goods when the big rush was on.

"If this is not 'the plan,' I think it certainly represents something that can be used as a basis for careful consideration, for the factory is the 'supreme court' when it comes to making decisions regarding changes, improvements, etc., and they could so regulate the matter as to provide properly for such contingencies.

"This article is not to be considered as a complaint, but more as a suggestion, for those who have the future welfare of the business at heart should be of a 'progressive' type and, taking the talking machine business as a whole, it certainly has been and should continue to be progressive. If I cannot do anything else I want to set everybody to thinking on this subject, for I feel that many thousands of dollars have been lost by not better solving this problem during the last few holiday seasons. Let us get together and see if we cannot crack this 'stubborn nut' and expose the 'kernel' of 'desired results.'"

THERE'S A DIFFERENCE.

There is a wide difference between having a note in the bank and having a banknote in the pocket, and therein lies the difference between complacency and discontent.

One breeds confidence, the others worry.

RECORDING WAX

MOST PERFECT RECORDING-SENSITIVENESS

Noiseless Cutting.
Ready for recording without
any further preparation.

SPECIALTY
Wax plates for private record taking.

Has unlimited life.
Plates absolutely ready for
recording.

ERNST WILKE & CO., Goerlitz.

Factory: Berlin, Ger., N. 20, Kolonie Strasse, 3-4

Established 1856.

WURLITZER
REG. U. S. PAT. OFF.

Fifty-sixth year.

SERVICE

Give the Wurlitzer Victor and Edison wholesale service a trial.

We believe you will find Wurlitzer service the most satisfactory you have ever had.

Large shipments of all types of machines and records are now arriving daily. Wurlitzer has complete stocks of every type of machine and record the factories can supply.

Send us your orders—large or small—and they will be promptly and completely filled with fresh, new goods.

The Rudolph Wurlitzer Co.

CINCINNATI :: :: CHICAGO



TWO POINTS OF SUPPLY; ORDER FROM THE NEARER

VIEWS OF THE NEW YORK TRADE.

Business in and around New York is far ahead of any previous year. All of the representative New York jobbers and distributors are substantially ahead of the first three months of last year and, in every instance, they say that actual sales might be much further advanced if they were able to get shipments in quantities desired.

The growing tendency of the public toward high grade goods, both in records and machines, is most notable. This does not mean that lower-priced goods have gone out of date or even lost much ground; it is a fact though that the demand for the better class of instruments and records has grown all out of proportion to the lower grade. This in itself is a pleasing feature of present day conditions, and one which has marked the marvelous uplift of the industry the country over.

Collections are fairly good. There is also a slight gain in the percentage of cash sales. The installment departments report larger initial payments in many cases than characterized the business for 1911. This would seem to argue that money is more plentiful among the working people, and that General Prosperity has not retreated from the active campaign, as some would try to make out.

* * * *

The main item of gossip in talking machine circles the past few days has been the contemplated expansion of Landay Bros., Inc., who are planning to occupy another store at the corner of Broadway and Forty-second street, one of the busiest centers in the city. Details of their signing a lease for ten years at an aggregate rental of \$110,000 are to be found in another section of The World.

The rental of the new store is at the rate of \$11,000 per year; the store at 563 Fifth avenue, the one at 400 Fifth avenue and the one at 27 West Thirty-fourth street are all valuable locations, and while we make no attempt to pry into the personal affairs of houses, a real estate man places an estimate that the total rental involved would be approximately \$50,000 to \$60,000 per year for the four locations. Just think, \$50,000 to \$60,000 a year for fixed charges of rent alone! The business of Lan-

day Bros., Inc., is exclusively Victor talking machines, and it is doubtful if there is another organization in the world exclusively devoted to the distribution of talking machines that equals the magnitude of the house of Landay.

Skeptics, wish-bone dealers and other pessimists should read the foregoing and ponder.

Max Landay believes that the political debates are not effecting business, and he looks forward to a year of good volume. "Who do you think will be elected President?" was asked of Mr. Landay, who humorously replied: "Taft, Roosevelt, Wilson, Clark or Harmon."

* * * *

V. W. Moody, sales manager for the New York Talking Machine Company, 81 Chambers street, New York, Victor jobbers and distributors, is optimistic to the very limit. In talking with The Talking Machine World he said: "Really there is nothing to tell you except the same old story. We are busy, of course, as is everyone else in this industry. The situation at present is deplorable. Here we are with almost unlimited opportunities waiting at our very door, and we are unable to get goods enough to fill even a substantial percentage of our orders. At present we are easily 25 per cent. ahead of the corresponding three months of last year. Nobody knows how much we might increase that if we secure good shipments. I've no doubt the result would be surprising though." Mr. Moody said that the demand was not confined to any particular instrument or line of records. Victor goods generally, and of course when Victor is mentioned everyone immediately thinks of the Victrola, are enjoying a popularity hitherto unprecedented. Wholesale and meritorious advertising, coupled with Victor quality in both records and machines, are largely responsible for the creation of a demand which is far in excess of the factories' resources.

* * * *

In speaking of the new machine recently marketed by the Columbia Phonograph Co., General, New York, which is fully described in another part of this issue of The World, R. F. Bolton, manager

of the company's store at 89 Chambers street, New York, stated: "The Princess, our new model Grafonola, which we sell for \$75, is proving itself a winner from the start. We have taken more orders for the Princess directly from the photograph, and even before we had a sample machine for our customers' inspection, than of any other in our whole line. Our advertising campaign in the local papers, with local dealers advertisements surrounding ours, is working wonders. The Journal, Globe, Commercial and two German papers are the mediums employed so far. The dealers are particularly enthusiastic over this scheme for keeping trade lively in local circles. The special list of Easter records was a great success."

* * * *

Channing Ellery, director and manager of Ellery's Band, has recently arrived in New York from London. Most everyone is acquainted with the Ellery Band reputation, both in this country and on the Continent. Mr. Ellery was a caller at the Columbia store on Chambers street the first of the month, and brought with him several band records which were made in London, and as Mr. Bolton expressed it, they were "some" records.

* * * *

O. Brushaber, manager of the Dictaphone for New York, states that his department is fully 50 per cent. ahead of March. To explain this extraordinary increase he says: "Every day our selling organization is improving, our men are a unit, they work for each other and for the firm, personal gain is secondary, for they thoroughly realize the advantage of struggling for the desired end, increased general sales. We are confident of gaining still more right through the summer. The cream of the phonograph business has hardly been touched as yet, and the summer season will be just as productive for us as any other."

* * * *

S. B. Davega & Co., 126 University place, New York, report the same conditions as are in evidence among the other New York jobbers. Both the Edison and Victor lines which the firm handle are away behind so far as filling orders is concerned.

Somewhat I always admire a monkey who hangs on to a mule's tail till he's kicked to death, better than the man who'd let go.

SPECIAL "FAUST" WINDOW FOR USE OF TALKING MACHINE DEALERS



The Victor Talking Machine Co., Camden, N. J., is announcing the Faust Window Display No. 27, and suggesting that now, with the close of the opera season, is the time for bringing the Victor to the attention of the music lovers of their respective communities. The Victor Co. has recorded the entire opera, and the window display is designed to promote the sales of these records. The imitation of the art glass window with Marguerite at the spinning wheel, and the life-size pictures in colors, true to life, of Mephistopheles and Dr. Faust, illustrate the story of one of the most highly dramatic scenes in the opera. The display is easy to assemble. Machines and records are arranged as best suits window space available. Victor dealers will find the Faust Window Display a puller and a typical Victor creation, which it will pay them to feature. No live dealer can afford to overlook this display.

FROM OUR CHICAGO HEADQUARTERS

ROOM 806, NO. 37 SOUTH WABASH AVENUE, E. P. VAN HARLINGEN, MANAGER.

March Proves Excellent Month for Business and Does Not Betray Usual Spring Slacking Up—Many Sales Being Made to Piano Prospects—What the Managers of Some of the Prominent Departments Have to Report—Good Demand for the Various Specialties—New Quarters of Talking Machine Shops Assuming Settled Appearance—Booths Handsomely Decorated—Muskegon House Increases Facilities—New Salesmen for Talking Machine Co.—Numerous Trade Visitors During the Month—General News of Interest from the Western Metropolis.

(Special to The Review.)

Chicago, Ill., April 11, 1912.

The story of March can be told in a few words; it was an usually good month and did not betray, even at the close, the usual slacking up of activity coincident with the approach of spring. In fact, the talking machine business this year has been really remarkable, especially when considered in conjunction with the distressing dullness in the piano trade. There is no doubt whatever but what a considerable proportion of the talking machine sales now being made are to people who were piano prospects before they got interested in the talker game. Especially does this maintain in the case of the higher priced machines, which constitute attractive pieces of furniture, as well as universal entertainment. This statement, of course, furnishes a potent argument for the handling of talking machines by piano dealers.

Business Situation Discussed.

F. A. Siemon, assistant manager of the Chicago House of Wurlitzer, says that March was a thoroughly good month, ahead of the corresponding month of last year, and also of February of this

year. April is opening up in good shape. Mr. Siemon says that while there is a great deal of talk each year about the number of sales made to people leaving for summer resorts, that this business is by no means what it is cracked up to be. However, the new Victor \$15 and \$25 machines should stimulate this class of trade considerably because of both their low price and extreme portability.

L. C. Wiswell, manager of the talking machine department of Lyon & Healy, says that last month was the biggest March in the history of the talking machine department of the house, and that the increase was about evenly divided between the wholesale and the retail.

Lyon & Healy have two specialties which are enjoying a very large sale. One is their fiber needle-cutter, which is being ordered by dealers everywhere, and the other their machine table, which can be shipped in collapsible form and contains an under shelf on which can be placed their special compartment files.

Business conditions in the talking machine industry in Chicago seem to be very good, according to Arthur D. Geissler, manager of the Talking Machine Co., who says that March this year with him was 20 per cent. better than March of last year, and 10 per cent. ahead of February. April also starts out even better than March, and indications are that business is going to continue good for some time. There is still a shortage in the VIII, IX and X Victors, but records are coming along better.

The New "Shops."

The new quarters of the Talking Machine Shops on the fourth floor of the Steger building are now beginning to take on a business-like appearance. The ten large demonstration booths have been built

around the walls of the room, leaving a large space for display purposes in the center of the room. All except two of the booths have outside exposure. They are white enamel and double panes of glass, making them as nearly soundproof as possible.

It is intended to devote three of them to machines all of the same finish. One will contain all the styles of mahogany from the XVI down; another the weathered oak and a third the golden oak. On the display floor in the center will be shown as many as possible different finishes in the Style XVI. The stock of machines was moved into the rooms only last Friday, but the rooms are being rapidly put in shape so as to take care of business.

Add to Facilities.

Two new display booths to be used for talking machines have been added to the store of the Alden & Biddinger Co., of Muskegon, Wis. One will be devoted to the Edison and the other to the Victor machines. The booths are located in the front of the store, and besides adding attractiveness to the store rooms give prominence to their talking machine business. They are now splendidly equipped for handling talking machines.

Enlarge Force.

Two new employes have been added to the Chicago branch of the Talking Machine Co. H. F. Colson, an experienced salesman, both in the talking machine and other lines, will be on the floor at all times to take care of dealers and customers of dealers who come to call at the headquarters. With this addition to the force of the Talking Machine Co., dealers and their customers will have expert attention when they come to the Chicago branch, all sales made by Mr. Colson to be accredited to the dealer. Alden Senny, the second new employe of the Talking Machine Co., will call upon the city dealers, keeping them well posted on the monthly records and looking after their other wants.

New Dealer.

The Schultz Piano Co., 1503 West Madison street, has added a complete line of Victor talking machines and is going after the business in that line aggressively and in an up-to-date way.

Visitors and Personals.

E. H. Jackson, retail manager of the Victor talking machine department of the Chase-Hackley Piano Co., of Muskegon, Wis., was a Chicago visitor last week.

Frank C. Miller, president of the H. C. Waite Music Co., of Cedar Rapids, Mich., was in the city recently.

Edward A. Vaughn, talking machine dealer, of Peoria, Ill., was a visitor last week.

L. C. Parker, manager of the Victor department of Gimbel Brothers, Milwaukee, who is known in the talking machine trade for his progressive ideas, was a visitor to Chicago last week for the purpose of inspecting the various retail stores and picking up a few clever ideas that he can adapt to his own business. Mr. Parker is a wideawake dealer and one of the kind who believe that neither a Presidential year nor a pestilential year will seriously affect business if the dealer is a hustler and knows the game. He reports that his business has doubled this year.

Herman Schaad, assistant to General Manager Perkins, of the Aeolian Co., was in Chicago last week on a tour of inspection of the Western territory.

Arthur D. Geissler, general manager of the Talking Machine Co., Chicago, is spending this week in French Lick, Ind., working off a case of spring fever and chasing the festive golf ball.

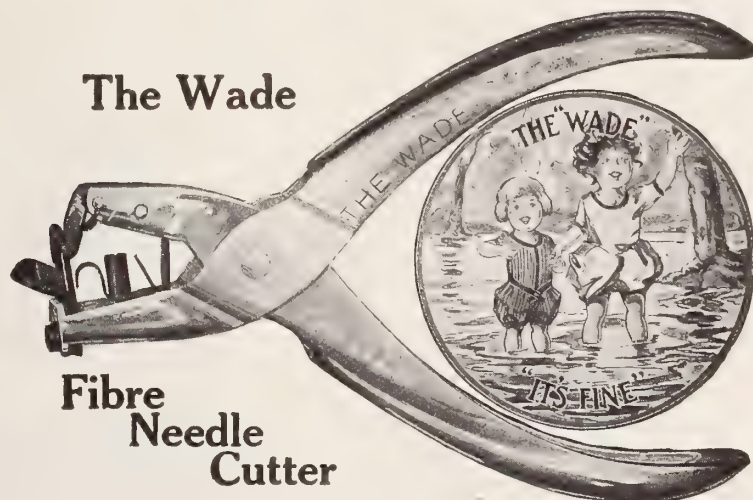
Walter Stotts, one of the directors of the Victor Talking Machine Co., was a visitor in Chicago last week.

Keeping the Dealers Posted.

A new method of keeping dealers posted as to the condition of the record stock of the Talking Machine Co. of this city has been instituted by Arthur

(Continued on page 34.)

\$1.50 \$1.50 \$1.50 \$1.50 \$1.50 \$1.50



SELL THE "WADE" AND INCREASE YOUR TRADE

The WADE CUTTER is the manufacturer's best effort—the buyer's best judgment.

When you hear this statement, "JUST AS GOOD AS THE WADE, with one exception—the WADE has a triangular guide for holding the needle in position while repointing"—make up your mind to have the best, "THE WADE."

The WADE FIBRE NEEDLE CUTTER constitutes a very important part of your Talking Machine Equipment.

Give us a chance to make good with you as we are doing regularly with other jobbers.

WADE & WADE

1227 East 46th Street, CHICAGO, ILL.

\$1.50 \$1.50 \$1.50 \$1.50 \$1.50 \$1.50

FROM OUR CHICAGO HEADQUARTERS—(Continued from Page 33.)

D. Geissler, the general manager. Instead of compiling a list of the stock records on hand each month and sending them to the dealers, Mr. Geissler has reversed the custom and is sending them a list of the records he is out of. In this way the dealer can compare his own list with the company's, and if he finds they do not compare he knows that the company has on hand the records he desires. Incidentally in compiling the record Mr. Geissler finds that out of over 3,000 titles in the Victor catalog there are only about 300 that are not now in stock at the Chicago headquarters. Consequently they are able to fill their orders 85 to 90 per cent. complete.

Phonograph Suggests Suicide.

A sentimental song being played and sung on the phonograph in a Chicago shooting gallery has been accredited with stimulating in the mind of a despondent young man the idea of taking his own life. The young man, Edward Wicks, aged twenty-two, walked into a shooting gallery at 106 South Halsted street last week and as he passed the door he heard from the horn of the phonograph a mechanical voice singing: "I Wish I Had a Girl Like the Girl That Married Dear Old Dad." He stopped and listened a minute to the song then passed in. He walked close to the musical instrument and seemed to be influenced by the song. When the song was finished the listener asked the attendant of the gallery for a target revolver. Four times he shot at the targets at the other end of the room and then turned to the keeper: "Would a bullet from this small revolver kill a man?" he said.

"Sure, if it went into his brain," said the target setter. The young man then deliberately placed the muzzle of the revolver to his head and pulled the trigger. He died instantly.

Has Made a Favorable Impression.

Kreiling & Co. report that the new straight tube "Tiz-it" horn connection and tone modifier advertised in *The World* last month has made a favorable impression in the Edison trade. They are offering a special discount for a limited time.

New Factory for Lyon & Healy.

Lyon & Healy have just purchased a tract of six acres at Fullerton avenue and Fortieth avenue, on the Chicago, Milwaukee & St. Paul Railroad. There is a freight and passenger station at this property, and it can also be reached by the Fullerton avenue trolley and Fortieth avenue trolley, which pass the property, and also by the Northwestern elevated. Lyon & Healy are making plans to erect a large fireproof structure, which is to be one of the most modern musical instrument factories in existence. Improvements in methods of lighting and of maintaining a uniform temperature will be incorporated in this building. The ample amount of floor space will permit of many economies in the making of musical instruments of the highest grade. The manufacture of Lyon & Healy pianos, Lyon & Healy harps and other musical instruments will be carried on there under ideal conditions.

March a Good Month.

C. F. Baer, manager of the Chicago office of the Columbia Phonograph Co., said: "March of last year was an abnormal month on account of a single immense order that came in. Eliminating that, March of this year showed a good increase over the corresponding month of 1911. Business looks very bright to us, indeed. The new Princess, the only talking machine made standing on its own base to sell at as low a price as \$75, is a winner both as to appearance and tone, and is going to have a whirlwind sale."

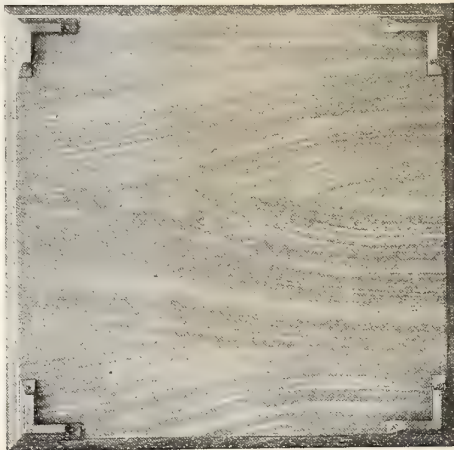
The Wade Fibre Needle Cutter.

The Wade fibre needle cutter, manufactured by Wade & Wade, 1227 East 46th street, Chicago,

is continually growing in favor with the trade. This cutter reaches the high point of efficiency, convenience and ease of operation. It works like a pair of scissors or pliers, and is hailed generally in the trade as one of the most practical devices of the kind ever placed on the market.

Speeches by Dictaphone.

A unique entertainment feature was pulled off by Hibbard, Spencer, Bartlett & Co. last week in their farewell dinner to S. Sandell, manager for many years of the purchasing department of that firm. About thirty men representing the heads of the different departments of Hibbard, Spencer, Bartlett & Co. were in attendance. Instead of making personal speeches, as is usual in an affair of this kind, the banqueters had previously recorded their flowery offerings on wax cylinders by means of the dictaphone through a Twentieth Century horn, several of which are used in the company's store, and these were reproduced on a Columbia graphophone. The stunt was quite a novel one and furnished much amusement.

**No. 100 Adjustable Corners.**

The above picture illustrates Salters' Patent Adjustable Square Corners, made to fit any make of machine, providing the top, in which the talking machine stands, is of sufficient size.

Salters' corners do away with the old style rails, which have always been a source of annoyance for the reasons that they were either too large or too small, and that they were dust catchers. These corners are made in both mahogany and oak and finished in any color. There are four to a set, furnished with eight round head, nickel plated screws. They are easily adjusted and make an excellent appearance. The use of the corners is to keep the machine in place on the cabinet. They are sold, complete with screws, at \$1 a set.

THE PHONOGRAPH IN THE HOME.**The Subject of Some Commendatory Remarks From Walt Mason.**

Thomas A. Edison, Inc., has had put in folder form the very clever story written by Walt Mason in the *Chicago Daily News* recently, entitled, "Canned Symphonies." It is worth reproducing for the benefit of our readers generally:

"The man in the house next door has invested his hard-earned savings in a phonograph," said the morose boarder, "and he keeps it going every evening just when I want to read some uplifting book. Unless he can be suppressed I foresee that I'll have to hunt another boarding house, for I can't stand it to hear a corn sheller trying to sing 'When the Daisies Bloom, Dear,' every evening."

"I trust you will seek another boarding house," said the star boarder, politely. "Such a proceeding would give general satisfaction. As William Clarence Shakespeare remarked, the man who is not charmed by the concord of sweet sounds is fit for treasons, stratagems and spoils, and some extremely sweet sounds are produced by the phonograph next door, and by all other high-class phonographs, which are properly oiled."

"It has become the fashion with half-baked humorists in boarding houses and elsewhere to say biting, caustic things of the phonograph. These humorists are the descendants of the merry men who used to insist in print and on the stage that a mother-in-law in the house is worse than a contagious disease. A quarter of a century ago you couldn't pick up an almanac or a comic paper without seeing the mother-in-law held up to scorn and contumely."

"In the course of time the joke concerning this admirable female became so halt, lame and blind that it was forced

into retirement, and then the stove-pipe joke made its triumphant debut. It was held by American humorists for many years that the chief employment of the married man was putting up stove pipe, and that such employment caused him to mutilate the English language beyond recognition. This truly irresistible quib did yeoman service for many years, until it was discovered by a committee of savants that the average married man seldom has anything to do with stove pipes.

"Then came the phonograph jest, which has contributed to the gaiety of the nations for several years, and which appears to have a long career of usefulness before it. When a man appears in society and wishes to convulse people with merriment he makes some casual reference to a phonograph, and everybody lies down on the floor and indulges in apoplectic mirth."

"Now, the truth is that the phonograph is one of the greatest blessings of this age of blessings. I have a married friend whose humble abode I pass an evening once in a while, and every time I go there he furnishes a free concert with his music mill. He is a phonograph fiend and keeps his machine going most of the time when he is at home. Perhaps some of the neighbors are sore about it, but what of it? If a man can't open a few cans of music in his own home, what's the use of having a home?"

"Before he got the phonograph habit my friend was a restless, dissatisfied man. He didn't know what to do in the long winter evenings. He got tired of beating his wife and jawing the children, and his eyes were too weak to read much, and he was a trial to himself and everybody else. He liked music, but it cost a good deal to go to concerts and take his tribe along. He belonged to a club, but he was a poor hand at poker, and generally lost."

"Then he was persuaded to buy a phonograph and his nights were filled with music and the cares that infested the day folded their umbrellas and chased themselves. He gets more happiness out of that little box with a sheet-iron horn attached than the millionaire gets out of his yacht, and his wife and children have an equal share. He buys a record for a few kopecks and plays it a million times, and enjoys it every time."

"Tell me, if you can, of another amusement as cheap and satisfying. The phonograph has made home life in this country as attractive as it used to be, and it makes my blood boil in my veins when I hear an Aleck speaking of the canned music grinder in slighting terms, in a misguided effort to be funny."

A POPULAR EDISON STYLE

Is the Opera Model Which Has Been in Great Demand Throughout the Country.

One of the most popular creations put out by Thomas A. Edison, Inc., in some years is the new opera style, of which an illustration appears herewith. It has proven a big seller and its reproduc-

**NEW EDISON "OPERA" STYLE.**

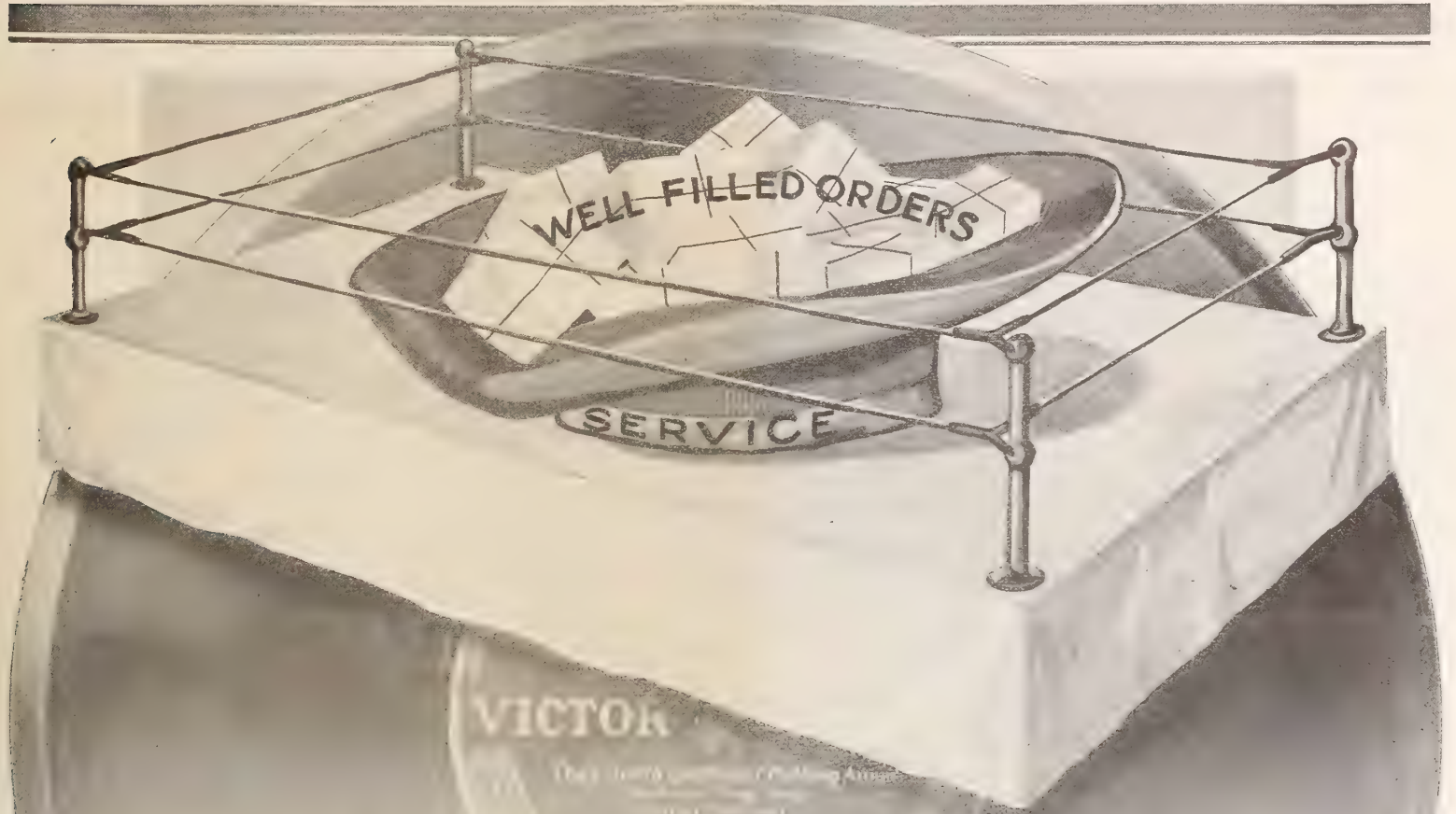
tive qualities are highly acclaimed. Reports from correspondents at all points throughout the country are a unit in proclaiming this one of the sellers of the season.

Don't try to get rich suddenly, by selling goods at a figure that doesn't pay a profit. Trade now in that way is not held. Your patrons expect you to make a profit, and if you do not, they are sure there is a trick somewhere. If they come to trust in your judgment, and you assure them that the price is fair, they take your word, and the goods.

"Let us have ninety per cent. of confidence and ten per cent. of money with which to conduct business, rather than one hundred per cent. of money and lack of confidence."

LAVAL POCKET LIGHTER

Only practical pocket lighter yet produced. No mechanism to get out of order. Durable, reliable, waterproof, made of best material, highly nickel-plated. Occupies space of pencil. Just the thing for lighting cigars, pipes, lamps, gas, campfires, etc. Money refunded if not as represented. Special prices to agents and dealers. Sent complete with pocket clip, 35 cents. **LAVAL MFG. CO., Dept. , CHICAGO**



Our Hat's in the Ring!

You know our stock is not in as good condition as it should be—and we realize it. But we're sending out the most completely filled orders in the country—and we can **prove** it.

And You Mr. Dealer—

you that have some empty bins, you've been trying to fill—**send us that order.** See if we don't come pretty close to "making good."

Another Point—

The Talking Machine Company is the original concern doing business under that name—been in business fifteen years—has no branch offices—and wholesales **exclusively.**

The Talking Machine Company
137 N. Wabash Avenue : : Chicago, Illinois



"THEY AINT
NEVER KICKED
YOU AROUND"

U-S PHONOGRAPH CO. PLANT REALLY A LABORATORY.

Every Move the Result of Close Study and Under the Direction of Experts—Some Facts About Sapphire Quality—Interesting Views of the Principal Departments of the Large Plant—Nothing Left Undone to Guarantee Reliability in the Product of the Company.

(Special to The Talking Machine World.)

Cleveland, O., April 10, 1912.

The thing that impresses the visitor to the plant of the U-S Phonograph Co., of this city, is the scrupulous care exercised in every department of the business. Each of the various processes is

carried out under the charge of a man of long experience in that particular branch. Technical books are seen everywhere. This is not a factory in the accepted sense of the term—it is a laboratory. It is hardly possible at this time to enter into a detailed description of the manufacture of the U-S

phonograph and of the everlasting non-breakable records, but every dealer within reach of Cleveland would find an hour or so spent in this remarkable plant a most enjoyable as well as instructive experience. A few views of the interior of the factory are here given. The conditions under which the employes labor are the very best, and the high character of the workers is evidenced by their countenances. One does not go very far in his journey in this plant before he under-

stands why the finished product has achieved such wide distribution in so comparatively short a time.

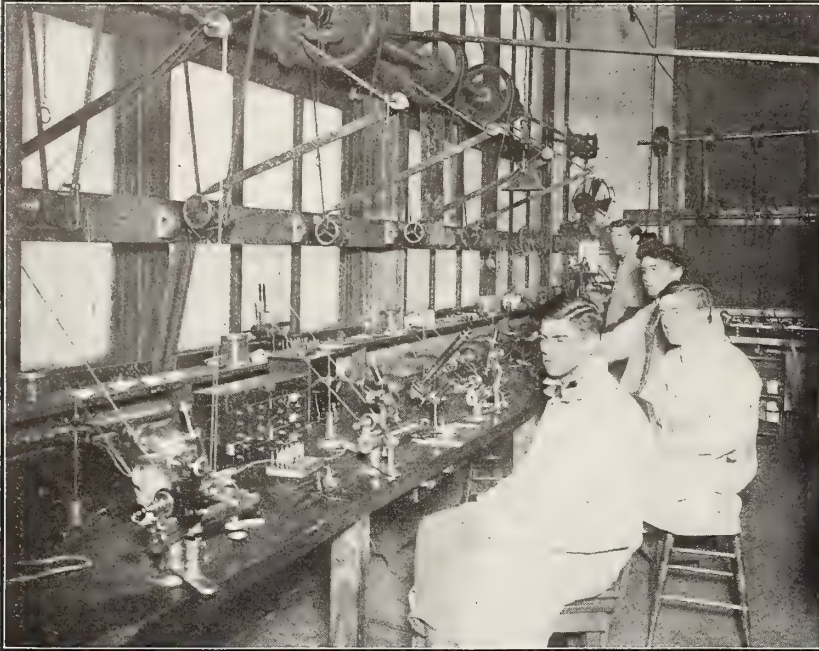
Take, for instance, the department in which are prepared the permanent sapphire needles that are used on the U-S machines. It is in charge of a man whose experience in this line goes back almost to the inception of the cylinder machine. A special type of sapphire is used. The stones come either from the island of Ceylon or the Casimer mountains. Experiments were made at one time with stones from Montana, but it did not prove suitable to needle purposes. It's quite a scientific procedure, the grinding of these sapphires to the required size and shape, and one requiring expert workmanship of the highest order.

Probably next in interest is the record-making department. The matrices come direct from the recording laboratory in New York, are subjected to a copper bath and finally leave their impression on the celluloid rolls, which are afterwards appropriately mounted.

The assembling department where the various parts of the machine are put together is a model of system. Scientific factory management here maintains and waste of time is here reduced to a minimum. The men controlling the destinies of the U-S Phonograph Co. are used to handling big propositions, and everything in this plant moves with a noticeable precision and accuracy.

The fact that the manufacturing methods of the U-S Phonograph Co. have been successful in developing a product of recognized quality is indicated by the cordial reception extended to its machines and Everlasting records by the trade throughout the country. The entire proposition is a big one and has long ago passed the period of experimenting.

This brief sketch only suggests one or two of the salient features in this remarkable plant. A trip of inspection to Cleveland is well worth the taking.



CORNER OF JEWEL ROOM, U-S PHONOGRAPH CO.



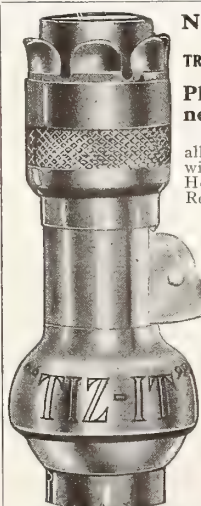
VIEW IN TESTING ROOM, U-S PHONOGRAPH CO.



CORNER OF ASSEMBLING ROOM, U-S PHONOGRAPH CO.

WHERE DR. COOK FELL DOWN.

A map is to a country what a photograph is to a man.



NEW STRAIGHT TUBE
TRADE "TIZ-IT" MARK

Phonograph Horn Connection and Tone Modifier

This new connection will fit all Edison Machines equipped with Cygnet or Music Master Horn and Model "O" or "S" Reproducer.

"TIZ-IT"

COMPLETES

THE

EQUIPMENT

Price - \$1.00

Plain (without

modifier) 75c

Special discount to the trade for a limited time.

Kreiling & Company

1504 N. 40th Avenue
CHICAGO, ILL., U. S. A.

If it looks natural it is not regarded as authentic.

On maps all bodies of water are blue, and some States are pink, while others are yellow, green, mauve, magenta or red.

New York is always red and Rhode Island is green. Massachusetts is a calm gray and Texas is a hectic pink.

Maps are useful to show children how some place is bounded.

Railroad maps are more interesting than any other kind. A railroad map can make the State of Illinois twice as long east and west as it is north and south, without the slightest inconvenience. Only on a railroad map may New York, Nashville, Butte and San Antonio be shown upon the same parallel of latitude.

Dr. Cook sought the North Pole with a railroad map.

Much should be forgiven him, therefore.—Chicago Evening Post.

TEACHING BIRDS BY PHONOGRAPH.

In the death chamber of the Ohio Penitentiary, with the electric chair and the old gallows as com-

panions, John Atkinson, Cuyahoga County prisoner, is conducting the largest and most scientific canary bird farm in the State. Every bird raised in the old death chamber is taught to sing by the use of a phonograph.

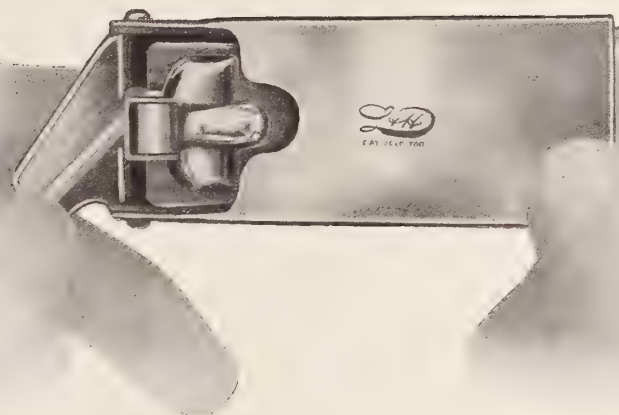
Atkinson was received at the prison 15 years ago from Cleveland to serve a sentence of 15 years for robbery. Before his sentence expired he killed a guard, was tried in the Franklin County courts at Columbus and was sent back to the penitentiary to serve a life sentence.

A NEW FORM OF AUTOMATIC LIGHTER.

The Laval pocket lighter, which fits in anywhere that a match is ordinarily used, has simplicity as one of its strong features. The lighter is handsomely nicked, fits in the pocket like a pencil and is, moreover, durable and waterproof. The claims of the manufacturers are backed by their guarantee. It should be quite a pleasure for the smoker to possess an automatic lighter that does not require the constant services of an experienced mechanic to keep it in working order.

THE LYON & HEALY FIBRE NEEDLE-CUTTER

SIMPLE
AND
EASY
TO
OPERATE

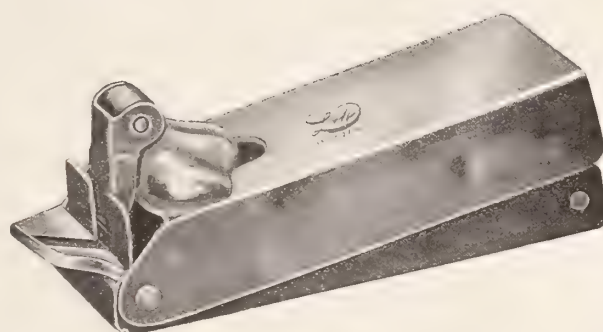


CORRECT
LEVERAGE
FOR A
PERFECT
CUT

FINEST TOOL STEEL



GUIDE
WHICH
SAVES
ALL
WASTE



The L. & H. Needle-Cutter or Fibre Repointer we now offer to the user of Fibre Needles is the result of four years' exhaustive experiments and we feel safe to assert, NONE BETTER CAN BE MADE.

The lover of GOOD music will find this cutter invaluable. The upper blade being pivoted above and back of cutting edge insures perfect contact with lower blade. Both of these blades are made from finest tool steel and properly tempered and with ordinary usage will last for years, without sharpening or renewal.

The cutter has a self-acting stop, which prevents cutting away more than enough, thus a pin can be played twelve or fifteen times before becoming too short.

We give our absolute guarantee with every cutter sold.

RETAIL PRICE \$1.50

GET YOUR ORDERS IN NOW. LIBERAL DISCOUNT TO TRADE.

DEALERS, ORDER FROM YOUR DISTRIBUTOR

Lyon & Healy

VICTOR DISTRIBUTORS

CHICAGO

EDISON JOBBERS

POLITICS HURT MILWAUKEE TRADE.

Bitter Municipal Campaign Which Results in Defeat of Socialists Receives Much Attention—Improvement Noted, However—Death of Well-Known Dealer—Victrola Relieves Tiresome Job—What the Various Dealers Are Doing to Capture Business—New Columbia Dealer Established—L. C. Parker Honored by Associates—William A. Kaun Music Co. to Remodel Quarters—News of Interest.

(Special to The Talking Machine World.)

Milwaukee, Wis., April 10, 1912.

Now that one of the most exciting and bitterly fought municipal elections in the history of Milwaukee is a thing of the past, local talking machine dealers say that business is beginning to take on new life. The Socialist administration was defeated by a decisive majority. People had been too deeply engrossed in politics during the latter part of March to have much time to buy much of anything out of the line of absolute necessities. Conditions in all lines have settled down once more and business is showing steady and healthy improvement. Genuine spring weather has made its appearance and the reaction from a long and severe winter is making itself manifest in a better trade in all fields. The fact that this is a Presidential election year does not seem to be causing any uneasiness either in the jobbing or the retail trade. As long as business in general is showing improvement talking machine men say that they are confident of meeting with a fairly prosperous year and are making preparations accordingly.

Jobbers seem to be well satisfied with conditions. Dealers are ordering well in order to be well stocked up in readiness for the late spring trade, and the outlook is better at this time than it was a year ago. Indications are that retailers are not stocked up especially heavy and this is taken as a hopeful sign.

The Milwaukee trade was shocked recently by the death of Oscar Bach, 3515 North avenue, a well-known music dealer, who carried both the Edison and Victor lines and has always played a prominent part in the local talking machine trade. Mr. Bach had been in ill health for some time and had recently undergone an operation.

Louis F. Stark, of Hilbert, Wis., has joined the Wisconsin contingent of Edison dealers.

George D. Ornstein, sales manager of the Victor Talking Machine Co., is expected to arrive in Milwaukee soon on his way from the Pacific Coast. Mr. Ornstein has several sisters in Milwaukee and

will probably spend a short time in the city.

Otto F. Leidel has resigned as general manager of the Victor department of Emil O. Schmidt, 310 Grand avenue, and has joined the forces of the F. G. Smith Piano Co. No successor to Mr. Leidel has been chosen, and Mr. Schmidt announces that he will give personal attention to the Victor line. Mr. Schmidt has a high class trade and is doing especially well with his talking machine line.

Probably the Victrola has never been put to a more unusual use than it is in Milwaukee at the present time. Secretary Frank Harbach, of the Milwaukee school board, is a busy man and at the end of each month has to sign 1,600 pay checks for the teachers in the local schools. He used to find it a pretty tiresome job, but now signs the checks while listening to the music of a Victrola. He says he actually enjoys the job now and he strongly recommends that various financiers, who find it so wearisome a task in signing checks, adopt his little scheme.

L. C. Parker, the enterprising manager of Gimbel Bros.' talking machine department, has been elected vice-president of the association of Gimbel managers and assistant managers. Monthly meetings and luncheons are held by the organization, and Mr. Parker has been one of the faithful workers. A gain in business of 148 per cent. for the month of March, as compared with the same period a year ago is reported by Manager Parker. The Gimbel department made some especially fine sales of Style V Victors to several of the Milwaukee schools during the past month. Mr. Parker has the distinction of having sold Victors to practically every school in Milwaukee. He is a strong advocate of the use of the Victor in teaching music and in the regular routine work of the lower grades, and the campaign which he has carried on has done much to increase Victor sales not only in Milwaukee schools, but in the schools about Wisconsin.

Lawrence McGreal, Edison jobber for Wisconsin and president of the National Association of Talking Machine Jobbers, furnished practically all the Milwaukee newspapers with Edison stereopticon machines for use in flashing the returns of the recent municipal election.

A. G. Kunde, Columbia jobber and retailer, 516 Grand avenue, announces that he has established a new branch Columbia dealer in the foreign section of the Milwaukee downtown district. General trade at the Kunde store has been showing a steady increase during each month of the present year.

E. H. Phillips, manager of the credit department of the Thomas A. Edison, Inc., stopped over in

Milwaukee recently as the guest of Lawrence McGreal. He was on an extensive Western trip and reported conditions as favorable. He said that the new Edison disc machine may be expected to make its appearance on the market during the late spring or summer.

Mr. McGreal has received news that the Thomas A. Edison, Inc., will place its Home moving picture machine on the market within the near future. It is probable that he will assume the Wisconsin State agency for the machine.

News from Miss Gertrude Gannon, head of the Wisconsin Talking Machine Co., Victor jobber for Wisconsin, indicates that she will probably not return to Milwaukee before May 1. Miss Gannon, in company with a party of friends, has completed a trip up the Mediterranean, through the Holy Land, down the Nile into Egypt and is now touring Europe. Harry Fitzpatrick and Joseph Gannon, in charge of the Wisconsin Talking Machine Co. during Miss Gannon's absence, report a brisk Victor business and announce the securing of several new Victor dealers about the State.

The new store at 1120 Walnut street, conducted by J. H. Becker, Jr., under the name of the Talking Machine Co., is meeting with a steadily increasing business and Manager Becker reports some especially fine sales of Victrolas XXIV., XVI. and VI. A brisk business in Red Seal records, including records by Caruso, is reported. Mr. Becker, as usual, has an attractive window display that is bringing him much business. An Easter exhibit of more than ordinary merit has brought out much favorable comment. Mr. Becker is now devoting much of his time in calling upon the outside trade, leaving his new store in charge of Mrs. Becker, who is proving herself to be a most able saleslady in the talking machine field.

The William A. Kaun Music Co. has awarded contracts for the remodeling of its recently acquired quarters at 90 Wisconsin street, where it will be located about the latter part of the month. A new front will be erected, new fixtures and a new heating system will be installed and the store will be made into one of the finest in the Milwaukee downtown section. Mr. Kaun will have more room at his disposal in the new store and will be able to give up considerably more space to the talking machine phase of his business. A full line of Victor machines, supplies and records is carried.

WHY TRADE IS GROWING.

Business has been growing so rapidly with the Schafford Album Co., New York, that it has been forced to seek larger quarters. Recently it moved from 182 Grand street to 23-25 Lispenard street, where it will have three times the room—approximately 10,000 square feet of room. In fact, this company has been cramped for space during the past few months and it was only the difficulty of finding the proper quarters that prevented it from moving before it did.

To The World, T. C. Schafuss, head of this company, said: "In our new factory we can take even better care of the trade for talking machine record albums. As it is now, over 40 per cent. of the distributors buy their albums from us, which in itself is a very good testimonial of the merits of the Schafford album. Price and quality of goods make the Schafford the 'best buy' for the talking machine man who wants the most profits and the quality reputation."

L. J. REID NOW IN CHARGE.

(Special to The Talking Machine World.)

Louisville, Ky., April 9, 1912.

Leo J. Reid, of the Columbia Co.'s St. Louis store, has been transferred to the local house and will have charge of the retail and instalment business here. Mr. Reid has been with the Columbia Phonograph Co. for two years and is one of its best salesmen. R. G. Gay, of Little Rock, Ark., has also joined the retail force.

The retail business of the Columbia Co. store is increasing by leaps and bounds, the February business being a large increase over February, 1911, and March shows a still larger increase. A Pyro day and night sign has just been installed—one of the handsomest signs in Louisville. The sign was furnished by the E. C. Plume Co., of Chicago.

GET BUSY BUILDING YOUR OWN TALKING MACHINES

CONTROL YOUR OWN DESIGN
INCREASE YOUR PROFITS

SPRING MOTORS
TURN TABLES
TONE ARMS
SOUND BOXES

ORIGINAL CONSTRUCTIONS FOR INSIDE
AND OUTSIDE HORN TYPES

LET US QUOTE YOU PRICES

MERMOD & COMPANY

505 Fifth Avenue

New York City

It's a Long Tale that Has No Ending

Nevertheless, the tale without an end is infinitely better than a tale with a poor ending. Poor endings have spoiled many fine beginnings. Many exquisite musical efforts have been spoiled by some slight noise at the end. That such a noise will come at the end of every talking machine record is almost undisputed. It is a raucous uprising against peace and harmony. It has been the chief drawback to the talking machine. An automatic stop to put an end to these noises became a necessity. Necessity, mothering invention, brought forth the

CONDON-AUTOSTOP

The demand for this device is unending. Every talking machine owner needs it.

The naturally strong selling features of the Condon-Autostop are to be backed up by an extensive advertising campaign. We are just starting this campaign. The first advertisement will appear in the Saturday Evening Post issued for April 20th. This is to be followed by other strong sales getting advertisements.

The Condon-Autostop is a thoroughly practical device—tried and true. It works silently and effectively, but does not put any strain upon the machine.

The Condon-Autostop stops the record at the place desired. At the same time it stops the machine it lifts the needle from the record, preventing any chance of the record becoming damaged.

Using the Condon-Autostop in the salesroom, it allows a salesman to attend several machines at once, increasing his sales efficiency.

The Autostop makes the records fit closer to the table of the machine, producing a smoother tone and giving the record a longer life.

The universality of the Condon-Autostop is a strong selling feature. It fits any disc talking machine and any length record. A few moments are all that are required to adjust it to the machine.

The Condon-Autostop comes either nickel or gold plated to match the mountings of the machine. Prices \$3.00 and \$4.00.

Write for samples and circulars explaining the Condon-Autostop more fully and giving "cuts" of advertising to appear soon.

CONDON-AUTOSTOP COMPANY

26 Front Street, New York

CANADIAN OFFICE: 126 Sparks Street, OTTAWA

Prices in Canada, \$3.50 and \$4.50.

HOW THE TALKING MACHINE ELEVATES MUSICAL TASTE

The Remarkable Work Accomplished in the Public Schools of Boston, Mass.—The Reader Is Taken in Spirit Into One of These Institutions and a New Conception of the Usefulness of the Talking Machine Is Received—"Talkers" Bound to Win A Still Wider Recognition.

The growing appreciation of the value of the talking machine and specially selected assortment of records, when used in schools, on the part of the school authorities, and more particularly on the part of the daily papers, is a factor that should prove most pleasing to those who are interested in the development of the talking machine and its field for business reasons, and also those who are interested in the development of a taste for the best in music on the part of the children.

Among the numerous references to the use of the talking machine in the schools, which have appeared in the daily papers of the country recently, one of the most interesting articles has been published by the Christian Science Monitor, of Boston, regarding the use of the talking machine in the schools of that city, and to which paper we are indebted for the cuts reproduced in connection with the article which reads as follows:

Seventeen and a half minutes had been ticked off by the schoolroom clock and there had not been a sound worth mentioning. Little feet had shifted on the floor, little bodies had wriggled in the seats, there had not been an occasional sound of hard breathing signifying intent application to some task in hand; but, for little boys and girls no bigger than is usual at six years, it had been quiet enough. In fact, the quiet was becoming rather burdensome when Harrigo sat back in his chair with a force that made everybody around him look up, and raised his hand.

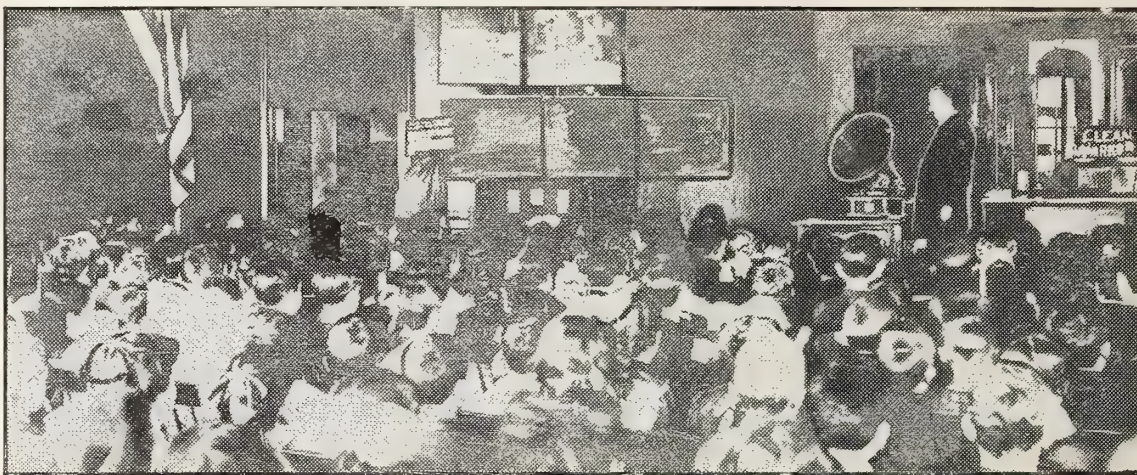
"What is it, Harrigo?" said Miss Foley.

"Can't we have 'Tramp, Tramp, Tramp?'" requested Harrigo.

Instantly every little short-cropped or be-ribboned head in the room bobbed up and the faces were turned eagerly toward Miss Foley, rippling into smiles when for answer she went to a table in a corner of the room, and taking from it a box-like looking arrangement placed it on her desk. Presently there came from it that stirring old-time melody, "Tramp, Tramp, Tramp, the Boys Are Marching," sung and played with a fervor like that which called it forth half a century ago. The

children listened with radiant faces, then returned to their words and letters while the music kept on. After a few moments came the pitter-patter of "Rain, Rain, Do Not Go," and at a signal from Miss Foley they joined in the second line, "Rain, rain, we love you so," and sang it through to the end.

The "talking machine" is a new thing in the Harvard school at Charlestown, and the children, seemingly, cannot hear it enough. It was introduced a month ago, to the wonder and delight of all who heard it. The first time it was used in the first grade "Tramp, Tramp, Tramp" was put on,



CHILDREN OF EIGHTH GRADE CLASS IN THE HARVARD SCHOOL AT CHARLESTOWN LISTENING TO THE TALKING MACHINE.

and immediately after "Rain, Rain, Do Not Go." Harrigo looked at it amazed. "How did that man get out and that lady get in?" he asked.

The "Rain Song" is so pretty and they liked it so well that Miss Foley taught the children the words and played the music for them several times; then they had learned it and have sung it nearly every day since, to the accompaniment of the talking machine. This plays for them as they work, and it plays for them to march by; and pretty soon, when the right records come, it is going to play for their other singing, their folk dancing and their games. They use it now to march by and Miss Foley and Henry C. Parker, who is the master of the school, say that just for that alone it is worth all that was

paid for it. Every man who ever put on a uniform or silk hat and joined a parade can tell what a difference it makes when the band strikes up. It is just so with the children. Marching in and out among the desks is a relief from sitting still, and singing does much to enliven it; but let the machine give out "Our Director," or Mozart's "Turkish March," by Creator's band, or "Tramp, Tramp," and there is a swing and a dash to the marching that is all the most earnest advocate of that exercise could ask for as a vent for childish enthusiasm. "They move all over," as their teacher says. Their whole bodies dance in response to the music, and when they sing, too, they do it with a vim that makes people passing outside slacken their steps to listen.

The talking machine used in the first grade belongs exclusively to that room, being the personal property of the teacher; but the grammar school

pupils have one of their own, bought with their own money from a special fund raised by giving entertainments and so on. Thus far this machine has been kept in the big assembly hall, where the classes are taken by turns to hear it. One day the music had been going on for some time and the sounds wafted through the cracks of the doorways into the room across the hall, where the eighth grade pupils were busy with technical grammar. They kept perseveringly at work until the beautiful organ strains and bells of "The Coming of the Year" stole into the room. Then there was a brightening of the faces and an involuntary turning of the heads. It was not so much a welcome change from a tedious task as the expression of a genuine love for the beauty of the piece.

"Let us stop for a moment and listen," said Miss Gary. And, turning to a visitor, she added, "If it would not be cruel I would like to ask them if they would like to go into the hall, just to let you see what they would do." When the piece had ended they resumed their lesson, knowing that they could not give all their time to the renditions of the masterpieces of musical composition, but glad they could enjoy them sometimes.

It was not long before Mr. Parker opened the door and asked, "Do you think your class would like to come into the hall for a while, Miss Gary?"

Miss Gary had no need to put the question. The desks were cleared on the instant and everybody was ready to start at once. They filed into the big room in an orderly fashion, but filled it with the buzz of anticipation that always goes before the presentation of something that is expected to be good. As soon as the disc was put in place and Mr. Parker had touched the lever silence reigned. The beautiful barcarole from the "Tales of Hoffmann," as sung by Scotti and Geraldine Farrar, was given to an audience that seemed oblivious of all other things. There was a long ecstatic breath when it was over and Mr. Parker waited a few moments before he selected another record and put it on the machine. It was "Home to Our Mountains," sung by Louise Homer and Caruso and was listened to with the same intentness that had been accorded the former piece. Before playing it Mr. Parker gave the children a short talk about the opera, its composer and the two singers, telling in a general way how they ranked in their profession and what

WANTED TO BUY

large or small stocks of talking machines or records, disc or cylinder.

Spot cash for real bargains. Give approximate inventory and state price. No cut outs considered.

The Petmecky Co.

AUSTIN

TEXAS



FIRST GRADE CHILDREN AT THE HARVARD SCHOOL IN CHARLESTOWN USING THE TALKING MACHINE.

they were paid for each performance. This was followed by a record given by a singer who "might get \$25 for an evening's performance." It was not difficult to make the comparison. Use of a record for the first time is preceded by a short talk covering the essential facts regarding it. These are repeated from time to time and the children are called upon occasionally to volunteer some of the statements.

The repertoire of this particular talking machine is exceptionally high class. It includes a number of selections from the greatest singers of the day. Among them are "The Miserere," by Caruso, Frances Alda and chorus, an aria from "Samson and Delilah," by Olitzka, and "Stille Nacht," by Fremstad, duets by Maria Gay and Zenatello, and the sextet from "Lucia." Once a teacher brought in her own "seven dollar record," as they call it, of Sembrich and Caruso. Then they have selections from oratorios, "The Holy City," by Evan Williams, "Hark, Hark, My Soul," by the Mendelssohn quartet, instrumental numbers of classic compositions by famous performers, "My Hero" from the "Chocolate Soldier," patriotic songs, old melodies and a few popular tunes. These latter are not so well liked. They have a place, but when the children are called upon to make their own selections they seldom choose one of them. This is regarded as remarkable in a school where the pupils are necessarily of mixed tastes, and an indication of the latent love of music which the school stands a chance of developing and cultivating away from the attractions of the cheap music hall.

When Mr. Parker asked this time what they would have next Schubert's Serenade was requested, and was reproduced as performed by Mischa Elman. Then he asked for just one more piece which would finish their music for the day. The calls for the sextet from "Lucia" and "Just Before the Battle" were so evenly divided that it was necessary to count hands. So they enjoyed both pieces. When the last note of the second piece had trailed away Mr. Parker put another record on the machine, and the room resounded with the irresistible swing of the "Stars and Stripes." "When you march out," he said, "be careful to go quietly so as not to disturb the director. Who is the director?" "Sousa," they answered. "And who is the cornetist?" "Herbert Clark."

When school was dismissed for the day two girls stopped to talk to Miss Gary about the music. "I never heard such music as that," one of them said. "I don't believe I shall ever want to go to one of those nickelodians again."

"That is one of the things we want to counteract," explained Mr. Parker, who had overheard. "One of the girls who left school last year is singing in one of these halls for a few dollars a week and the children spend their pennies to go and hear her. What kind of music is that and what kind of things do they get in the usual run of those places? By cultivating their taste for the good things they will lose any pleasure they may have experienced in the bad ones."

The talking machine is an innovation in the

schoolroom, but everywhere tried it is proving a success. It is making constant headway in public and private schools and colleges—in fact wherever it is used it has its way into favor. The one just purchased by the Harvard school in Charlestown is one of the first added to a public school equipment in Boston. Henry B. Hall has one of his own which he used at the Phillips Brooks school when he was master there, and has taken it with him to the John Winthrop district. William B. Snow, master of modern languages at the English high school, hopes to get one to assist his classes in the pronunciation of

words in other languages than English. The Bennett, Franklin and Thomas Gardner schools in Boston; the Hodgkins and the Bingham schools, in Somerville, use the machines in cultural work, entertainment and marching.

Professor Marshall, of Boston University, is using the talking machine in his lectures on the history and development of music, and also for technical work with his classes. It has been his custom to give series of lectures illustrated with selections given by singers from the Boston opera company. In future he expects to have the talking machine do this work and thus gain a wider range from which to select.

At the Dorchester high school in Boston two phonographs are in use in the commercial classes. They are used chiefly for dictation, particularly in the classes in stenography, where they are found to be of great value. While much dictation is given personally by the teacher, the use of the machine occasionally as a substitute leaves the instructor free to go about among the pupils during the dictation exercise to see how they work and aid them in their difficulties. As phonographs are in growing favor in business offices, where communications are spoken into the machine rather than to a stenographer, and are later dictated back for reproduction on a typewriter, the pupil is prepared for both kinds of dictation.

In addition to describing the success met with

the use of talking machines in the public schools of Boston, the article goes on to tell in an interesting manner of the use of talking machines in the various public and educational institutions in this country and Europe, and the methods employed for securing the best results.

DINES BOARD OF DIRECTORS.

George D. Ornstein, of the Victor Co., Tenders Luncheon to Heads of Sherman, Clay & Co. While in San Francisco Recently.

(Special to The Talking Machine World.)

San Francisco, Cal., April 6, 1912.

George D. Ornstein, representing the Victor Talking Machine Co., while in this city recently gave a luncheon at the St. Francis Hotel in honor of Sherman, Clay & Co. The board of directors of Sherman, Clay & Co. was in attendance, its members including L. S. Sherman, Philip T. Clay, Andrew A. McCarthy, Fred. R. Sherman and Fred. Stevenson. L. S. Sherman, president of Sherman, Clay & Co., made a very adequate little speech in which he emphasized the fact that the relations between the Victor Talking Machine Co. and Sherman, Clay & Co. had been exceedingly cordial during a long period of years and that in all that time not one unpleasant incident had marred the close, friendly relations of the two big houses.

PHONOGRAPH SPEECHES MADE

By Members of Sumner Society Unable to Attend Reunion in Chicago.

(Special to The Talking Machine World.)

Chicago, Ill., April 8, 1912.

Twenty-one of the original 117 members of the Sumner Society, organized as a literary club in 1873, attended their thirty-ninth reunion and banquet at the Hotel Sherman recently and recalled their schoolboy days. Phonograph records of talks that had been made by members in other cities, and stereopticon views and drawings and writings of Dr. Cornelius H. Patton during a journey through the heart of Africa, formed the program. The "canned" addresses were from John E. Wilkie, chief of the United States Secret Service, Washington; Charles A. Hilles, Los Angeles; Lawrence A. Norton, banker, and William J. Buckley, both of New York.

A plain price mark is a silent, potent salesman.

The New Regina Electric Cleaner

(MODEL "C")

is a high-class, moderate priced vacuum cleaner of a new design and construction and of exceptional merit.

Retails for \$45 with a nice margin of profit to the trade.

Fully guaranteed by a responsible manufacturer. Licensed under the basic (Kenney) vacuum cleaner patents.

Send for particulars regarding this and other models to

THE REGINA CO.

211 Marbridge Building, Broadway and 34th Street, New York
218 S. Wabash Avenue, Chicago

BUYS OUTFIT FOR THE DUKE.

Miss Catherine Elkins Sends Original Present to Duc d'Abbruzzi—\$200 Machine and \$109 Worth of Records on Way to Italy.

(Special to The Talking Machine World.)

Washington, D. C., April 8, 1912.

A talking machine with many records of her own voice was the gift of Miss Catherine B. Elkins to the Duc D'Abbruzzi recently.

Following a recent victory by the flotilla commanded by Duc D'Abbruzzi, Miss Elkins appeared at a store in F street and inquired for a specified type of expensive talking machine. After testing a number of machines she finally picked out one that cost \$200.

Miss Elkins then turned her attentions to records. Songs by Farrar, Caruso, Eames, Scotti and a dozen other grand opera notables were set aside then followed a miscellaneous collection of band, orchestra music, coon songs, topical songs, waltzes, comic recitations, vocal quartets, trios and duets. The records by that time amounted to \$109.

"I want that machine and those records sent to the Duke of Abruzzi at Rome by the next steamer," she said. In order that there might be no mistake Miss Elkins wrote the name and address upon her card and handed it to the proprietor.

TO USE VICTOR IN SCHOOLS.

(Special to The Talking Machine World.)

Waterbury, Conn., April 6, 1912.

Superintendent of Schools Dr. E. H. Forbes has purchased a Victor talking machine for use in connection with musical instruction in the public

schools. The records to be used are being selected by Miss Mary H. Burns, supervisor of music.

OUR FOREIGN CUSTOMERS.

Amount and Value of Talking Machines Shipped Abroad from the Port of New York for the Past Five Weeks.

(Special to The Talking Machine World.)

Washington, D. C., April 9, 1912.

Manufacturers and dealers in talking machines will doubtless be interested in the figures showing the exports of talking machines for the past five weeks from the port of New York:

March 12.

Algoa Bay, 162 pkgs., \$1,541; Batavia, 4 pkgs., \$204; Bremen, 14 pkgs., \$737; Callao, 11 pkgs., \$1,259; Chemulpo, 7 pkgs., \$400; Copenhagen, 40 pkgs., \$2,100; Havre, 13 pkgs., \$138; 10 pkgs., \$189; London, 119 pkgs., \$2,123; Manila, 47 pkgs., \$1,434; Maranham, 6 pkgs., \$365; Puerto Cabello, 32 pkgs., \$744; Stockholm, 47 pkgs., \$1,585; Valparaiso, 52 pkgs., \$2,259.

March 19.

Acajutla, 1 pkg., \$118; Berlin, 58 pkgs., \$7,570; Buenos Ayres, 10 pkgs., \$201; Callao, 1 pkg., \$129; 4 pkgs., \$619; Demarara, 5 pkgs., \$125; Guayaquil, 3 pkgs., \$203; 15 pkgs., \$969; Havana, 31 pkgs., \$1,775; Havre, 2 pkgs., \$100; Kingston, 1 pkg., \$121; Montevideo, 71 pkgs., \$3,881; Santos, 10 pkgs., \$914; Vienna, 12 pkgs., \$548.

March 26.

Acajutla, 3 pkgs., \$234; Antwerp, 2 pkgs., \$250; Bremen, 5 pkgs., \$150; Buenos Ayres, 223 pkgs., \$12,036; Colon, 2 pkgs., \$300; Corinto, 3 pkgs., \$352; Guayaquil, 2 pkgs., \$105; Havana, 31 pkgs.,

\$1,566; Havre, 10 pkgs., \$894; Iquitos, 4 pkgs., \$252; La Guayra, 5 pkgs., \$117; London, 84 pkgs., \$2,746; Montevideo, 189 pkgs., \$6,136; Rio de Janeiro, 17 pkgs., \$1,151; Santiago, 7 pkgs., \$690; Tampico, 7 pkgs., \$278; Vera Cruz, 138 pkgs., \$4,611; Vienna, 6 pkgs., \$332.

APRIL 2.

Antofagasta, 3 pkgs., \$107; Berlin, 56 pkgs., \$997; Buenos Ayres, 39 pkgs., \$6,706; Callao, 15 pkgs., \$567; 11 pkgs., \$571; Cartagena, 2 pkgs., \$293; Demarara, 4 pkgs., \$163; Genoa, 19 pkgs., \$362; Guayaquil, 4 pkgs., \$280; Havana, 5 pkgs., \$207; La Guayra, 3 pkgs., \$345; La Paz, 7 pkgs., \$846; Limon, 13 pkgs., \$1,674; London, 139 pkgs., \$2,649; 6 pkgs., \$3,018; Marseilles, 2 pkgs., \$400; Milan, 9 pkgs., \$367; Port Limon, 15 pkgs., \$593; Port of Spain, 10 pkgs., \$447; Puerto Mexico, 8 pkgs., \$359; Rio de Janeiro, 29 pkgs., \$1,820; Santiago, 3 pkgs., \$175; Savanilla, 17 pkgs., \$1,273; Stockholm, 21 pkgs., \$1,425; Valparaiso, 13 pkgs., \$879.

APRIL 9.

Barbadoes, 3 pkgs., \$100; Berlin, 404 pkgs., \$10,639; Callao, 5 pkgs., \$420; Ceara, 2 pkgs., \$387; Colon, 3 pkgs., \$103; Dunedin, 5 pkgs., \$113; Hamilton, 5 pkgs., \$159; Havana, 44 pkgs., \$1,622; 7 pkgs., \$175; Kingston, 5 pkgs., \$105; 5 pkgs., \$105; La Guayra, 6 pkgs., \$432; Liverpool, 3 pkgs., \$135; Progreso, 121 pkgs., \$4,148; Santo Domingo, 16 pkgs., \$486; Santos, 10 pkgs., \$418; St. John, 4 pkgs., \$1,644; Trinidad, 6 pkgs., \$160.

TALKERS FOR ARKANSAS SCHOOLS.

Sample Machines Exhibited to Acquaint State Educators with Their Possibilities.

(Special to The Talking Machine World.)

Little Rock, Ark., April 5, 1912.

Two samples of talking machines, which it is proposed to introduce into the public schools of Arkansas, were placed on exhibition recently in the office of the State superintendent of public instruction. They will be used to demonstrate the possibilities of such machines to educators from all parts of the State who visit the State Department of Education.

State Superintendent Cook believes that there is a big place for the machines in the public schools. They can be used, it is pointed out, both for entertainment purposes and to aid in teaching music to the pupils. Machines designed for use in schools of all sizes and selling at various prices have been produced by the manufacturers.

LEASES BIG NEWARK BUILDING.

(Special to The Talking Machine World.)

Newark, N. J., April 11, 1912.

The Edison Co. has leased the new five-story building recently erected at the corner of Central avenue and Broad street and which contains 53,000 square feet of floor space. The lease runs for eight years and ten months, and the total rental will be \$300,000.

TALKING MACHINE MOTORS**HYDRA-SYSTEM**

ARE

Without Competition

In case of breakage of the spring or damage on the spring box the latter can be exchanged by a child within 30 seconds, thus practically avoiding any interruption in the use of the machine.

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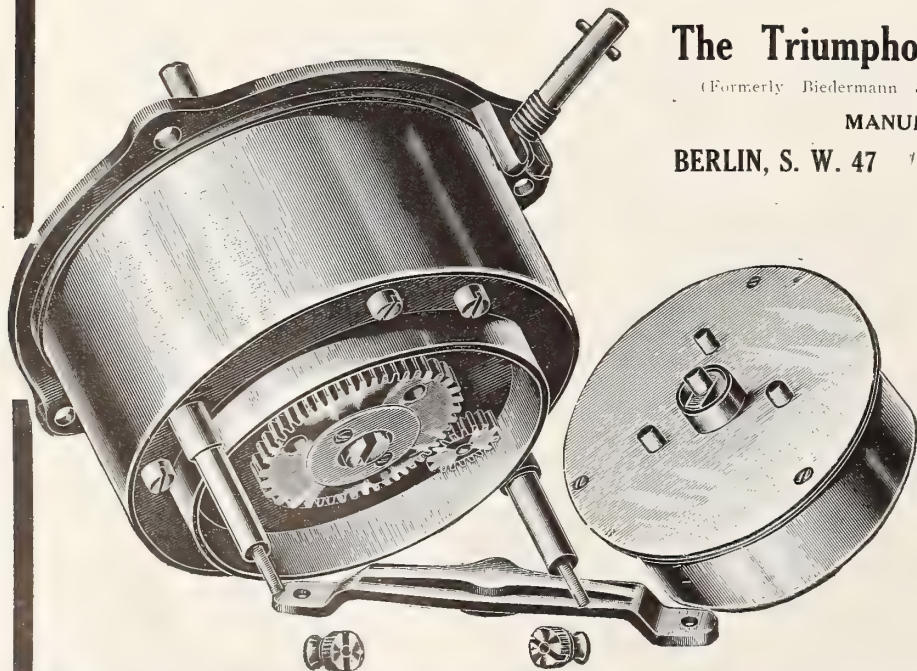
also Double-spring

Patents applied for

Apply for Details

and Catalogues

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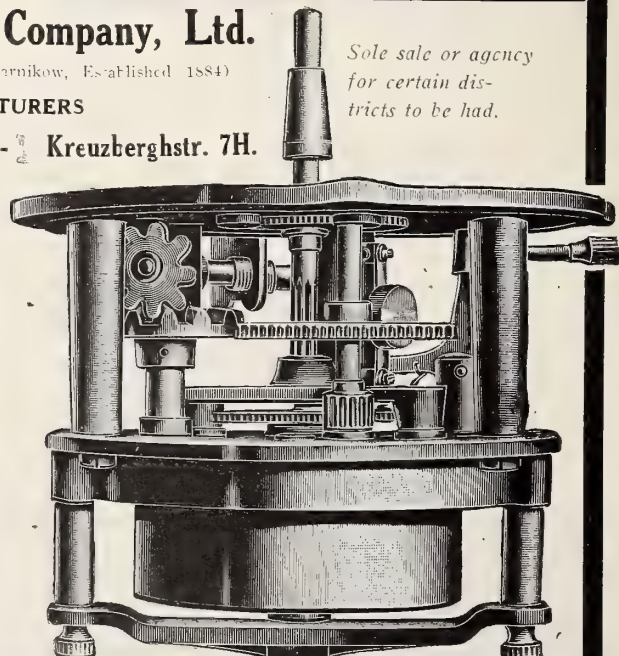
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FROM OUR EUROPEAN HEADQUARTERS

1 GRESHAM BUILDINGS, BASINGHALL STREET, LONDON, E. C., W. LIONEL STURDY, MANAGER.

The Influence of the Coal Strike on Business—Spending Power of the People Curtailed—Optimism, However, Rules Supreme and an Early Settlement of the Labor Troubles Is Looked For—The Attitude of Composers and Publishers Toward the New Copyright Law—Edison Public Exchange Scheme—Archives of the Imperial Academy of Sciences in Vienna Enriched with Interesting Records—Death of a Veteran of the Trade—Cylinder Record Popularity—Some Interesting Records from the Columbia Co.—Other Items of General Interest to the Trade.

(Special to The Talking Machine World.)

London, E. C., April 6, 1912.

Throughout the whole of the month of March—a truly black month for all trades, not to mention our own—the spirit of Mark Tapley has occupied the chair and infused us all with its genial character. Really, it is surprising. However optimistic one felt inclined to be, the fact could not be balked that the wheels of commerce must gradually slow up for want of the necessary oil. For the first time we have been brought to appreciate the value of coal. But that by the way. What most concerns us is the effect of this disastrous coal miners' strike upon an industry which really flourishes on the surplus spending money of the masses. As far as can be ascertained over two million of the normal working population have been thrown idle, apart from the number of short-time workers and others indirectly affected.

Strike Restricts Spending Powers.

The spending power of all these must be very considerably restricted for weeks, even perhaps for months to come, and the immediate future at any rate is therefore not too rosy for the average talking machine dealer.

But, as I have said, optimism rules among the manufacturers, and as evidence it may be mentioned that with the exception of the minor firms, the prominent record makers have maintained their average amount of advertising and in some instances increases are to be noted. When the strike was first put in operation many traders were not far removed from the panic stage, but this nervousness, fortunately, soon departed.

At the moment of writing an early settlement of the strike is within the bounds of probability, if not certainty, and while it must necessarily be quite some time before things return to the normal, a general feeling of relief, needless to say, is expressed on all hands.

Copyright Information.

As the time draws near when the act comes into operation, the different phases of the situation become more engrossingly interesting and complex. I have already outlined the attitude of composers and publishers, who it appears have now reached an agreement regarding the methods to be adopted for the proper safeguarding of their interests. There would appear, however, to have been some little dissension among themselves as the result of discovering that one of the favored collecting societies was financed to some extent by the mechanical music trade. Under these conditions it was not unjustly felt that the control of licenses and collection of royalties should be placed beyond the control of any talking machine or music roll firm, and objection was also raised against any institution which proposes to deduct a percentage of the royalties received for expenses and profit. As the outcome of their deliberations, the leading composers, lyric writers and publishers have decided to establish a separate association to look after their interests and a provisional committee was appointed. By trotting out the old bogey that sheet music sales were adversely affected by the sales of records, the publishers are to obtain a share of the royalty fees collected. It is proposed that

expenses of administration of the society should be shared equally by the three bodies mentioned; the royalties collected to be likewise divided. Hard upon this the Incorporated Society of Authors and the Society of British Composers issued a manifesto drawing the attention of composers in the United Kingdom to their powers and rights in regard to the mechanical reproduction of their works, as defined by the Copyright Act, 1911, which declares that the composer has the sole right to authorize or prohibit the making of any mechanical reproduction of his compositions. No matter what assignment of mechanical rights the composer may have made before the passing of the act, the act annuls such an assignment, and confers solely upon the composer all royalties derived from such mechanical rights. The society urges upon composers not to part with the property which is exclusively theirs by act of Parliament, not to employ any agents or agencies without careful inquiry into their financial position and stability, and not to enter into any contract for sheet publication which contains any conditions whatsoever with regard to their rights of mechanical reproduction.

The Methods of Collections.

The regulations governing the collection of royalties as prescribed by the act have not yet been issued by the Board of Trade, but I am given to understand on official authority that the plan to be adopted is under consideration and will be made public in the near future.

Valuable Work on Copyright.

The Solicitors' Law Stationery Society, 22 Chancery lane, London, W. C., has issued a King's printers' copy of the copyright act, neatly bound in a stiff cardboard cover, published at 2s. 9d. post free. The work deals exhaustively with the subject, and presents in as concise a form as possible the more important changes of copyright law made from time to time. With this work, interestingly compiled, by the way, by Messrs. Andrew Strahan and Norman Oldham (barristers-at-law), is bound up the Musical Copyright Act of 1906, Musical Copyright Act of 1902, and the unrepealed sections of the Fine Arts Act of 1862. The whole has been carefully indexed, and with tables showing where the corresponding sections of the repealed acts are to be found in the new statute or vice versa, it furnishes a key to a veritable encyclopædic mine of information essential alike to all interested in or affected by the new law.

First Edison Public Exchange Scheme.

Under date March 22 the trade was notified of an exceptionally enterprising proposition by which during March, April and May authorized Amberol dealers may make an allowance to the public on all worn, broken or otherwise disused Standard or Amberol records returned under the following conditions: Providing one new Amberol record is purchased at the same time, an allowance of 2d for each old Standard and 3d for each old Amberol record is permissible. The company specially emphasizes the fact that any attempt to increase the allowance beyond that stipulated will be considered an infringement of the price maintenance agreement.

Facilities are afforded the dealer of returning the exchanged records to the factory under a fairly liberal plan. The scheme is rightly expected to prove highly beneficial all round.

A Most Interesting Record List.

Liszt's "Hungarian Rhapsody," Mendelssohn's "Bee's Wedding" and "Spring Song," and the famous Intermezzo from "Cavalleria Rusticana" are titles to conjure with, but when we hear that records of them have been made by the New Symphony Orchestra we know that they will have received the most perfect interpretation and execution that is possible. The records figure in "His Master's Voice" April list, which also includes the following: "Songs d'Autonne" (Joyce),

Mayfair Orchestra; "Le Domino Noir," overture (Auber), band of H. M. Coldstream Guards; "The Wee Macgregor, Highland Patrol" (Amers), band of H. M. Coldstream Guards; "O Rest in the Lord" ("Elijah") (Mendelssohn), Mme. Kirkby Lunn; "A Furtive Tear" (Donnizetti), Evan Williams; "In Sympathy" (Marshall), Walter Hyde; "The Holy City" (Adams), John Harrison; "The Palms" (Faure), Harry Dearth; "Cleansing Fires" (Gabriel), Thorpe Bates; Novelletten, 1st movement (Gade), Renard Trio; "Adagietto" (Bizet), W. H. Squire, cello solo; "The Bridal Chorus," from Lohengrin (Wagner), the Grand Opera Company; "The Other Department, Please!" (Fragson), Harry Fragson; "Let Us Waltz Round Together" (Penso), Margaret Cooper, and "Little Dolly Daydream" (Leslie Stuart), Eugene Stratton.

Ten inch—"The River of Tears" (Marzials), Mme. Edna Thornton, and "Wot's the Good of Hanyfink?" (A Cockney Complaint) (Ingle), Albert Chevalier.

Valuable Records Added to Vienna Archives.

Some unusually interesting records have been added to the phonographic archives of the Imperial Academy of Sciences in Vienna.

Delegates sent to Jerusalem, says the Pall Mall Gazette, succeeded in obtaining a collection of various Semitic dialects and ancient Hebrew religious songs. These latter include melodies originating from the period of the Jewish kingdom, which are believed to have been handed down untouched by outside influences. They bear a genuinely Oriental character, but musically considered are not of great merit.

Another valuable addition to the archives comes from the Caucasus, in records of various dialects in the Georgian, Armenian, Tartar and Mingrelian tongues. These will, it is expected, provide rich material for comparative language studies.

Dr. Pospischil, of Olmütz, has done the academy a great service in gathering together records from scattered Croatian villages in Moravia. These have been found to be absolutely identical with the pure Croatian speech, leaving no doubt that these settlements are of Croatian origin.

The academy's archives already contain nearly fifteen hundred cylinder records, and it is proposed to issue a catalog of the first thousand shortly. The work has attracted a good deal of attention abroad, and similar phonographic archives have been started in Rome and Zurich.

Inquiries to a similar end have also come to the Vienna academy from several other cities.

Death of a Trade Veteran.

A picturesque and eventful career has ended with the death of Colonel George Edward Gourand at Vevey, Switzerland, says a contemporary. Colonel Gourand was born in the United States, but he lived in England for over thirty years. During the American Civil War he served with the Federal Army with distinction.

When the phonograph was one of the wonders of the world the colonel became associated with Thomas A. Edison, and subsequently represented the great inventor in England, being the first official agent for the phonograph. He named his residence at Brighton Edsonia House, in honor of the inventor, and he there accumulated a large and valuable collection of records, which he was pleased to refer to as his "library of immortal voices," declaring that he had been offered thousands of pounds for the wax cylinders, which contained impressions of the voices of many prominent persons. Queen Victoria was much interested, although she did not make a record, but Colonel Gourand was wont to boast with some pride that he had secured records from the late King Humbert, Bismarck, Gladstone and Moltke.

When Jacques Lebandy decided to proclaim a

(Continued on page 41.)

FROM OUR LONDON HEADQUARTERS—(Continued.)

"ready-made" empire in the Sahara Desert, some eight years ago, the gallant colonel was appointed governor general of the new domain. With other members of the "Emperor's" court he established himself at the Savoy Hotel and acted as spokesman for his "sovereign." He found time to act as Prime Minister, Minister of Foreign Affairs and Chancellor of the Exchequer, and declared that he had actually established relations with the Sultan of Morocco, the "neighboring friendly power." And when M. Lebandy's dream of empire faded, the colonel turned his attention to politics, conducting his election campaign by means of phonographs fastened to bath chairs. He afterward resided in Paris, and for the last two years at Vevey.

Reviving Popularity of the Cylinder Record.

As the result of one or two new departures of an enterprising measure, the cylinder class of record is likely to regain some of its old popularity, and the National Phonograph Co. is to be commended for its boldness in carrying out its new trade and public exchange schemes despite the great wave of industrial trouble which has spread over the whole of the country and seriously hampered business generally. It is true that these new propositions were, of course, planned in advance at a time when the great coal strike was, at any rate, not expected to last for any lengthened period, and although some may question the wisdom of the move at this time there can be no doubt that its result will prove its justification, at least we sincerely hope so. Particulars of the scheme are outlined elsewhere, and an excellent inducement for the public to embrace the Edison Co.'s generous offer, the first of its kind, by the way, is represented in the exceptional quality of its latest lists. That for May, which we are privileged to publish in advance, manifests ample endorsement of our statement. Complete list is as hereunder:

Edison Amberol Concert Records—"Vito" (D. Popper), Paulo Gruppe; 'cello; "Coppelia—Entr-

Acte and Waltz" (Delibes), Armand Vecsey and his Hungarian orchestra, and "Old Folks at Home" (Foster), Miss Margaret Keyes.

Edison Amberol Records—"Hogmanay" (C. W. Murphy), Stanley Kirkby; "Popular Songs—Medley," National Military Band; "I Wish It Were Sunday Night" (Godfrey and Williams), Billy Williams; "When the Harvest Moon Is Shining, Sweet Eileen" (F. V. Bowers), Thomas Jackson; "Valse Decembre" (Felix Godin), Alhambra Orchestra; "There's No One to Harmonize" (Percy Edgar and Lawrence Wright), Jack Charman; "Derby Day" (Original), Ben Albert Company and band; "So You Want to Be a Soldier, Little Man" (Trotter), David Brazell; "No Wonder You Call It the Last Waltz" (Moore and Cliffe), Stanley Kirkby; "Sunny Savannah" (T. Thurban), National Military Band; "Alexander's Ragtime Band" (J. Berlin), Billy Murray; "Ye Merry Birds, that Sweetly Sing" (F. Gumbert), Miss Elizabeth Spencer; "Angel's Serenade" (G. Braga), Venetian Instrumental Trio; "Your Smile" (D. Forster), Miss Elsie Baker; "The Broken Melody" (A. van Biene), American Standard Orchestra; "I Will Magnify Thee, O God" (J. Mosenthal), Miss Agnes Kimball and Reed Miller; "Second Polonaise" (Liszt), Edison Concert Band; "Mary was My Mother's Name" (A. Solmen), Joseph A. Phillips; "The Passing Caravan Patrol" (J. C. Schmid), New York Military Band; "Peggy Gray" (T. Chattaway), Manuel Romain; "That Hypnotizing Man" (A. Von Tilzer), Premier Quartette; "Are You Going to Dance" (The Count of Lupenbourne), Miss Elizabeth Spencer and Irving Gillette; "Old Folks at Home" (with variations) (piano solo), André Benoist, and "One Fine Day" ("Mme. Butterfly") (Puccini) (sung in English), Miss Agnes Kimball.

Edison Standard Records—"I Never Heard Father Laugh So Much Before" (Godfrey and Williams), Billy Williams; "'Tis a Far Better Thing" (Godfrey and Williams), Billy Williams;

"Take Me Where There Are No Eyes About" (Godfrey and Williams), Billy Williams; "Tim-è-lou" (Chinese Intermezzo) (H. Christine), Alhambra Orchestra; "Paper Bag Cooking" (H. Pether), Bobbie Naish; "Hush, Here Comes the Dream Man" (Weston, Barnes and Scott), Jack Charman; "I Had to Laugh at Once" (Whitlock), Billy Whitlock; "It's the Early Girl That Catches the Man" (Carter and Flynn), Miss Florrie Forde; "My Lantern Girl" (A. J. Laurence), Stanley Kirkby; "Popular Songs" (medley), National Military Band; "Alexander's Ragtime Band" (J. Berlin), Billy Murray, and "Spanish Dance"—Suite "Bal Costume" (A. Rubinstein), United States Military Band.

Thos. Edens Osborne Still in Evidence.

With his usual kindly thought, T. Edens Osborne, of Belfast, has been much in evidence of late at concerts and like functions, accompanied by his auxetophone. He has, too, been putting out some effective advertising in the local press, and seems as determined as ever to hold the talking machine trade in Belfast, etc., or as much of it as enterprise will insure.

The April Zono-Twin Records.

Full of good things, as usual, the April Zono-Twin list represents an exceptionally good batch of selections, among which the following call for special mention: Zonophone Records—"Over the Sticks" and "Riding to Order," Joe Elvin; "The Fighting Fifth" and "Grizzly Bear Two-Step," Black Diamonds Band; "The Goslings" and "Quibble's Cocoa," Zono. Concert Party; "A Farewell," and "Fiddle and I," Ernest Pike; "We're Here To-day, and Gone To-morrow," and "Love," Miss Florrie Forde; and "The little church across the way," and "Pretty little Cupid" Miss Zona Vevey.

U. S. Patent Ruling Arouses Interest.

The recent ruling of the United States Supreme Court concerning the right of a patentee to enforce the use of his own accessories with the patented article has attracted not a little at-



To T. M. the KING and
QUEEN OF SPAIN



To H. M. the KING
OF SWEDEN



To H. H. the KHEDIVE
OF EGYPT



To H. M. the KING
OF ITALY

'His Master's Voice'

Trade Mark is recognized
the world over as the

Hall Mark of Quality



To H. M. the SHAH
OF PERSIA



BY APPOINTMENT
To H. M. QUEEN ALEXANDRA

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BELGIUM: Cie. Française du Gramophone, 51, Avenue de la Porte de Hal, Brussels.
DENMARK: Skandinavisk Grammophon-Aktieselskab, Frihavnens, Copenhagen.
FRANCE: Cie. Française du Gramophone, 15, Rue Bleue, Paris.
GERMANY: Deutsche Grammophon-Aktiengesellschaft, 35, Ritterstrasse, Berlin, S42.
HOLLAND: American Import Co., 22a, Amsterdam, Veerkade, The Hague.
HUNGARY: The Gramophone Co., Ltd., IV, Kossuth Lajos Utcza 8, Budapest.
ITALY: Compagnia Italiana del Gramofono, 5, Via S. Prospero, Milan.
SPAIN: Cia. Francesa del Gramophone, 56, Balmes, Barcelona.

RUSSIA: The Gramophone Co., Ltd., 33, Alexanderstrasse, Riga; 58, Fontanka, St. Petersburg; 9, Golovinsky Prospect, Tiflis; Warsaw.
SWEDEN: Skandinaviska Grammophon-Aktiebolaget, 52, Appelbergsgatan, Stockholm.
EGYPT: The Gramophone Co., Ltd., 13, Rue Stamboul, Alexandria; Rue Mousky, Cairo.
EAST AFRICA: Bayley & Co., Lourenço Marques, 8 Beira.
SOUTH AFRICA: Darter & Sons, Adderley St., Cape Town; Mackay Bros., Rissik St., Johannesburg; Mackay Bros & McMahon, 443 West Street, Durban; Ivan H. Haaburger, Maitland street, Bloemfontein.
INDIA: The Gramophone Co., Ltd., 139, Balliaghatta Road, Calcutta; 7, Bell Lane, Fort, Bombay.
AUSTRALIA: The Gramophone Co., Ltd., Hoffnungs Chambers, Pitt Street, Sydney.
GREAT BRITAIN: The Gramophone Co., Ltd., 21, City Road, E. C.

GREAT BRITAIN

The Gramophone Co., Ltd.

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LONDON, E. C.



tention here in the press and amongst business men having dealings with your country. While the law upholds that sort of practice, although establishing monopolies in more than one direction, it is felt that one cannot blame the patentee. He is only exercising the inherent laws of nature. But for the laws of man the severest condemnation is expressed and it is regarded as strong indication of the need for new legislation to prevent a repetition of these monopoly actions.

Praise from Band Master.

Mr. Channing Ellery, the proprietor of the famous Ellery Band, has written to the Columbia Company the following glowing testimony to the Columbia-Rena records of his world-famous band: "On behalf of Mr. Di Girolamo, leader of the Ellery Band, and myself, I want to congratulate you most heartily on the extraordinary excellence of the records of our organization which were taken for Columbia-Rena. So perfectly do these records reproduce the tone and style of the Ellery Band that no one at all familiar with its playing could possibly fail to recognize it after hearing but a single bar of the music."

(Signed) CHANNING ELLERY.

New Ocarina Records.

The latest addition to the Columbia-Rena list of stars is Mose Tapiero, the accomplished executant of the ocarina. The Columbia Company has secured a number of attractive selections not previously recorded by this artiste, and chosen with the express object of demonstrating the unique powers and capabilities of the player. The first of the Tapiero records is issued this month.

"The Pirates of Penzance" Record.

"The Pirates of Penzance" is the subject of the newest record in the Vocal Gems series of Columbia-Rena. In the vocal excerpt are introduced all the familiar numbers, including "The Paradox Trio," "I am a Pirate King," "Hail, Poetry," "Go, Ye Heroes," "Let Us Gaily Tread," "Come, Friends Who Plough the Sea," while the band selection takes in the "Policeman's Song" and "Poor Wandering One"—The latter as a solo for the cornet.

Two delightful old favorites stand against the name of sweet-voiced Will Oakland in the new Columbia-Rena list. Who has not longed for an adequate rendition of "White Wings"—the song of the man who apostrophizes the white sails of his ship as the wings that never grow weary—the song that can never grow old. Or who has not craved for a sentiment-laden rendering of the semi-pathetic "Only to see her face again"? To such we commend Will Oakland's latest and one of his best, if not actually the best.

Other good records to hand are: Columbia-Rena, 12-inch—"Overture to Tannhauser" Part I. Andante Maestoso, and Part II. Allegro, (Wagner) Court Symphony Orchestra; "The Pirates of Penzance" Vocal Gems, and Selections (Sullivan) Prince's Orchestra; "I'll sing three songs of Araby" (Frederic Clay), and "Songs my mother taught me" (Anton Dvorak) W. Morgan Kingston. Ten-inch—"Take a little bit off" (David and Arthurs), and "You'll do the same thing over again" (A. Gumble) Beth Yate; "The White Squall" (G. A. Barker), and "The Bay of Biscay" (J. Davy) Robert Howe; "Hoch Hapsburg March" (J. N. Kral), and "Unter den Linden March" (W. A. Crosse) (Concertina Solos) Alexander Prince; "La Traviata—Prelude" (Verdi) and Quartet from "Rigoletto" (Verdi) (Accordion Solos) Guido Deiro; and "Grizzly Bear"—One Step (with effects) (George Botsford), and "The Bogey Walk" (with effects) (J. M. Gallatley) Casino Orchestra.

New Commercial Information Bureau.

For the purpose of supplying information free of charge to those interested in British trade in South Africa a commercial information bureau has now been attached to the office of His Majesty's trade commissioner at Norwich Union building, Cape Town.

LEIPZIG'S GREAT TRADE FAIR.

Sales of Records and Machines Reach an Unprecedented Figure—Over 120 Exhibitors and a Good Display of Parts and Accessories—New Models of Disc Machines Shown—Some New Tone Arm Devices.

(Special to The Talking Machine World.)

Leipzig, March 30, 1912.

In addition to visitors from pretty well every part of the world there was an extra large number from England, and it is safe to say that the trading results of this year's fair has been exceptionally good. As usual, Peterstrasse was the scene of operations, and an animated scene it was, too, considering that at times the thoroughfare was almost impassable, so great was the crush of would-be buyers.

Machine sales reached an unprecedented figure, substantial orders having been placed by large buyers from Russia, Italy, Austria, France, Holland, England and other European countries.

In the record field individual orders were placed for tens of thousands at a time, while in bulk an enormous turn-over was experienced. A remarkable feature of the situation was the presence of several large dealers, who sought to lay for themselves a golden nest. Germany being recognized as the home of extraordinarily cheap records, which, if not actually exhibited at the Leipzig Fair, are nevertheless in other ways prominently brought under the notice of buyers, it is perhaps only natural for the enterprising dealer to assume that by going over and placing a large order direct, over the head of the home agent, special terms might be forthcoming. In many instances the little plot failed of its purpose, but there are cases on record to the contrary.

Of the 120 odd exhibitors a good percentage were showing various parts and accessories. This condition of things was more noticeable than last year, and it would seem to indicate the trend of the times in that, the practice of assembling one's own line of instruments, is becoming more general. And it is to be observed that this can often be done more cheaply than buying machines in bulk complete.

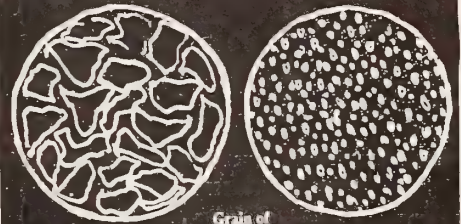
Many new models and styles of disc instruments were exhibited and prices ruled somewhat higher than in previous years. The cheaper class of machine was, as usual, much in demand, and although generally there appeared to be nothing especially new, one or two exceptions call for mention. Visitors evinced a deal of interest in a specially cheap line of the usual horn type fitted with a one-record motor enclosed in a wooden cabinet. The machine is wound up through the turntable and sells at five marks. A fair quantity of orders were placed, but it did not especially attract buyers from England. A new hornless model of somewhat better quality was more in demand. This latter instrument is equipped with a crank wind one-record motor, with a fairly good polished oak case. With six seven-inch double records it will retail at one guinea.

As the result of the recent tone-arm litigation a number of new devices have sprung into existence, and the invention of the Lindstrom Co.'s in particular attracted much favorable notice. The sound box is so fitted that it will rotate to a limited extent in the sleeve on the end of the tapered arm in which it is held. By means of an adjustable weight (a nickel ball), mounted on the projecting arm, the weight of the sound box on the record can be arranged to a nicety, while on swinging the sound box off the record the ball weight keeps it in position. Ingenious to a degree, it naturally was the object of much friendly criticism and praise.

Among the visitors to the fair I might mention the following: Messrs. Murdoch and Fulton,

(Continued on page 46.)

Don't Buy Needles That Damage Records



Bad Needles

Condor Needles

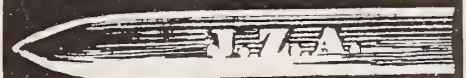
When a needle is running a record, the friction causes the polished surface of the needle to be taken off, while its interior (grain) is exposed and touches the sound waves.

Consequence:

The poorer the polishing and rougher the grain, the more the sound waves are injured!

Only *Condor Needles* are warranted to have always the highest and most perfect polish, smoothest grain. Using them means:

**Finest Reproduction,
No Ruin of Record.**



Sole Manufacturer

JOS. ZIMMERMANN

Needle and Pin Works

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The largest manufacturing plant in the world devoted exclusively to the
manufacture of Master-Waxes for Gramophone and Phonograph



Everybody's Doing It Now! Meeting a Columbia customer with Columbia goods instead of trying to "convert" him. It was always a mistake, it took time, it cost money, and it was getting harder every day to make it work.



**Columbia Phonograph Co., Gen'l
Tribune Building, New York**

THE FAIR IN LEIPZIG.
(Continued from page 45.)

John G. Murdoch & Co., Ltd.; Messrs. Cullum and Smart, Lockwoods; W. Manson, British Zonophone Co.; Messrs. Hertzog and Ficker, New Polyphon Supply Co.; Frank and Edgar Samuel, Barnett, Samuel & Sons, Ltd.; Messrs. Ruhl and Balcombe, O. Ruhl, Ltd.; F. Nottingham, American Talking Machine Co.; K. Harth, Favorite Record Co.; W. Cooper, Cooper Bros.; W. A. Barraud, Dacapo Record Co.; Mr. Blum, Blum & Co.; Mr. Fellheimer, Polyphon Co.; Mr. Lesser, Abraham & Co.; J. G. Graves, of Sheffield; Mr. and Mrs. Christian Duwe, Manchester; W. Geddes, Richardson's Manchester; W. Johnson, Liverpool; Mr. Gilbert, Sheffield; Mr. Harris, Dublin; Mr. Simons, of Houndsditch; Mr. Bleakley, Perfectophone Co., and Mr. Appleton, of Leeds.

THE VICTROLA IN CONCERT.

The Demonstration of the Instrument in Connection With Sunday Evening Band Concerts the Latest Idea of Ludwig & Co., Victor Dealers in Wilkes-Barre, Pa.—The Success of the Plan Interestingly Proven.

(Special to The Talking Machine World.)

Wilkes-Barre, Pa., April 8, 1912.

Ludwig & Co., Victor dealers in this city, some time ago conceived the idea of arranging for band concerts on Sunday evenings for the purpose of bringing the Victor-Victrola strongly to the attention of the public. The success of the concerts,

which are given by Alexander's Band, has exceeded even the expectations of the originators themselves.

The Victrola is placed on the stage immediately in front of the conductor's stand, and after each selection played by the band a selection is given on the Victrola. During the evening vocal numbers are rendered by means of the Victrola and accompanied by the band, and in the course of the program the public has an excellent opportunity of learning much regarding the possibilities of the Victrola in furnishing musical entertainment.

ISSUES GRAPHOPHONE FOLDER.

R. A. Dinsmore Emphasizes the Desirability of Installing Such a Machine in the Home.

(Special to The Talking Machine World.)

Boston, Mass., April 8, 1912.

R. A. Dinsmore, the Columbia dealer and proprietor of the Roxbury Graphophone Store, at 1227 Tremont street, this city, has just issued to the public a well-written little folder for the purpose of calling attention to the desirability of the Columbia graphophone as an adjunct to the happy home.

In comparing the graphophone with a piano the booklet says, in part: "The piano makes piano music only, while the graphophone will make any kind of music you desire to hear, and is always uniformly good, but if you feel that you must have a piano, then buy a graphophone to teach you vocal and instrumental music.

"It furnishes for you at your home a band, orchestra, accordion, banjo, piano, violin, piccolo,

cornet, and every form of vocal music from rag-time to grand opera. It plays for you the sweet familiar hymns of childhood, or the latest comic opera hit.

"It never has to be coaxed to sing or play and it never catches cold. It plays when you wish to have it do so and its voice is stilled when you wish for quietude. It laughs with you, but never at you. Buy a graphophone, buy the best, buy a Columbia."

It is the sort of publicity that arouses interest and produces results in the way of sales.

GOOD SIDE LINE FOR DEALERS.

The Regina Co., 211 Marbridge building, Broadway and 34th street, New York, announces elsewhere a new model of Regina electric cleaner—model "C." This is a moderate priced vacuum cleaner of a new design and construction. It retails for \$45, which means a good sized profit for the dealers. In a chat with L. T. Gibson, secretary of the Regina Co., he said that many might believe that The World is a peculiar place to advertise vacuum cleaners. "But so many talking machine dealers handle Regina cleaners with profit that I know that not only Regina agents, but other talking machine dealers seeking a profitable side line will be greatly interested in this new machine.

"The method of dust separation is a special feature. Instead of hanging an unsightly dust bag on the handle, we have incased the dust receptacle, which is of special design, and have placed it between the intake and the motor, where it should be. Thus all moving parts are properly

protected and no dust, matches or sticks can be drawn through or around the mechanism, or thrown out with the exhaust." Full particulars of this model "C" will be sent upon request to the Regina Co.

STORE TALK.

A certain atmosphere characterizes every store. To this atmosphere all customers are more sensitive than employees or employers realize, and the atmosphere itself is created entirely by the mental attitude of the clerks toward their customers.

When the atmosphere of the store betokens real cordiality the customers duly appreciate that fact and call again.



ALEXANDER'S BAND AND THE VICTROLA IN RECITAL.

OPTIMISTIC IN INDIANAPOLIS.

Aeolian Co.. Concludes Successful Concert Season—Latest Victor Records Make Big Hit—Thomas Devine's Narrow Escape from Death—New Columbia Style "Princess" a Favorite—The Kipp-Link Phonograph Co. Reports an Increasing Demand for the Latest Styles of Edison Machines and Records.

(Special to The Talking Machine World.)

Indianapolis, Ind., April 10, 1912.

The local talking machine houses are looking forward to a brisk trade in the spring and early summer and believe that the phenomenal volume of business done in the past two months will be equaled if not surpassed, as all indications point toward one of the most successful years in the business. The managers of the houses handling the Columbia, Victor and Edison machines are all enthusiastic over the business of this year and predict an increase as the year rolls on.

Thomas Devine, local manager of the Columbia Phonograph Co.'s branch, narrowly escaped death last week in a traction wreck near Fortville, Ind. Another passenger in the smoking compartment of the car in which Devine was riding was killed. Mr. Devine got off with serious injuries about his legs and hips. He has been confined to his home since the accident and it will be several weeks before he is able to get about, according to his physician. The wreck resulted from misunderstood orders and the absence of a headlight on one of the cars.

A peculiar incident of the affair was that C. P. Herdman, of the local branch of the Columbia Co., intended to make the trip which resulted disastrously for Mr. Devine, but at the last moment Mr. Devine decided to go. Mr. Herdman intended to go to Muncie and close a sale of Columbia Grafonola "Regent," but Mr. Devine was obliged to go to Anderson to see about the sale of a dictaphone and he decided to go to Muncie for Mr. Herdman also. The wreck occurred while he was coming from Muncie.

The Aeolian Co. concluded a series of ten concerts last week and is planning to give a farewell concert at one of the theaters within the next few weeks. Those who attended the complete series will be entitled to tickets to the last concert. The Victrola machine is used and there has been a material increase in the sale of this instrument since the first of the concerts. Miss Wiltsie, who is now in charge of the talking machine department of the Aeolian Co.'s branch, says that business has been very good since she has been with the company. Miss Wiltsie was formerly with the Musical Echo Co. She is in reality no longer a "Miss," as she was married last month to Arthur V. Lamb. Mrs. Lamb will keep her maiden name, however, when she is busy transacting a sale of the Victor machine.

W. S. Barringer, manager of the retail Victor department of the Wulschner-Stewart Music Co., reports excellent business conditions throughout the State. This company is creating a great deal of new business by featuring the records of the latest songs as they are sung at the local theaters. Records by Christie McDonald, of the "Spring Maid," which appeared at English's opera house this week, made a "hit" locally and a large number of them were sold during the week. Theatergoers are beginning to take notice of this feature of the talking machine business and the increase in trade has been noticeable. Caruso and Lucia Sextet records have been in demand in the last few weeks and are leading the sales. The four Miss Fords, who were at the B. F. Keith Theater this week, visited the Victor department of the Wulschner-Stewart Co. Nat M. Will's, the famous "happy tramp," also stopped at Keith's this week. His Victor records are always in demand here.

Samuel Goldsmith, traveling district manager of the Victor Co., stopped for a short time in Indianapolis recently and chatted with Mr. Barringer.

The local branch of the Columbia Phonograph Co. is making a special display of the new Columbia Grafonola, the "Princess," at \$75. The fact that no other music reproducing instrument that stands on the floor independent of a separate



Mr. Dealer:

No Chance
for
Mistake



Trade Mark
on
Every Horn

SOLID WOOD Horn Not VENEERED "WHAT YOU GET"

After you have listened or read all the big talk of Horns and Hornless machines; after all is said and done; what interests you most, when you select the article for your trade, is what you get.

We claim and can prove that the *Music Master Solid Wood Horn* is the best. The many thousands that are in use and the demand for them by the Talking Machine Manufacturers and users at the factory proves conclusively the Public knows the Music Master.

It is the only Horn Guaranteed.

Should your jobber be unable to supply you, write us.

SHEIP & VANDEGRIFT, Inc.
PHILADELPHIA, PA.

base has ever been offered for less than \$100 is expected to make the new style a "go" here. The local branch has started an extensive advertising campaign in the local papers. The business of the Columbia Co. in Indianapolis has been in keeping with the past records that it has established. Mr. Herdman, who is in charge while Mr. Devine is away, says the branch had the best March business that he has experienced. A report sent from headquarters shows that the Indianapolis branch of the Columbia Co. stands sixteenth in its sales for February. A number of cities which are much larger than Indianapolis are behind the local branch.

New records by Weber and Fields will be put on sale by the Columbia branch in the next few days. Post card announcements of these new records will be sent out to the trade. Other new records being offered are by Leo Slezak, the Bohemian tenor, and Emmy Destinn, the famous dramatic soprano.

Special Easter records were in demand for the few weeks preceding Easter. All of the local

houses prepared lists of their records suitable for Easter music.

Walter Kipp, of the Kipp-Link Phonograph Co., which handles the Edison machine, is favorably impressed with the conditions throughout the State. Paul Bassett, who travels for this concern and who is well known among the dealers, reports excellent business conditions. Mat Kreusch, of the Edison Co., of Orange, N. J., was here recently and stopped at the Kipp-Link house. Mr. Kipp says his company now has the most complete stock since the establishment of the house.

SOME EFFECTIVE ADVERTISING.

E. F. Droop & Sons Co., general Victor distributors, 1300 G street, Washington, D. C., have been carrying some very effective advertisements in their local papers bearing on the Victor-Victrola in which they are pointing out the fact that every business man needs relaxation and that the Victor-Victrola is the tired man's tonic. The advertisement is admirably laid out, cleverly written and forms most effective publicity.

SALTER MFG. COMPANY

337-343 North Oakley Avenue

CHICAGO

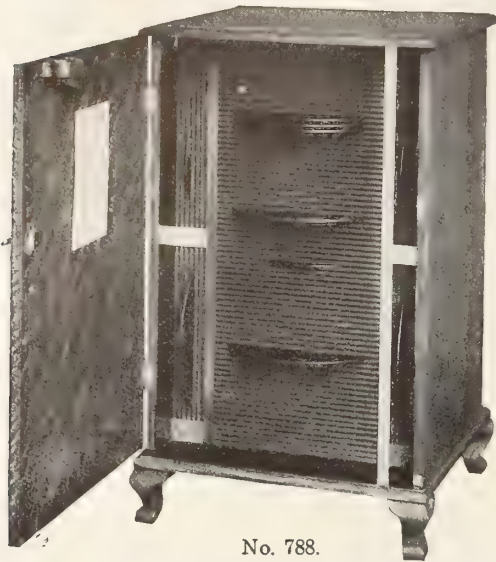
Exclusive Manufacturers of

**Salter's Patent Felt
Lined Shelf**

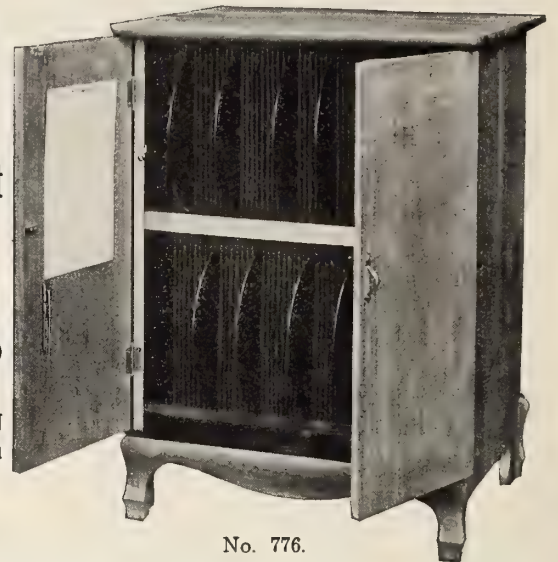
Cabinets

**Our latest Catalogue showing
our entire line will be sent on
application.**

WRITE FOR IT TO-DAY



No. 788.



No. 776.

**WE MANUFACTURE THE MOST COMPLETE LINE OF HIGH-GRADE CABINETS FOR THE
LATEST STYLES OF VICTOR, COLUMBIA OR EDISON MACHINES**

TRADE CONDITIONS IN ST. LOUIS.

**Bad Weather Conditions Have Retarded Trade
—The Situation Now Improved—Victor
School Propaganda Bearing Fruit—Educa-
tional Record Being Pushed—Zeigenheim
Furniture Co. to Handle Talking Machines
—High Priced Victrolas in Demand at the
Aeolian Co.—Columbia Phonograph Store
Being Redecorated—Silverstone Co. Fea-
turing the Edison Goods—Clever Easter
Window—The General Situation Most Sat-
isfactory in All Branches of the Trade.**

(Special to The Talking Machine World.)

St. Louis, Mo., April 10, 1912.

St. Louis talking machine men are looking forward to a fine spring trade. Their view is that the weather has been so miserable for business for three months that there must be considerable of the unfinished article lying around. The daily receipt book is not evidence of this, for business totals have been very good recently.

The jobbers say that country business is fair, that collections are not good in communities where the customers have to travel over roads to get to the store, where producers have been cut off from markets, and in the South, where planting is very late and discouraging. They think that a few warm, sunny days will change all of this and the farmer will come into his traditional good humor and all the ramifications of the trade will again smile and everyone will want a talking machine to help the expressions of joyfulness. Good crops, they say, cannot help but result from the combination of well soaked soil and sunshine, and the latter is bound to come very soon.

And then will come the school trade, not this spring, perhaps, in noticeable quantity, but it is beginning. All of the larger houses have stocked on educational records and they are beginning to move, just enough to show that the seed is well planted and that something is going to happen, and happen big, along next September when schools open. Talking machines for schools in this part of the country must be bought by patrons' associations, and these associations are nearly "broke" now, but they give picnics and entertainments about the school closing time, and replenish the strong box for next year. Then will come the sales. The jobbers say there is quite an out-of-town demand for these records, showing that this entire section is awakening.

The dealers' view is that following the sales in schools will come the sales in the homes, where the children have reported the fine music they have heard at school, and altogether it is going to be a fine prospect, especially for the Victor dealers.

The Zeigenheim Furniture Co., the largest in-

stalment house in East St. Louis, is completing arrangements for the installation of a talking machine department and the opening will be before The World reaches the readers. Mr. Zeigenheim is going into the business on a determined scale and his department will be the equal of any in the West, and he proposes to fight the St. Louis stores for every bit of trade on the east side of the river. East St. Louis has several talking machine dealers, but they have not gone after the business on so determined a scale.

Harry Levy, manager of the talking machine department of the Aeolian Co., recently made a business tour of the South and reports prospects good for late spring business.

The Koerber-Brenner Music Co., wholesale Victor dealers, is congratulating itself on the luck enjoyed recently with a badly needed record shipment. Five boxes of records were caught in a wreck and it was thought from reports that was a case of reorder, but to their surprise all but one box was saved in perfect shape.

E. C. Rauth, secretary of the Koerber-Brenner Music Co., departed for Birmingham the first of the month, with a trip to Dallas as a prospect. Mr. Rauth said that the record business was making an excellent showing in the out-of-town trade and that as it became possible to more nearly fill orders complete, there is a much better feeling in the trade. His company had recently been compelled to file several fill-in orders between times and had just received a heavy shipment of the records on the envelopes, which were much in demand.

Sales Manager Ornstein, of the Victor Co., was a recent visitor here.

Manager Levy, of the Aeolian talking machine department, says that the retail trade enjoyed by that firm recently has been quite a pleasing feature; that the country trade has held up fairly well, but needs open weather. Some difficulty is experienced, he says, in meeting orders on VIII, IX, X and XI machines, but that the record supply, which was so much of a problem for a time, is rounding up nicely.

President H. G. Koerber, of the Koerber-Brenner Music Co., returned the first of the month from Asheville, N. C., where he enjoyed an extended vacation and much needed rest. He arrived just in time to sit on the lid when Secretary Rauth was called South.

The redecoration of the Columbia phonograph store is complete, and it is quite a different looking place. All woodwork has been painted white, the walls finished in light buff and the picture frieze is light in general tone. New lights have been installed and new rugs and draperies placed in the demonstration booths, and the effect is very cheerful and clean, which was the effect desired.

The office quarters have been more completely partitioned off to give more quietness to that section, and the furniture is being rearranged and rebuilt for expediency of the business. Manager Ramsdell says he is very well pleased with results and believes that the increasing business will be handled with greater ease. "March was a very good month with us," said Mr. Ramsdell, "and we have no complaints. The new Princess Grafonola is proving a good machine for the wholesale business from this store and meets the requirements for a high class machine in the smaller stores."

The Silverstone Talking Machine Co., recently appointed exclusive jobbers for Edison phonographs in this territory, has also taken over the dealership for the Edison dictating machine and will push this work in this territory. A. M. Pierce, recently of the Chicago Dictating Machine Co., is sales manager of this department. Mr. Silverstone says that he expects excellent business to result. "The former dealers," he says, "have not paid enough attention to keeping the machine in order and, of course, trouble has resulted. I have been busy overhauling some of them, and I find that it is a job for a combination talking machine expert and electrician. I enjoy both branches of work and will show the users of these machines what good service means." An office for this department has been fitted for the present in the front booth of the Silverstone store in sight of the street, where the young woman in charge can be seen by passersby as she busies herself taking dictation from the machine and transcribing it on the typewriter.

The Columbia Phonograph Co. again enjoyed the exclusive talking machine exhibit privilege at the Household Show and got some very good business as a result. L. J. Reid was in charge of the exhibit, and Assistant Manager C. L. Byars, who is in charge of retail sales, gave a good many evenings to the booth. "There was an excellent attendance," said Mr. Byars, "and the class of trade we drew was all high class. There was no raffraff to fight away there. We got orders from there each day, and I have a good bunch of prospects left. Our handicap was the scarcity of Favorite machines. The advertising has made persons ask for this instrument and we probably would have more sales on our books if we had more of these machines to send out for trial right now, but we have been playing for those prospects which looked to be the quickest sales. The general business is holding up nicely and we have made a very creditable total on record sales, despite our handicap during the redecoration of our store."

L. J. Reid, a floor salesman with the Columbia Phonograph Co. here, has been transferred to the Louisville branch, where he will work under E

B. Walthall, recently manager of the branch here.

Mark Silverstone, president of the Silverstone Talking Machine Co., has great hopes for the talking machine future of his son, aged four. Young Mr. Silverstone is much of an enthusiast and when his mother makes a cake the little fellow wants to "wind" it for her; also he wants to "wind" the coffee grinder. There is no word stir in his vocabulary, and Mr. Silverstone is of the opinion that he son will become an enthusiast.

An interesting Easter window was a dancing egg in the window of the Silverstone Talking Machine Co. The egg rested on a presumably level piece of glass, which was, in fact, a slightly concave watch crystal. This in turn rested upon two small goblets that stood on a wooden box. The egg danced continually and with it was a sign: "This egg will not set still until there is an Edison phonograph in every home for Easter." The device was very mysterious until Mr. Silverstone permitted The World correspondent to walk among the machines displayed and place his hand on the box, then all was plain. The top of the box was thin veneer and inside was a smooth running electric motor, which caused the veneer top to vibrate ever so slightly. This vibration was conducted to the watch crystal by the goblets, which were tightly glued in place, and this slight motion jarred the blown eggshell from the center and the curve of the watch crystal sent it back. The weight of the big end of the eggshell was sufficient to keep it turning irregularly and added to the weird appearance.

Manager Horras, of the Detmer piano branch, created some excitement in the talking machine stores when he placed a Columbia symphony grand machine in his window. The assumption was that he had added talking machines to his line, but he entered a disclaimer, asserting that it was merely a pick-up in a piano trade that he wanted to sell. The machine was two years old and had never had a record on it. The owner had drawn it at a raffle and had not cared to invest in records, so had let it stand silent until it was traded for a piano.

The Thiebes Piano Co. is making a big run on a specially designed needle for opera effects sold under the name and guarantee of that company, and Manager Robinson says they have been a good card. They are guaranteed to produce better effects than regular needles and to be less wasteful of records.

"Business is excellent," said Manager Robinson, of the Thiebes Piano Co. talking machine department. "Trade is holding up well and is well balanced. The record business keeps ahead of previous years and we are having quite a little business in the educational Victor records." Mr. Robinson has recently been making window displays of Regina-Phones and reports sales of a goodly number of the boxes.

S. H. Rash, recently traveler for the wholesale talking machine department of the Aeolian Co., is with Lyon & Healy, making northern Illinois, and it is expected that he will include St. Louis in his territory.

TRADE IN SOUTHERN CALIFORNIA.

Month's Business Shows Up Well—Recent Visitors of Note—Pasadena Music Co. Remodels Quarters—New Cabinets Please—Trouble in Securing Sufficient Stock—Other News.

(Special to The Talking Machine World.)

Los Angeles, Cal., April 6, 1912.

Dealers in the southern section of California have had a very good trade during the past month, regardless of the shortage on Victor and Edison goods caused by the delay of freight on the various lines. In fact, many dealers report a phenomenal trade for the month of March.

P. T. Starck, of the P. A. Starck Piano Co., of Chicago, spent several days in Los Angeles recently and stated prospects for the future business were very encouraging in his city.

The Fitzgerald Music Co. is still continuing its special advertising, through which it is reaping many great results for this special effort.

The Pasadena Music Co., of Pasadena, has remodeled its talking machine department, thus mak-

ing a number of sound-proof salesrooms equipped in the most up-to-date manner. Mr. Campbell, the general manager, is putting every effort into the work, which has brought great returns, due to the fact that he is a real live talking machine man.

Anaheim, Cal., has a very live Edison dealer, L. B. Weber, who is having splendid success with the Amberola and Opera.

F. W. Wood, of the Wood Manufacturing Co., of this city, who is the inventor and manufacturer of the Wood filing cabinet, reports a great demand for this new disc cabinet.

E. W. Muller, of Klamath Falls, Ore., was a recent visitor in Los Angeles, where he spent several days. Mr. Muller is an active Edison dealer.

Sherman, Clay & Co., through their local manager, C. S. Ruggles, report a steady demand for all general types of Victrolas, having just received a carload of Victrola XVI. and disposing of them the same day as received.

J. J. MacGregor, of MacGregor Bros., Ventura, Cal., reports business very good in his section of the country.

GEO. W. LYLE ENTHUSIASTIC

Over Trade Conditions—Leading Cities Visited During Recent Trip to the Pacific Coast—Made Some Very Important Deals

George W. Lyle, general manager of the Columbia Phonograph Co., has returned to New York after a visit to a number of the company's stores. His trip included Atlanta, Birmingham, New Orleans, Dallas, Los Angeles, San Francisco, Denver, Omaha, Salt Lake City and Chicago.

Mr. Lyle returned more enthusiastic than ever, if such a thing were possible, as to the future of the talking machine industry. At every point visited the reports made him were uniformly to the effect that the interest in the machines and records were steadily increasing; that the best people of every community were enthusiastic users, and that the employment of the machines and records in public schools as a medium for instructing the pupils in the essentials of good music was showing a remarkable growth, and had proven unfailingly successful. Mr. Lyle had to express his gratification at more than one point at the tremendous advancement made.

So far as Columbia products is concerned, and getting down to his own company's part in this general advance, Mr. Lyle admits his complete and unqualified satisfaction. Everywhere he found Columbia stores as busy as bees, and Columbia managers elated and optimistic. Dealers handling Columbia goods were never more contented and friendly, and the public never more interested.

The aggressive and attractive advertising which the company has been placing came in for a lot of commendation by all the dealers Mr. Lyle visited, and without exception they assured him that it had proven effective and productive.

The alleged dullness in commercial circles, of which some mention is made in the newspapers, was not apparent, Mr. Lyle tells us, at any point he visited. Not only are Columbia stores at all these points extremely busy, but Columbia dealers are equally so, and all of them report collections easier and better than for several years. Judging the situation from Columbia activity and Columbia statistics he thinks there can be no question that the country is prosperous and business excellent.

An interesting fact brought out in our talk with Mr. Lyle is that several extremely important new deals were closed by him during his trip, which will be published fully later on. These provide for extensive handling of Columbia products by concerns of national repute and affiliations and whose operations are always on a magnificent scale. When we are free to publish the details we promise our subscribers some interesting news.

Mr. Lyle says he is glad he could make the trip at the time he did; glad to report such favorable conditions everywhere, and glad to be back at his desk again and to take up anew the work of promoting the interests of his company and of Columbia dealers.



Don't sing promissory notes

to your customers about having their orders filled. Fill them—give them what they want when they want it.

Even the most careful dealer may find himself unprepared at times for a "freak" rush order, but if he has the right kind of a jobber he doesn't need to "bat an eyelash."

He can just pass the "freak" along to his jobber and know that it will get the attention it needs—that is, if his jobber is an "on-the-jobber."

Well, now that we're cornered, we are willing to acknowledge that we're the big "IT" when it comes to real service—**all orders shipped the same day they are received.**

That means you can get from us at once anything you need in Victors, Victor-Victrolas, Victor Records, record cabinets, needles, horns, fibre cases, repair parts and all kinds of accessories. It's just like going into your storeroom and bringing the goods into your store.

Take us at our word. Send us a trial order and see how we rush it to you.

At any rate, write today for our catalog and booklet, "The Cabinet That Matches."

New York Talking Machine Co.

Successors to
Victor Distributing and Export Co.

81 Chambers Street New York



Everybody's Doing It Now! Discovering that it's much better to use a salesman's time in selling *more records* to a Columbia customer than in arguing down that customer's convictions.



**Columbia Phonographic Co., Gen'l
Tribune Building, New York**

EXPANSION IN DETROIT.

Columbia Phonograph Co. Opens Branch on Woodward Avenue, Near the Square—Why the Victor Is Like a Violin—Grinnell Bros. Quadruple Victor Stock—Manager Rupp Makes Some Record Victor Sales, Both Wholesale and Retail—New Edison Opera Machine Most in Favor.

(Special to The Talking Machine World.)

Detroit, Mich., April 9, 1912.

S. E. Lind, manager of the city sales department of the Columbia branch, has a deal in pickle which will make almost everybody take a second squint when he pulls it off, but it is not ripe yet. Down in the vicinity of Cadillac square, where more people go oftener than anywhere else in the city, there is no talking machine store. A lot of people have planned to establish one thereabouts, but all have found the rents too fierce. But Mr. Lind has uncovered a proposition which looks like success, and it seems probable that Detroit will at last have a talking machine store where she needs it worst—on Woodward avenue near the square.

Manager Johns was called to Washington to-day to take charge of the Columbia branch in the national capital during the illness of Manager Grove, of that city. Mr. Johns is not a stranger to the Washington trade, being a native of that city and learning the business there. He expects to be away for a month.

"The Victrola is like the violin in one respect," said Harry Rupp, manager of the talking machine department of Grinnell Bros. "It is just the same now as when it was invented. The only changes have been in the cases, and those have been minor ones. Not a thing has been done affecting the Victrola itself. When people see what the machine is and consider that record of years' service, it gives them confidence that the Victrola is what it should be. That there is no reason for alteration is a big argument."

When the contemplated alterations and enlargements of Grinnell Bros.' talking machine department are made the company will quadruple its stock. It is planned to have a separate department for Red Seal, or grand opera records. That business has grown so that it can't be carried on in the manner it formerly was. It is necessary to carry a particularly heavy-wholesale stock of them.

"All idea that this big business in talking machines might be a flash has been dispelled," said Mr. Rupp. "Notwithstanding that there are many more dealers, the business of the old dealers has not only doubled, but it stays doubled; it does not slump again. All the firms are doing more business than they ever did before in their existence."

"I'd like to tell you of something that happened day before yesterday, but I'm afraid I would get elected to the Ananias Club. But it's a fact. Between 4 o'clock and half past 5 we sold no less than six of those Victrola sixteens, the \$200 machines. And one day last week I opened up new wholesale accounts to the extent of \$4,500. We have some very big sales in sight to new agencies."

The local agents of all lines of talking machines are all doing well. The up-State demand is equally encouraging, and the managers of the jobbers and

branch houses see ahead of them the best summer business in history. In both Columbia and Victor lines the business for the first quarter of the year was from 18 to 25 per cent. better than for the corresponding period last year, and that is not casting any reflections upon last year, for 1911 was a pleasing whirl around the sun for the talking machine folks.

The new Edison "Opera" talking machine is gaining in favor constantly, though it is a horn machine. Its bid for favor is the remarkable clearness with which it renders instrumental music, especially that of string instruments like violins. The company is sending out a fine collection of records with which to set forth this superiority.

The newest Columbia on the market is attracting the same attention here that all of the recent new models have. It is the Grafonola Princess, which sells for \$75 dollars. Not only is the Columbia branch advertising it and showing it extensively, but the Max Strasburg Co. is pushing it and some other Columbias to the fore.

Mr. Strasburg still retains the name "Victrola Shop" on his windows, but has come to the conclusion that selling talking machines is a good deal

like selling clothing, hats and other things—what suits one man's taste another spurns, and in order to do the most comprehensive and extensive business a merchant must try to meet all tastes—hence his taking on the Columbia line.

The Strasburg Co. also is advertising and making a feature of the electric Grafonola.

HOW HE WAS CURED OF SWEARING.

The Catholic Union and Times reproduces from a Buffalo journal the story of a man who was cured of swearing by hearing a phonograph repeat his language. "The gentleman was prolific of profanity; and, in an attempt to cure him, a scheme was devised to record his every-day conversation, and later turn the machine loose in his presence. It had the desired effect. He heard himself as others heard him. That was enough."

What does it cost you to do business? If you cannot tell exactly, better find out or the fellow across the street who does know will soon get your best trade.

COLUMBIA CO. IN VIRGINIA.

How the Business of This Institution, With Headquarters in Norfolk, Has Been Built Up—Emphasizes Tireless Work and Systematic Organization—A Great Business Campaign Being Developed.

(Special to The Talking Machine World.)

Norfolk, Va., April 9, 1912.

From a small place on a side street to the magnificently appointed and well equipped talking machine store now occupied by the Columbia Co. at 67 Plume street, is a marked change, but it tells the story of how the progressive policy of the Columbia Co. has won out in this city and throughout the State of Virginia.

Through the systematic organization of O. H. Tufts, the secretary and treasurer, the genial man-

agement of D. W. Causey and the suavity and hustling qualities of the salesmen, Messrs. Woodhead and Ross, the store is a trade-getter.

Practically no effort had been made to push the Columbia line in Norfolk until the inception of the Columbia Co., and one can well imagine the rife competition that had to be combatted; but success came, as the Columbia goods were pushed in every direction and one by one of the others' customers were won by courtesy, individual attention and honest belief in the excellence of the goods.

In an interview the president of the company stated that the Columbia Phonograph Co. was due a large share of the credit, as its hearty co-operation in exchange of ideas, its improvement in the design and quality of the goods and its personal interest in the upbuilding of each individual dealer has been a big help in the making of its success.



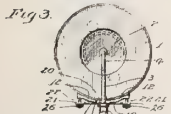
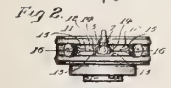
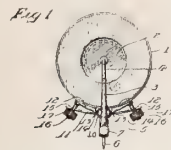
COLUMBIA CO.'S STORE IN NORFOLK, VA.

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

(Special to The Talking Machine World.)

Washington, D. C., April 8, 1912.

SOUND-BOX. Leon F. Douglass, San Rafael, Cal., assignor to the Victor Talking Machine Co., Camden, N. J. Patent No. 1,017,041.



This invention relates to improvements in sound-boxes for sound recorders and reproducers; and the objects of this invention are to provide in a sound-box an improved mounting for a stylus bar.

In the drawings Fig. 1 is a front elevation of a sound-box constructed in accordance with this invention; Fig. 2 a bottom plan view of the same; Fig. 3 a front elevation of a modified form of this invention, and Fig. 4 a bottom plan view corresponding to Fig. 3.

DIAPHRAGM. Frank B. Meech, New York. Patent No. 1,016,704.

This invention relates to sound apparatus where sound vibrations are received from or transmitted to a diaphragm.

More particularly the invention relates to a diaphragm where voice or musical sound vibrations are received or utilized, such vibrations or waves being compounded from many individual sound sources or component vibrations, and resulting in a complicated or intricately composed wave. If the diaphragm does not respond exactly to the wave form in all its detail and complication, the purity of the sound will be lost.

One of the objects of the present invention is to provide a diaphragm of such a character that the sound purity will be preserved; in other words, in which the sound wave will be received or utilized without changing its characteristics, even in the more minute or complicated details of sound wave form.

Diaphragms have hitherto been made on the principle of securing merely high elasticity; mica, glass, copper, aluminum or other similar sonorous substances being examples. Such materials by virtue of their elastic and sonorous character seem to be and are adapted to give certain acoustic results. The effort at improvement has hitherto been constantly in the direction of obtaining materials more elastic and more vibratile or sonorous in character than those hitherto utilized, and the latest developments are in the direction of mica as being a material having the above characteristics most prominently inherent in it.

In the drawings Fig. 1 is a perspective view of a diaphragm embodying the principles of the invention; Fig. 2 is a similar view showing a modified form of diaphragm; Figs. 3 and 4 illustrate further modifications; Figs. 5 and 6 are, respectively, sectional and front views of another modified form of diaphragm embodying the invention, and Fig. 7 shows diagrammatically the use of a diaphragm in a sound recording or reproducing apparatus.

APPARATUS FOR FORMING IMPRESSIONS ON PHONOGRAPH RECORD BLANKS AND LIKE ARTICLES. Walter C. Runge, Camden, N. J., assignor to Royal Phone & Phonogram Co., Boston, Mass. Patent No. 1,018,631.

This invention does not relate to the making of the blanks for phonograph records and like articles, but to the forming or impressing upon or into the same, of projections or recesses for the tune or other matter which is to be reproduced from the record.

In the accompanying drawings Fig. 1 is a vertical elevation partly in section of an apparatus suitable for use in carrying out the invention. Fig. 2 is a top view of a tank and appurtenances comprised in the apparatus.

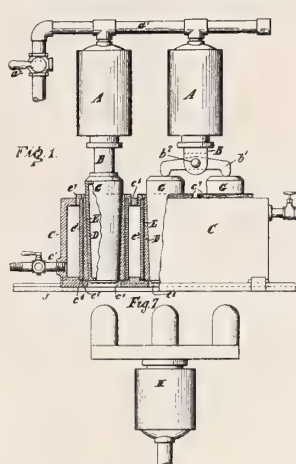


Fig. 3 is an inverted or bottom view of the tank and appurtenances. Fig. 4 is a side view of a segment of an expander comprised in the apparatus. Fig. 5 is a transverse section of this expander. Fig. 6 is a longitudinal section of certain parts of a modified form.

Fig. 7 is a side view of an apparatus for ejecting the expanders. Fig. 8 is an enlarged longitudinal section of parts shown also in Fig. 1.

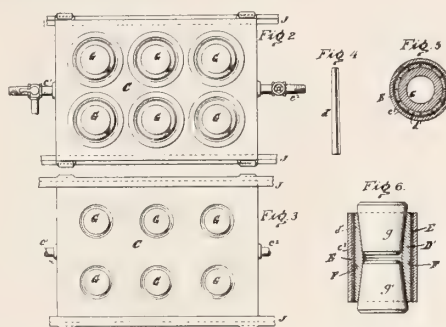
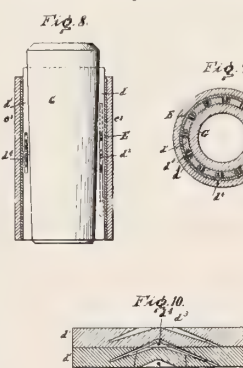


Fig. 9 is a central transverse section of these parts. Fig. 10 is a longitudinal section of parts of an expander. Figs. 11, 12 and 13 are views illustrating means whereby the expander is caused to exert



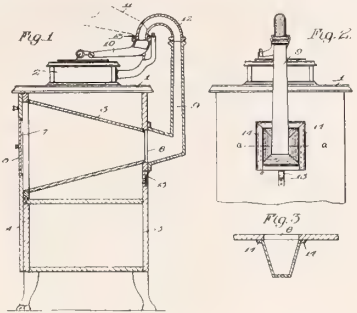
pressure first at its middle portion and from there progressively toward the ends; Fig. 11 showing a longitudinal section of the parts, on a larger scale than the previous views, and with the mandrel G out of engagement with the staves of the expander, which latter are shown as curved or bowed; Fig. 12 is a detail elevation of one of these expander staves showing in full lines the normal or bowed condition of said stave and showing in dotted lines the straightened out condition of such stave, produced by the action of the mandrel, and Fig. 13 is a fragmentary top view of one of the caps C', showing the openings c' therein for the escape of air.

STAND FOR TALKING MACHINES. Annibal Casagrande, Rochester, N. Y. Patent No. 1,017,848.

The present invention relates to stands for talking machines and an object there is to provide a construction adapted to support an ordinary talking machine of the type having a horn projecting

forwardly therefrom above the machine, provision being made for connecting the tapering tone tube of a talking machine to a horn which is arranged on the stand below the supporting part thereof.

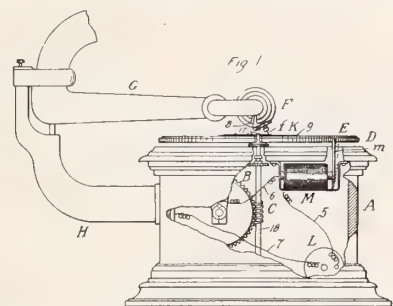
In the drawings Fig. 1 is a vertical section through a stand constructed in accordance with this invention; Fig. 2 is a rear view of the upper por-



tion of the stand, and Fig. 3 is a section on a line a-a Fig. 2.

SOUND-PRODUCING APPARATUS. Richard A. Whitehead, Los Angeles, Cal., assignor of one-half to Glenn R. Waterman, same place. Patent No. 1,017,834.

This invention relates to sound producing apparatus, and more particularly to means for throwing the same out of operation at the termination of the rendition of a song or instrumental or vocal selection, or such sequence of sounds as may be produced in the operation of the apparatus; whereby operation of the apparatus is automatically terminated at the termination of such rendition, and



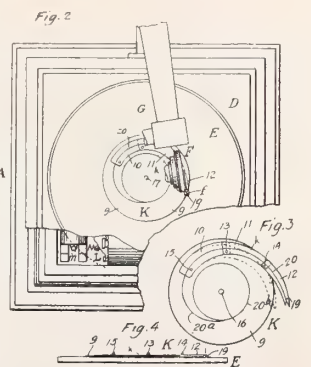
the invention has for its object to provide improved apparatus of the character described, of electro-magnetic character, which will be superior in point of positiveness of operation, relative simplicity and inexpensiveness of construction and organization, and sightliness in appearance, which may be applied to sound producing apparatus of standard and conventional forms and types with but slight alteration of the same, which may be readily kept in repair, and which will be generally superior in efficiency and serviceability.

In the drawings Fig. 1 is a side elevation, partly broken away and partly in section for clearness of illustration of sound-producing apparatus, or a so-called talking machine, organized, equipped and constructed in accordance with the invention; Fig. 2 is a top plan view of the same, parts being likewise broken away for clearness of illustration; Fig. 3 is an enlarged detail plan view of an essential feature of the invention, and Fig. 4 is a fragmentary side elevation of the feature shown in Fig. 3 and a feature of the general construction of the apparatus.

SOUND AMPLIFIER FOR PHONOGRAPHS. Vito Ettore D'Urso, New York. Patent No. 13,378 (re-issued.)

The present invention relates to phonographs, and more particularly to a device for amplifying the sound resulting from the contact of the reproducer with the record.

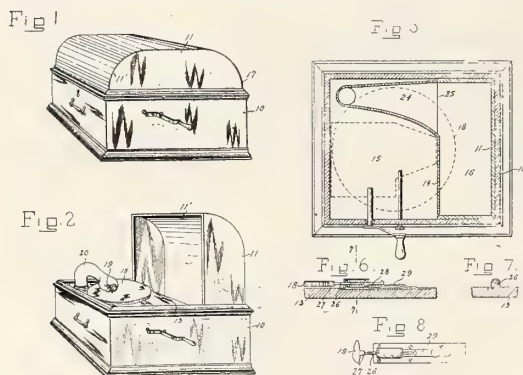
Ordinarily there is used in connection with a re-



producer of phonographic instruments a horn or similar device for amplifying the sound emanating from the reproducer. Such devices must necessarily be supported with reference to the disc or cylinder record, and owing to uncertain balance may affect the reproduction of the sound, causing improper action of the reproducer and a scarring of the record. Furthermore such horns, as have been commonly used, accentuate the mechanical sounds of the instrument and give a more or less "brassy" or "tinny" effect to the reverberations induced by the reproducer which passes over the record. Moreover, such devices are cumbersome and require adjustment with respect to the instrument, and must be applied to or removed from the instrument for the purposes of ordinary transportation.

One of the objects of the present invention is to provide a simple and compact device in which means arranged within the casing, together with parts of the inclosing casing, may be utilized as a sound amplifier.

Another object of the invention is to produce a device which will dispense with the ordinary horn type of amplifiers, which are usually arranged outside of the casing, and secure the necessary amplification of sound by utilizing a direct channel for the transmission of sound from the disc or record through the inclosing casing of the device.



A further object of the invention is to provide a casing for the mechanism of the instrument, which, in normal position, will inclose the parts of the mechanism, and when opened for use will provide an additional amplifying or sound board effect, comprising a surface to which the sound waves conveyed by the main amplifying means are directed and by which the same are smoothly deflected.

Fig. 1 is a perspective view of a device constructed in accordance with the present invention in its closed position; Fig. 2 is a similar view of the apparatus in its open position; Fig. 3 is a horizontal section taken through Fig. 2, certain parts being broken away to more clearly show the invention; Fig. 4 is a central transverse section taken through the device in its closed position; Fig. 5 is a similar section through the device in its open position; Fig. 6 is a section taken through the stop for the record; Fig. 7 is a section taken on line 7-7 of Fig. 6, and Fig. 8 is a plan view of the mechanism illustrated in Fig. 6.

AUTOMATIC PHONOGRAPH STOP. Milton E. Lewis, Oakland, Cal. Patent No. 1,019,669.

This invention has for its object to provide an attachment for talking machines by means of which the machine may be automatically stopped when the end of the record is reached.

The attachment comprises in its general features a pin mounted on the revoluble disc of the machine and a projection on the transmitter which engages said pin when the end of the record is reached and causes the pin to engage a brake which acts upon the revolving plate to bring the machine to a stop.

Referring to the accompanying drawing: Fig. 1 is a plan view of a phonograph of the disc type, provided with an attachment constructed in accordance with this invention. Fig. 2 is a view of

the top of the phonograph casing with the revoluble plate and a disc record thereon in cross section and a transmitter and a portion of its supporting arm. Fig. 3 is a detail view of an enlarged portion of the revoluble plate. Fig. 4 is an enlarged detail view of a portion of the top of the phonograph casing, looking at the upper side thereof and showing a brake employed with this invention. Fig. 5 is an enlarged detail view in cross section of a portion of a revoluble

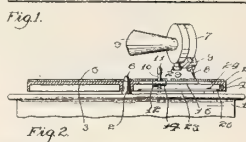
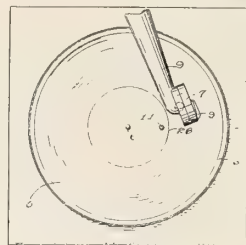
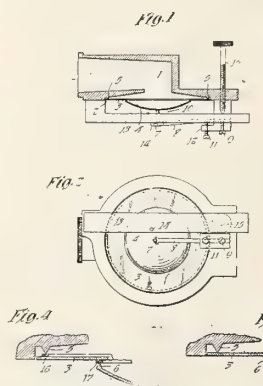


plate and an adjustment pin employed with this invention, shown in elevated position. Fig. 6 is a view similar to Fig. 5 showing the pin in lowered position. Fig. 7 is a detail view showing the pin in elevated position and the slidable support in which the pin is mounted. Fig. 8 is an enlarged detail view of the underside of a revoluble plate showing a portion of the adjustable device employed in connection with this invention.

SOUND RECORDING APPARATUS. Thos. A. Edison, Llewellyn Park, West Orange, N. J., assignor to Thos. A. Edison, Inc., same place. Patent No. 1,019,441.

This invention relates to devices for recording sound, and the objects are the provision of a novel and efficient sound recorder of sufficient sensitivity to respond to sound waves of little power, and at the same time so constructed as to largely prevent excessive movement of the diaphragm and recording stylus in a direction away from the recording surface under the influence of sound waves of great amplitude. The improved apparatus therefore is intended to record sounds, both weak and strong, more truly than has heretofore been possible.



a modified mounting for the diaphragm.

PHONOGRAPH REPRODUCER. Thos. A. Edison, Llewellyn Park, West Orange, N. J., assignor to Thos. A. Edison, Inc., same place. Patent No. 1,019,440.

This invention relates to reproducers for phonographs and more particularly to that type which is adapted to operate upon a sound record in the form of a groove having elevations and depressions corresponding to the original sound waves.

The object of the invention is to secure a louder and more perfect reproduction than can be obtained from the ordinary form of reproducer, or to secure a reproduction of equal loudness with less wear upon the record. With this end in view there is employed a pair of reproducer styluses, one of which is arranged slightly in advance of the other with respect to the record groove, so that both styluses track the same groove together, and

although the one stylus is slightly in advance it does not interfere with the other because of the elongated character of the record groove. In other words, each sound or note which is recorded on the record consists of so many elevations and depressions that the two styluses are operated practically simultaneously with respect to the record of each individual sound, however minute.

Fig. 1 is a side elevation, partly in section, of a phonograph reproducer constructed in accordance with this invention, and Fig. 2 is a bottom plan view of the stylus lever, styluses and a portion of the floating weight.

TALKING MACHINE. Wilburn N. Dennison, Merchantville, N. J., assignor to the Victor Talking Machine Co., Camden, N. J. Patent No. 1,022,126.

The main objects of this invention are to provide in a talking machine a simple and effective joint between a hollow tone arm and a hollow support; to provide an improved joint between a tone arm and a hollow support by which the tone arm will be held yieldingly in position to permit of the free movement thereof, and to avoid rattling; to provide an improved joint between a tone arm and its support in which the tone arm will be readily detachable.

In the accompanying drawings, Fig. 1 is a side elevation, partly in vertical central section, of one embodiment of this invention; Fig. 2 a fragmentary horizontal section of the same, and Fig. 3 a rear elevation, partly in vertical section of the same.

AUTOMATIC CUT-OFF FOR TALKING MACHINES. James W. Nelson, Marion, O., assignor of one-half to Delphos C. Nelson, same place. Patent No. 1,021,109.

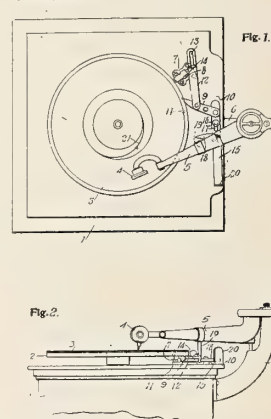


Fig. 1 is a top, plan view of a talking machine equipped with this invention, and Fig. 2 is a side elevation of the same.

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RECORD BULLETINS FOR MAY, 1912

VICTOR TALKING MACHINE CO.

BLACK LABEL RECORDS.

- No. Size
31860 Song Medley No. 2—"Feist Favorites".... Victor Mixed Chorus 12
By Victor Light Opera Company.
31859 Gems from "Tales of Hoffman" (Contes d'Hoffman).....Offenbach 12
Lucy Isabelle Marsh, Soprano.
Purple Label, 12-inch.
70069 The Island of Roses and Love, from Weber & Fields Jubilee.....James-Morét 12
Victor Herbert's Orchestra.
Purple Label, 12-inch.
70070 Dance of the Hours, from "La Gioconda".....Ponchielli 12
17055 The Rosary (Nevin.) Transcription; piano-forte,.....Ferdinand Himmelreich 10
Flower Song (Blumenlied) (Lange) Violin-flute-harp.....Neapolitan Trio 10
17056 Paddy Duffy's Cart (Harrigan-Braham).....American Quartet 10
Down in Gossip Row (Harrigan-Braham).....Ada Jones 10
17057 When I Was Twenty-One and You Were Sweet Sixteen (Williams-Von Tilzer).....Macdonough and American Quartet 10
If All My Dreams were Made of Gold, I'd Buy the World for You. (Christie).....Orpheus Quartet 10
17059 Love's Fond Dream (How Enthralling the Music), from "Rose of Panama" (Shine-Berté).....Marguerite Dunlap 10
Mah Honey Love, from "When Sweet Sixteen" (Hobart-Herbert).....Marguerite Dunlap 10
17060 Ye Who Have Yearned Alone (Nur wer die Sehnsucht kennt) (Tschaikowsky). Elsie Baker 10
I Know a Lovely Garden (d'Hardelot).....Elsie Baker 10
17061 Lady Angeline (Reed-Christie). Collins & Harlan 10
If Every Star was a Little Pickaninny (McCarthy-Edwards).....Elida Morris 10
17062 Y Como le Va (Tango Argentino) (Valverde).....Arthur Pryor's Band 10
Up the Street March (Morse).....Arthur Pryor's Band 10
17066 Moonlight Dance (Finck).....Arthur Pryor's Band 10
Naughty Marietta Selection (Herbert).....Arthur Pryor's Band 10
17067 I Want a Little Lovin' Sometimes, from "The Opera Ball" (Chris. Smith) Edna Brown 10
That College Rag (Porter-A. Von Tilzer).....American Quartet 10
17068 Brass Band Ephraim Jones (Goodwin-Meyer).....Al Jolson 10
That Society Bear (Berlin).....Walter Van Brunt 10

NEW RED SEAL RECORDS.

- Margarete Matzenauer, Contralto.
10-in., in German.
87102 Die Walküre—Fort denn eile (Fly Then Swiftly, Act III.).....Wagner 12-in., in Italian.
88360 L'Africana—Aria de Sonno "In grembo a me" (Lulled in My Arms, Act I.).....Meyerbeer 12-in., in Italian.
88353 "La Danza"—Tarentella Napolitana.....Pepoli-Rossini 10-in.
Erem Zimbalist, Violinist.
(Pianoforte accompaniments by Sam Chotzinoff)
64241 Humoresque.....Tor Aulin 12-in.
74280 (1) Sicilienne, (2) Minuet, from Suite in Old Style.....Zimbalist 12-in., in English.
Luisa Tetrazzini, Soprano.
88349 The Swallows.....Gingham Cowen

THE FIRST FARRAR-AMATO DUET.

- Geraldine Farrar, Soprano—Pasquale Amato, Baritone.
12-in., in Italian.
89057 Il Segreto di Susanna—Il dolce idillio (Susanne's Secret "Dost Thou Remember").....Wolf-Ferrari

AN "ALL-STAR" RECORD OF THE FAVORITE "ELEGIE"

- Alma Gluck, Soprano.
with violin obligato by Erem Zimbalist.
10-in., in French.
87101 Elégie (Song of Mourning).....Massenet 10-in., in German.
64184 Königskinder—O du liebeiliche Einfalt du! (Thou Innocent One, Act III.).....Humperdinck 12-in., in Italian.
Geraldine Farrar, Soprano.
88356 Le Donne Curiose—Tutta per te uno bene.....Wolf-Ferrari 12-in., in Italian.
Geraldine Farrar, Soprano—Herman Jadowlker, Tenor.
88359 Le Donne Curiose—Il cor uel contento Wolf-Ferrari 12-in., in French.
Marcel Journet, Bass, and Metropolitan Opera Chorus.
74282 Robert le Diable—Valse Infernal, "Ecco una nuova preda" (I Have Well Spread My Toils, Act III.).....Meyerbeer 12-in.
Ignace Jan Paderewski, Pianist

- 88357 Hark, Hark, the Lark.....Schubert-Liszt 12-in.
POLSKIE REKORDY (Polish Records).
63607 (a) Mój przyjaciel Kohn (z operet. "Manewry jesienne") (art. teatru mijsk, z akomp. ork. teatr.).....J. Solnickiego 10
(b) Gdym ja w Beocyi (z operet. "Orfeusz w piekle") (art. teatru mijsk, z akomp. ork. teatr.).....J. Solnickiego 10
63608 (a) Pójdź jódz luba kotko (z operet. "Manewry jesienne") (art. teatru mijsk, z akomp. ork. teatr.).....Helene Milowska 10
(b) Strazak z Warszawy, kuplet (art. polsk. kabaretu z akomp. orkiestry).....Romana Leskiego-Fortwill 10
63609 (a) Miljardów królowa (z operet. "Ksiezniczka dolarów") (art. teatru mijsk, z akomp. ork. teatr.).....H. Szupp, H. Milowska, L. Gutwinski, and J. Solnickiego 10
(b) Oj Jenta, Jenta, kuplet (art. polsk. kabaretu z akomp. orkiestry).....Romana Leskiego-Fortwill 10

JEWISH RECORDS.

- 63610 (a) Recitativ aus der Oper "Sulamith" (vom jüdischen Theatre mit Orchesterbegleitung). Fräulein Steif und H. Deutsch 10
(b) "Hakufes," Feiertagszene (m. Chor, d. jüd. Theatres).....J. Guttman 10

- 63611 (a) Purimscene (Sänger des jüdischen Theatres) Julius Guttman und dessen Frau 10
(b) Auf dem Wey zur Akeido (Aus Akeidos Jzchok) (art. des jüd. Theatres).....Herman Waisman und Herman Sierodski 10
63612 (a) Hochzeitstruss.....Czernowitzer Civilkapelle 10
(b) Lechaim Brüder.....(Sänger des jüdischen Theatres).....Leon Kalisch 10
OBOUSTRANNE REKORDY (Bohemian Records).
63622 (a) Duetto Vaska a Marenky (z Opery Prodaná Nevesta) (Smetana) (s pruvodem orkestru).....Hanna Foerstrova-Bohumil Pták 10
(b) Ne ty to nepovis (Alois Lad. Vymetal) (s pruvodem orkestru).....Bohumil Pták 10
63623 (a) Verné nase milování (z Opery Prodaná Nevesta) (Smetana) (s pruvodem orkestru).....Hanna Foerstrova-Bohumil Pták 10
(b) Má Divenka (Zd. Fibich) (s pruvodem orkestru).....Bohumil Pták 10
63624 (a) Kdo nás oddal (z Opery Cikánsky Baron) od J. Strause (s pruvodem orkestru).....Bohumil Pták 10
(b) Kdýz já jsem sel kmestu Brnu (Lidová Pisen, od Boh. Ptáka) (s pruvodem orkestru).....Bohumil Pták 10
63625 (a) U okynka jsem stával (Blatácká Pisen) (s pruvodem orkestru).....Bohumil Pták 10
(b) Vstavej ma panenku (Blatácká Pisen) (s pruvodem orkestru).....Bohumil Pták 10
63626 (a) Ach neni tu neni (Česká Národní Pisen) (Malata) (s pruvodem orkestru).....Hanna Foerstrova 10
(b) (1) Já jsem mistr seminársky; (2) Já mam holku pokojnou (Blatácká Pisen) (s pruvodem orkestru).....Bohumil Pták 10

"NA OBY DWOCH STRANACH HUDBOVE."

- 63613 (a) Nitra Mila Nitra.....Dr. Kalman József 10
(b) Zatevna, i Mi sme smeje vojaci. J. Losinski 10
63614 (a) Jahodi, Cernice i Malini.....Dr. Kalman József 10
(b) Slovensky ti spivaj.....J. Losinski 10
63615 (a) Bojovník.....Dr. Kalman József 10
(b) Mlynarka a Huska.....J. Losinski 10
63616 (a) Svyti ciastky roku.....Dr. Kalman József 10
(b) Ked Slovack na hory vstupuje (Narodova pisenicka).....Dr. Kalman József 10
63617 (a) Ked Komara zenili.....Dr. Kalman József 10
(b) Zacali Brezu.....J. Losinski 10

NORWEGIAN RECORDS.

- 63618 (a) Aa, Ola, Ola, min eigen Onge—Folkevise (Vegaardsheien).....Aalrud Tillisch 10
(b) Astri! Mi Astri—Folkevise (Hanson).....Aalrud Tillisch 10
63619 (a) Der skreg en gugi (Christian Sinding).....Aalrud Tillisch 10
(b) Haststormen.....Aalrud Tillisch 10
63620 (a) Eg gjaette Tulla—Folkevise (Hitterdal).....Aalrud Tillisch 10
(b) Og jeg Vil ha mig en Hjertenskjaer (Grieg).....Aalrud Tillisch 10
63621 (a) Jeg els per dig (Grieg).....Aalrud Tillisch 10
(b) Vuggesang.....Aalrud Tillisch 10

MAGYAR KETOLDALAS LEMEZEK.

- 63583 (a) Csendessen, csak csendessen, utána Piros bort ittam az éjjel, éneklí (sziganyzene kíséret mellett).....Dr. Kálmán József 10
(b) A sötétbe, éneklí (sziganyzene kíséret mellett).....Heltay Vilma 10
63584 (a) Lehullott a cseresznye fa levele, éneklí (sziganyzene kíséret mellett).....Heltay Vilma 10
(b) Csak a kinek a lelke beteg, éneklí (A "Folies Caprice" v. tagja).....Erdélyi Emil 10
63585 (a) Helyre tyu tyu, remek kuplé, éneklí (A "Folies Caprice" v. tagja).....Erdélyi Emil 10
(b) Kató szivem szép Katája, éneklí (A budapesti orfeum v. tagja).....Thury Ilona 10
63586 (a) Darumadár gyere velem, éneklí (sziganyzene kíséret mellett).....Heltay Vilma 10
(b) Pechvogel Ignátska, remek kuplé, éneklí (A "Folies Caprice" v. tagja).....Erdélyi Emil 10
63587 (a) Lehullott az ősi rózsá levele, éneklí (sziganyzene kíséret mellett).....Dr. Kálmán József 10
(b) Hulló Falevél, éneklí (A budapesti orfeum v. tagja).....Thury Ilona 10

- 68321 (a) A világjáró tót, előadja és éneklí (A "Folies Caprice" v. tagja).....Erdélyi Emil 12
(b) Most van a nap lemenőben, éneklí (sziganyzene kíséret mellett).....Dr. Kálmán József 12

COLUMBIA PHONOGRAPH CO., GEN'L.

- 12-INCH SYMPHONY DISC RECORDS. Single Disc.
Double Disc.
A5376 Se Saran Rose (Melba Waltz)—Arditi. Soprano Solo in Italian, orch. accomp.....Bernice de Pasquali 30,934
Il Bacio (The Kiss)—Arditi. Soprano Solo in Italian, orch. accomp.....Bernice de Pasquali 30,935
10-INCH SYMPHONY DISC RECORDS.
A1142 Il Trovatore—Di quella pira (Tremble, ye tyrants)—Verdi. Tenor Solo, in Italian, orch. accomp.....Giovanni Zenatello 30,935
Cavalleria Rusticana—Brindisi (Drinking Song, Hail to the Red Wine Flowing)—Mascagni. Tenor Solo in Italian, orch. accomp.....Giovanni Zenatello
A1143 Darling Nelly Gray—B. R. Hanby. Soprano Solo, orch. accomp.....Alice Nielsen
You're the Flower of My Heart, Sweet Adeline—Harry Armstrong. Soprano Solo, orch. accomp.....Alice Nielsen
12-INCH SYMPHONY DOUBLE-DISC RECORDS.
A5375 Turn Ye to Me. Baritone Solo, String Quartet accomp.....Cecil Fanning
The Last Leaf—Sidney Homer. Baritone Solo, String Quartet and Piano Accomp.....Cecil Fanning
10-INCH DOUBLE-DISC BLUE-LABEL RECORDS.
A1134 The White Squall (A Song of the Sea)—Barker. Bass Solo, orch. accomp.....Frank Croxton
Larboard Watch—Williams. Tenor and Bass Duet, orch. accomp.....Reed Miller & Frank Croxton
A1145 The Wedding Trip—Awakening Love—De Koven. Soprano and Tenor Duet, orch. accomp.....Beulah Gaylord Young and Chas. W. Harrison
Little Boy Blue—Aeroplane Duet—Henri Bereny. Soprano and Tenor Duet, orch. accomp.....Beulah G. Young and Chas. W. Harrison
A1140 That Hypnotizing Man—Albert Van Tilzer. Contralto Solo, orch. accomp.....Dolly Connolly (Mrs. Percy Wenrich)
Black Diamond Rag—Henry Lodge. Prince's Band
A1141 Take Me Back to the Garden of Love—Osborne. Tenor Solo and Quartet Chorus, orch. accomp.....Chas. W. Harrison and Columbia Quartet
Around the World (the New York Hippodrome production)—It's a Long Lane That Has No Turning—Manuel Klein. Vocal Quartet, Male Voices, orch. accomp.....Columbia Quartet
A5372 Calvary—Paul Rodney. Tenor Solo, orch. accomp.....Reed Miller
Let Us Have Peace—Ernest R. Ball. Tenor Solo, orch. accomp.....Harry McClaskey
A5373 It Came With the Merry May, Love—Tosti. Contralto Solo, orch. accomp.....Margaret Keyes
Oh, Happy Day, O Day So Dear—Carl Gotze. Contralto Solo, orch. accomp.....Margaret Keyes
10-INCH DOUBLE-DISC RECORDS.
A1121 Beautiful Isle of Somewhere—J. S. Fearis. Tenor Solo, orch. accomp.....Harold Jarvis
Where Is Heaven?—Felix Marti. Tenor Solo, orch. accomp.....Harold Jarvis
A1131 Just Pushin' Round—Hager. Descriptive Selection.....Prince's Orchestra
Ahoy! My Lads!—Bennett. Banjo Solo, orch. accomp.....Fred Van Eps
A1132 Hail to the Spirit of Liberty—March—John Philip Sousa.....Prince's Orchestra
Gate City March—Weldon.....Prince's Band
A1133 Good Night, Little Girl, Good Night—J. C. Macy. Tenor Solo, orch. accomp.....Henry Burr
Don't You Mind the Sorrows—Eugene Cowles. Contralto Solo, orch. accomp.....Mrs. A. Stewart Hoyt
A1136 The Ragtime Goblin Man—H. Von Tilzer. Baritone Solo, orch. accomp.....Arthur Collins
Hear the Pickaninny Band—Seymour Furth. Vocal Quartet, Male Voices, orch. accomp.....Columbia Quartet

(Continued on page 54.)

WHEN YOU HAVE SOLD THE MACHINE AND THE RECORDS WHAT NEXT TO MAKE A PROFIT?

A **Cabinet**, of course, to set that beautiful machine on and to file those expensive and fragile records in.

The illustrations show the result of **not** having a Cabinet and the ideal way to take care of both machine and records.

The Udell Line of Cabinets and Table Cabinets, Guaranteed as to Workmanship and Finish, should by all means be represented on your floor.

You get the necessary range of price and pattern in the Udell line.

Victrolas IV. to XI. are all provided for with appropriate designs.

Udell service rendered the dealer includes advertising matter to be distributed among his good prospects and newspaper cuts that we supply free of charge. A postal addressed to

THE UDELL WORKS
Catalog Dept Indianapolis, Ind.
will bring all the necessary information.



RECORD BULLETINS FOR APRIL.

(Continued from page 53.)

- A1137 Lady Angeline—Ernest R. Ball, Tenor and Baritone Duet, orch. accomp.
Byron G. Harlan and Arthur Collins
I'm Going Back to Dixie—Snyder. Prince's Band
A1138 When I Was Twenty-one and You Were Sweet Sixteen—Van Alstyne, First and Second Tenor Duet, orch. accomp.
Albert Campbell and Henry Burr
Over the River—Ring Ting-a-Ling—Jean Schwartz, Soprano Solo, orch. accomp. Ada Jones
A1139 Nightingale—Doyle. Prince's Band
The Trumpeter of Sakkingen—It Was Not So To Be—Victor Nessler, Cornet Solo, accomp. by Prince's Band. Vincent Buono
12-INCH DOUBLE DISC RECORDS.
A5371 Wedding of the Winds—Waltz—John Hall, Prince's Orchestra
Lady Luna—Luna Waltz—Paul Lincke. Prince's Orchestra
A5374 Nocturne in E Flat—Chopin. Max Droge
orch. accomp.
Dream of Love (Liebestraum)—Franz Liszt, Cello Solo, orch. accomp. Max Droge

THOMAS A. EDISON, INC.

EDISON AMBEROL CONCERT RECORDS.

- 28014 Vito Paulo Gruppe
28015 Coppelia—Entr' Actee and Waltz. Armand Vecsey and His Hungarian Orchestra
28016 Old Folks at Home. Margaret Keyes
EDISON AMBEROL RECORDS.
987 A Songologue—Winter Garden. Stella Mayhew
988 Mary Was My Mother's Name. Joseph A. Phillips
989 That College Rage. Walter Van Brunt and Chorus
990 I Want Some One to Care for Me. Lottie Gilson
991 You've Got Me Hypnotized. Ada Jones and Billy Murray
992 Take Me Back to the Garden of Love. Reed Miller
993 (a) Three Little Owls and the Naughty Little Mice; (b) I'm Old But I'm Awfully Tough. Cal Stewart
994 The Passing Caravan Patrol. N. Y. Military Band
995 My Lou—Winter Garden. Stella Mayhew and Billie Taylor
996 That Coontown Quartet. Premier Quartet
997 Your Own Dear Kiss. Elizabeth Spencer
998 When I Was Twenty-One and You Were Sweet Sixteen. Joseph A. Phillips and Chorus
999 Peggy Gray. Manuel Romain
1000 Good Night, Mr. Moon. Campbell and Gillette
1001 That Hypnotizing Man. Premiere Quartet
1002 Alexander's Ragtime Band Medley. Fred Van Epps
1003 Cujus Animam—Stabat Mater. Chas. W. Harrison
1004 Rockin' in de Win'. Bessie Volckmann
1005 Are You Going to Dance?—"The Count of Luxembourg". Elizabeth Spencer and Irving Gillette
1006 Old Folks at Home, with Variations. Andre Benoist
1007 One Fine Day—"Madame Butterfly" (Sung in English). Agnes Kimball
1008 Let Joyous Peace Reign Everywhere. Anthony and Harrison
1009 The Count of Luxembourg—Waltzes. American Standard Orchestra
1010 God Is Love, His Mercy Brightens. Agnes Miller, Reed Miller and Frank Croxton
1011 Happy Days. Venetian Instrumental Trio
SPECIAL I. O. O. F. AMBEROL RECORDS.
1012 I. O. O. F. Opening and Closing Odes. Male Quartet
1013 I. O. O. F. Initiation and Installation Odes. Male Quartet
1014 I. O. O. F. Funeral Ode. Male Quartet
EDISON STANDARD RECORDS.
10551 Spanish Dance—Suite "Bal Costume". United States Marine Band
10552 Pickaninny Lullaby. Elsie Baker
10553 I Want "A Regular Pal" for a "Gal". Walter Van Brunt
10554 'Lizabeth Ann. Campbell and Gillette
10555 Scotch Country Dances. National Military Band

U-S PHONOGRAPH CO.

FOUR-MINUTE RECORDS.

- 1225 In the Shadows—Dance. U. S. Symphony Orchestra
1382 Sheridan's Ride—Recitation. Edgar L. Davenport with Orchestra
1409 My, What a Funny Little World This Is. W. H. Thompson
1424 My Rosa, from "The Sign of the Rose". Joe Brown
1431 Home to Our Mountains, from "Il Trovatore". Elsie Baker and John Young
1435 In Maytime and the Red, Red Rose. John B. Wells
1441 Isabella, Overture. J. Louis von der Mehden, Jr., and His Orchestra
1453 Sleep, Little Baby of Mine. Miss Inez Barbour
1455 Sarga Cserebogor (Siege de la Csarda). Violin Solo with piano accomp.
Dr. Al. Popper, accomp. by Mrs. Popper
1457 Good-Night, Mr. Moon. Henry Burr and A. Campbell
1458 Rolling Down to Rio and Ould Dr. Ma'Ginn. John Barnes Wells
1462 Legende Pastorale—Oboe Solo. B. Labate
Orchestra accompaniment.
1478 Raymond Overture. U.S. Military Band
1495 Where the River Shannon Flows. Will Oakland and W. H. Thompson
1489 I've Got the Mumps. Ada Jones
TWO-MINUTE RECORDS.
448 Cupid's Arrow. Banjo Solo with piano accomp.
Fred Van Eps and A. Benzler
464 Lady Angeline. Collins and Harlan
465 Way Down East Where I Belong. Byron G. Harlan
473 I Love to Hear An Irish Band Play on St. Patrick's Day. John W. Myers
474 Ring Ting-a-Ling, from "Over the River". Ada Jones
480 Triumphant America—March, Two-step. Band
482 They Gotta Quit Kickin' My Dawg Aroun'. Byron G. Harlan

UNIVERSAL TALKING MACHINE CO.

ZON-O-PHONE DOUBLE RECORD DISCS.

- 5888 A—The Gladiator's Farewell—March (Abschied der Gladiatoren). H. L. Blankenburg
B—Die Hydropaten—Valse. Jos. Gungl
5889 A—Solid Men to the Front—March. C. S. Grafulla
B—Levee Revels—Afro-American Cane Hop. W. C. O'Hare
ZON-O-PHONE ORCHESTRA.
5890 A—"Tout Paris"—Waltz. E. Waldteufel
B—Doc. Brown's Cake Walk—Two-Step. Chas. L. Johnson
MISCELLANEOUS SELECTIONS
With Orch. Accomp.

- 5891 A—They Gotta Quit Kickin' My Dawg Aroun'—(The sensational song hit) (Byron G. Harlan). Cy. Perkins
B—Colonel Matthews March (Zon-o-phone Concert Band). D. W. Reeves
5892 A—If It Wasn't for the Irish and the Jews (Billy Murray). As sung in Weber & Fields Jubilee production of "Hokey Pokey". Jerome-Schwartz
B—Everybody Has a Whistle Like Me (Arthur Collins). E. Rogers
5893 A—The Trolley Car Swing (Walter Van Brunt). Bert Grant
B—Little Blue Flower (Harry McClaskey). H. Trotere
5894 A—Good-Bye, Rose. (Elsie Baker). Herbert Ingraham
B—Jean. (Frank Croxton). H. T. Burleigh
5895 A—That Baboon Baby Dance (Arthur Collins and Byron G. Harlan). Introduced by Blanche Ring in "The Wall Street Girl". Joe Cooper
B—Maggie Ryan from Dublin Town (W. H. Thompson). John Neat
5896 A—That Society Bear, from the New York Winter Garden production "Whirl of Society" (Walter Van Brunt). Irving Berlin
B—Rosemary, for Remembrance (Florence E. Smith). Lady Arthur Hill
5897 A—That Slippery Slide Trombone (Bob Roberts). Williams-Van Alstyne
B—Aho! My Lads!—March. Banjo Solo.
(Fred Van Eps). Harry Bennett
5898 A—The Deedle-Dum-Dee. Tremendous song-hit in "The Wall Street Girl" (Ada Jones). Silvio Hein
B—Bygone Days (J. F. Harrison). Ernest R. Ball
5899 A—Something's Going to Happen to You (Al. Campbell and Henry Burr). Theo. Morse
B—The Land of Dreams (Vernon Archibald). H. Bennett
5900 A—"A Bad Boy and a Good Girl" from "The Quaker Girl." (Mae Jennings and H. Hindermeyer). Lionel Monckton
B—Rosamond (Harvey Hindermeyer). Dorothy Forster
5901 A—The Swallows (Jennie Kerr). F. H. Cowen
B—Love's Sorrow (Geo. W. Ballard). H. R. Shelley

LYON & HEALY'S VICTROLA PUBLICITY.

Lyon & Healy were so pleased with a large black and white drawing of Caruso, the work of N. Inukai, the well-known Japanese artist, that they purchased it for use in their Victrola advertising. We present a reproduction of this drawing here—



CARUSO IN JAPANESE EYES.

with and we predict that this particular view of the great singer will speedily be known from one end of the country to the other.

This is only one of the many features of the Victrola advertising that Lyon & Healy, of Chicago, are presenting to the trade.

GRAPOPHONE MUSIC FOR WORKERS.

The Woman's Trade League of Chicago has planned to have graphophone entertainments at its monthly meetings for working girls. The girls like music and dancing, and it is too expensive to hire pianos and musicians. The girls do not of-

ten have the opportunity to hear Caruso and Mary Garden in the flesh, but on the graphophone they may hear a concert by these famous singers without spending the greater part of their week's wages. The girls have denied themselves little luxuries to get the graphophone and stock of records, and now will get their enjoyment in regular monthly dances and musicals. None but the best selections will be used.

NEW COLUMBIA GRAFONOLA.

The "Princess," Just Introduced by the Columbia Phonograph Co., to Be Sold at \$75.

The accompanying illustration shows the Columbia Grafonola, the "Princess," a new instrument



THE COLUMBIA "PRINCESS."

at a new price, \$75, just placed on the market by the Columbia Phonograph Co. Embodied in the new machine are some new and exclusive Columbia features. One of these is the tone shutters, replacing the two small doors and providing more sightly, effective and convenient control of tone-volume. By turning the small knob it is easy to partly or completely close the tone-shutters at the opening of the sound chamber, regulating the volume of music without affecting its tonal integrity. This new Grafonola "Princess" is a beautiful mahogany table, 31 inches high, with a top 18 inches square, ready at all times to serve all the purposes of such a table, worthy of its place in any part of any room in any house, yet ready at any time to provide the best of good music. Further details are unnecessary. The picture reveals the graceful lines of the "Princess" better than it can be expressed in words.

H. Nathansen, dealer in talking machines, pianos and music, is now occupying his new quarters in Newburgh, N. Y. They are located at 74 Broadway.

A man that is worthy of credit as a rule is not likely to take offense by reason of having his credit investigated.

Leading Jobbers of Talking Machines in America

Paste This Where You Can Always See It!

MR. DEALER:

We refer all Talking Machine inquiries coming from towns where we are represented by dealers to the dealer or dealers in that town.

VICTOR and EDISON JOBBERS

Lyon & Healy

CHICAGO

Leading Jobbers of Talking Machines in America

HARGER & BLISH
JOBBER

**VICTOR
EDISON**

It's worth while knowing we never substitute a record. If it's in the catalog we've got it.

Dubuque, Des Moines and Sioux City
IOWA

Try Our Hurry-Up Service



on VICTOR,
EDISON and
REGINA.

We make a specialty of getting
the order out on time—every time.

The Rudolph Wurlitzer Co.
Cincinnati and Chicago

Two points of supply; order from the nearer

CHASE & WEST

Eighth Street, between Walnut and Locust

DES MOINES, IA.

Victor Distributors

Talking Machines, Records and Supplies.
Everything in stock all the time.

The best
service in IOWA

SOLE JOBBERS OF ZONOPHONE GOODS
IN GREATER NEW YORK

Greater New York Phonograph Co.

Phone, 3425-3426 Orchard 308-310 Grand St., N. Y.

Repairs and Parts For Dealers in All Lines A Specialty

IF YOU'RE IN WESTERN MICHIGAN
it will be money in your pocket to order
Victor Machines and Records

...of...
JULIUS A. J. FRIEDRICH

30-32 Canal Street, Grand Rapids, Michigan

Our Motto: Quick Service and a Saving
in Transportation Charges

PERRY B. WHITSIT

L. M. WELLER

PERRY B. WHITSIT CO.,

213 South High Street,

Columbus, Ohio.

Edison Phonographs and Records **JOBBER** Victor Talking Machines and Records

**OLIVER
DITSON
COMPANY**

BOSTON

Largest VICTOR Talking
Machine Distributors East
of Chicago.

Creators of "The Fastest Victor
Service." Let us tell you more
about our service.



Where Dealers May Secure
Columbia Product

Ready, Full Stocks, and Prompt
Deliveries from Convenient
Shipping Centers all
over the United
States

Distributors

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Boston, Mass., Columbia Phonograph Co., 174 Tremont St.
Buffalo, N. Y., Columbia Phonograph Co., 622 Main St.
Chicago, Ill., Columbia Phonograph Co., 101 N. Wabash Ave.
Cincinnati, O., Columbia Phonograph Co., 117-119 W. Fourth St.
Cleveland, O., Columbia Phonograph Co., 913 Euclid Ave.
Dallas, Tex., Columbia Phonograph Co., 1403 Main St.
Denver, Colo., Columbia Stores Co., 505-507 Sixteenth St.
Detroit, Mich., Columbia Phonograph Co., 114 Broadway
Hartford, Conn., Columbia Phonograph Co., 719 Main St.
Indianapolis, Ind., Columbia Phonograph Co., 27 N. Pennsylvania St.
Kansas City, Mo., Columbia Phonograph Co., 1112 Grand Ave.
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Los Angeles, Cal., Columbia Phonograph Co., 422 S. Broadway.
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Milwaukee, Wis., Albert G. Knabe, 516 Grand Ave.
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New Haven, Conn., Columbia Phonograph Co., 25 Church St.
New Orleans, La., Columbia Phonograph Co., 373 Canal St.
New York City, Columbia Phonograph Co., 89 Chambers St.
Omaha, Neb., Columbia Phonograph Co., 1311 Farnam St.
Philadelphia, Pa., Columbia Phonograph Co., 1109 Chestnut St.
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Portland, Ore., Columbia Phonograph Co., 371 Washington St.
Eilers Piano House, Portland, Ore.
Providence, R. I., Columbia Phonograph Co., 119 Westminster St.
Rochester, N. Y., Columbia Phonograph Co., 38 South Ave.
Sacramento, Cal., Kirk, Geary & Co.
Salt Lake City, Utah, Daynes Radio Music Co., 45 Main St.
San Francisco, Cal., Columbia Phonograph Co., 334 Sutter St.
Seattle, Wash., Columbia Phonograph Co., 1311 First Ave.
Eilers Piano House, Seattle, Wash.
Spokane, Wash., Columbia Phonograph Co., 818 Sprague Ave.
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St. Louis, Mo., Columbia Phonograph Co., 1008 Olive St.
St. Paul, Minn., Columbia Phonograph Co., 20 E. Seventh St.
Toledo, O., Columbia Phonograph Co., 229 Superior St.
Washington, D. C., Columbia Phonograph Co., 1210 G St., N. W.
Wilmington, Del., Columbia Phonograph Co., 610 Market St.

DEALERS WANTED—Exclusive selling rights given where we are not actively represented.

Write for particulars to the Columbia Phonograph Co., Wholesale Department, Tribune Building, New York.

Headquarters for Canada:

Columbia Phonograph Co., McKinnon Building, Toronto, Ont.

You should
get this
sample package
of
Puritone Needles—
sent free

Puritone Needles should pay you a good profit. It costs nothing to sell them because you have your organization.

To help you we will print special envelopes with your name and business; every envelope gives you profits and free advertising.

You will be advertised, too, by the satisfaction-qualities of the needles; owners of machines will regard yours as the best needle store; this will build your business.

Get this sample package, telling us who's your jobber, and find out the goodness of Puritone Needles, built of experience, material and brains.

JOHN M. DEAN
PUTNAM, CONN.



PACIFIC COAST **DISTRIBUTORS OF**
Victor Talking Machines and **RECORDS**
STEINWAY PIANOS—LYON & HEALY
"OWN MAKE" BAND INSTRUMENTS
Sherman, Clay & Co. San Francisco Portland
Oakland Los Angeles

NEW ENGLAND
JOBBER HEADQUARTERS
EDISON AND VICTOR
Machines, Records and Supplies.
THE EASTERN TALKING MACHINE CO.
177 Tremont Street BOSTON, MASS.

Edison Phonograph Distributors
for the SOUTHWEST

All Foreign Records in Stock

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STANDARD TALKING MACHINE CO.
PITTSBURGH, PA.

Exclusive Victor Distributors

"If it's made we ship it the same day order is received"

Every Jobber in this country should be represented in this department. The cost is slight and the advantage is great. Be sure and have your firm in the May List.



EDISON RECORDS

Your profit on Edison Records is limited only by your own energy in keeping them before the people to whom you have sold Edison Phonographs.

The purchase of an Edison Phonograph is the expression of a desire on the part of the purchaser for the best music—as it comes out. But that desire won't do all the work. In order to keep enthusiasm at top pitch you must do your part.

Every month when you receive the new record list, stir up the town with it. Use your newspaper, your mailing list and your telephone. Make it a time of good news for all your customers and all your customers will make it a time of good sales and profits for you.

 Thomas A. Edison 59 Lakeside Ave., Orange, N. J.
INCORPORATED

The TALKING MACHINE WORLD

AND
NOVELTY
NEWS

Published Each Month by Edward Lyman Bill at 373 Fourth Avenue, New York, May 15, 1912



The best-known trade mark in the world

“The Victor talking machine’s design, ‘His Master’s Voice,’ has become a household word, and the quaint little fox terrier at attention before the horn is familiar to more Americans than any of the world’s great masterpieces”—*Collier’s Weekly*.

ZON-O-PHONE

Double Record Discs

10-Inch, 65 Cents

THE WORLD'S GREATEST OBERCANTOR TENOR

This great tenor
has made
Records
for the
Zon-o-phone
so that
His Wonderful
Voice
may be heard
all over the world

Fifteen new double side records of this great singer are ready for shipment. The price of these records is 75 cents. Send for catalogues.



Mr. Kwartin is the Cantor of the Kaiserin Temple of Vien, the largest and most beautiful in the world. This temple was built by a Kaiserin after hearing him, as a fit setting for his marvelous voice, and he has been Cantor there ever since.

His voice is of such texture as to place it on a level with the best in the world, and his records should be in the home of every music lover. Any Talking Machine dealer will gladly play them for you.

SAWEL KWARTIN

Universal Talking Machine Mfg. Co.
Fourth and Race Streets PHILADELPHIA, PA.

WHERE YOU CAN OBTAIN THE ZON-O-PHONE PRODUCT:

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FLORIDA

Tampa.....Turner Music Co., 604 Franklin St.

ILLINOIS

Chicago.....Joseph Jiran, 1838 West 18th St.
Chicago.....W. H. Sajewski, 1011 Milwaukee Ave.
Chicago.....Treach, Fearn & Co., 73 Fifth Ave.

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St. Louis.....D. K. Myers, 8839 Finney Ave.

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Hoboken.....Eclipse Phono. Co., 208 Washington St.

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Brooklyn.....B. G. Warner, 1213 Bedford Ave.
New York.....Greater New York Phonograph Co.,
310 Grand St.
New York.....S. B. Davega Co., 126 University Place.

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PENNSYLVANIA

Allegheny.....H. A. Becker, 601 Ohio St.

TEXAS

Beaumont.....K. B. Pierce Music Co., 608 Pearl St.

WISCONSIN

Milwaukee.....G. H. Eichholz, 552 19th St.
Milwaukee.....Hoeffler Mfg. Co., 306 W. Water St.

The Talking Machine World

Vol. 8. No. 5.

New York, May 15, 1912.

Price Ten Cents

THE NEW OPTICAL PHONOGRAPH.

Interesting Details of a New Kind of Phonographic Method in Which the Sound Waves Are Recorded by a Moving Beam of Light—New Method Opens Up Many Possibilities—Leading Scientists Speak Highly of This New Apparatus.

Although the invention of the phonograph dates back a good many years and the instrument has come into common use, some scientific men are still unsatisfied with the results obtained in sound reproduction and claim that there is still room for much further development along that line. The fact is that inventors have as a rule followed the beaten path and experimented with records made of wax, with the sound waves registered by means of a stylus, and have therefore been confronted with the same fundamental faults where same existed. In a recent article the Paris correspondent of the Scientific American says:

It seems probable that the most promising new developments must be looked for in some kind of a photographic method, in which the sound waves are recorded by a moving beam of light. Thus if

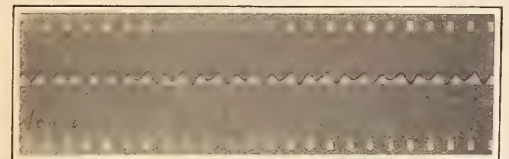
University of Paris, where, in collaboration with M. Victor Henri, he has worked out the ingenious apparatus illustrated in our engravings. This device, which was presented before the Academy of Sciences a short while ago, consists of a photographic recording device of the nature indicated above, and a separate instrument for reproducing the sounds. Both parts of the apparatus represent entirely new departures, the first working entirely by the photographic method, and the second making use of currents of compressed air to produce the imitation of the human voice. In the recorder any suitable membrane properly mounted to act as a diaphragm, for instance, a telephone diaphragm, may be used. A minute mirror is attached to the back of this, so that when the mouthpiece is spoken into, the mirror is set vibrating. The light of an arc lamp is thrown in a concentrated beam upon the mirror, and is thence reflected on to a screen, so that the spot of light performs upon the screen oscillations representing on an enlarged scale those of the diaphragm. The screen itself consists of a sensitized film such as is used in moving picture machines, so that when this band is drawn along rapidly in the field of the moving spot, a record is obtained of the sound vibrations impressed upon the diaphragm by the speaker. As a matter of fact, it is not a spot of light that is used, but a narrow line of light formed by transmitting the beam through a suitable slit in front of the lamp. The resulting record is therefore not a simple line, but a wavy band having a certain width, as shown diagrammatically in one of our illustrations which appear on this page.

In applying this record for purposes of reproduction, only a part of it is used, namely, the toothed upper edge of the band. More in detail, the mode of procedure is as follows: On developing the moving picture film a photographic negative is obtained. From this a positive copy is prepared on a film of gelatine treated with bichromate, all but the upper serrated edge of the band being blocked out in the usual way. The result of this operation, on developing the gelatine film, is a band perforated with a series of openings corresponding in size and arrangement to the peaks of the wave record, as shown in one of our accompanying illustrations. To use this record for reproduction, it is passed across an air jet, whereby a series of puffs is produced, varying in character and frequency according to the form of the record. For this purpose the reproducing apparatus is fitted with an air chamber fed with compressed air from a reservoir. This

chamber is provided with a slit, the length of which is such as to accommodate the maximum amplitude of the serration marks upon the perforated band. The record band is mounted upon rollers above and below the air chamber and is driven by a small electric motor at the rate of about six feet per second across the slit. As the perforations in the band pass the slit, they give a vent to the air in

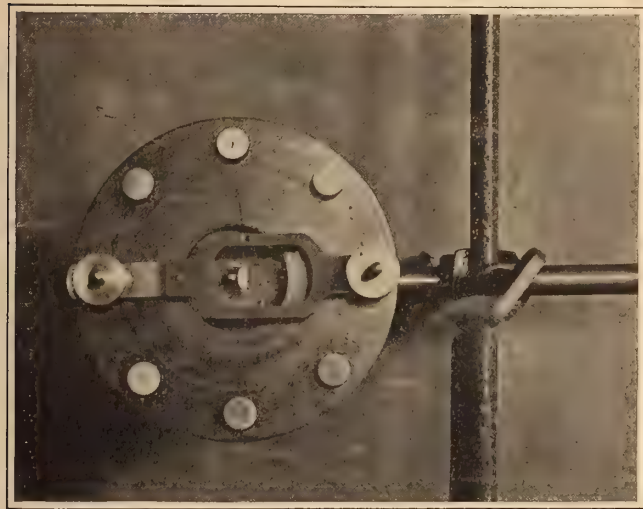


Light Record (Negative) of the Vowel "u."



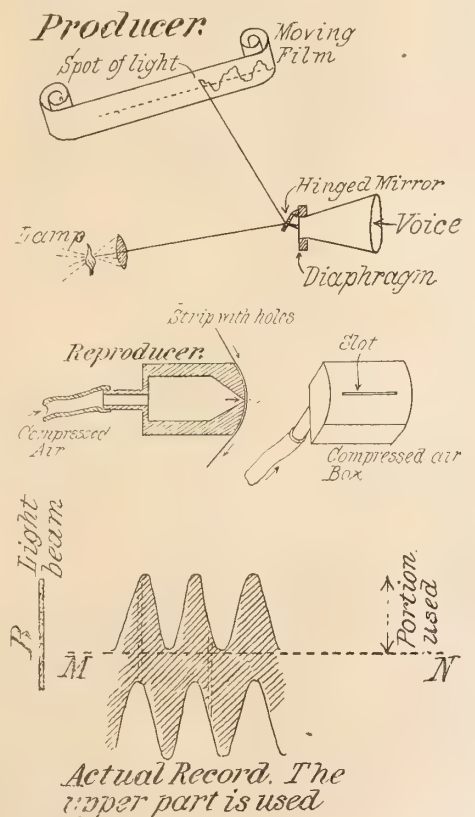
Light Record of Vowel "e." Perforated Positive Formed on Bichromate-Gelatine Film.

the air chamber, thus producing a series of impulses and giving rise to sound waves corresponding in pitch and character to those by which the record was prepared. It has been found by experiment that in this way a very fair reproduction of the human voice can be obtained. The invention is, however, still in its early experimental stages, and a good deal of work remains to be done in improving the apparatus. The method is quite novel



The Recorder—At the Center is Seen the Diaphragm Carrying a Small Mirror.

we have a mirror attached to a diaphragm and speak against this latter, while a beam of light reflected from the mirror is allowed to fall on a screen, the spot of light will trace upon the screen a path determined by the character of the sound wave. If the screen is made of a sensitized photographic film rapidly drawn past the field of illumination, a continuous record of the sound vibrations can be prepared in this way. So far the process presents no particular difficulties. The main problem arises when we seek to employ such record to reproduce the sounds by which it was formed, so that the apparatus constitutes, as it were, an optical phonograph. It is at this point that the ingenuity of a Russian scientist has stepped in with what appears to be a very promising mode of attack on a difficult problem. S. Lifschitz has succeeded in reproducing by his method the sound of the human voice. He began his experiments in Russia and subsequently continued them at the



and very interesting, opening up new possibilities in a direction in which the resources of the common type of phonograph seem to be well nigh exhausted. Judging from the preliminary experiments, there seems to be every promise of important future developments, and we shall await with interest the further growth of this new invention.

Be sure to keep in mind the Jobbers' Convention at Atlantic City.

GREATER NEW YORK PHONOGRAPH COMPANY

SOLE JOBBERS OF

Zon-o-phone Machines and Records

IN GREATER NEW YORK

Best and promptest delivery in the country. Also Jobbers in Cabinets and Needles. Prices which will surprise you. Before buying any goods call to see our line.

GREATER NEW YORK PHONOGRAPH COMPANY, 308-310 Grand Street, NEW YORK, N. Y.

TELEPHONE: ORCHARD 3425

CONVENTION DRAWING NEAR.

Secretary Roush Losing No Opportunity of Calling Members' Attention to Advantages to Be Gained by Visiting Atlantic City and Attending Meetings.

J. C. Roush, secretary of the National Association of Talking Machine Jobbers, is, as usual, decidedly active in boosting the coming convention at Atlantic City, July 1 and 2, and is leaving no stone unturned to bring out a record attendance of jobbers on that occasion. Mr. Roush has been keeping in touch with the members of the association through the medium of picture post cards, with trite sayings on the address side and alluring views of the City by the Sea on the back, and letters of a snappy nature that are calculated to be to the point in convincing the jobbers that attendance at the meetings is a privilege to be prized greatly. Mr. Roush's latest letter is captioned, "Look Out for the Tunnel," and reads as follows:

I saw quite a remarkable thing the other day.

Several hours out of Cincinnati, from the observation car, I was enjoying the beautiful Tennessee mountain scenery. The Pullman conductor came through, closed all the transoms, shut the door. This occupied about two minutes—then on snapped the electric lights.

Hardly ten seconds after the lights were on we shot into a tunnel. Then the same man opened the transoms and the door; the lights went out.

Twenty-two times this happened. I wondered at the exact precision. He never once seemed to look out of the windows or anywhere else particularly, but at each tunnel everything was ready and lights snapped on just ten seconds before we entered the darkness.

This almost instinct was born, of course, of long experience on that particular "run"—

Is your business like this?

If it is not—why not arrange to attend the Sixth Annual Convention and get in close touch with the many changes that have taken place during the past year?

If—it is like this—come any way—for it is just as necessary to keep in touch as it is to get in touch.

Another very important matter that will come up at the Annual Convention is the question of the Association establishing an Edison Transfer Bureau for the exchange among members of surplus Edison records.

It is believed that such a Bureau could be maintained at a very small cost and in six months practically every surplus record in the country could be exchanged.

Further announcement will be made in the next letter relative to the Victor Company's invitation to spend July 3 with them.

TALKING MACHINE TELLS THE TIME.

The Home Telephone Co., of Spokane, Wash., has closed a contract for a talking machine which will, when installed, automatically give the time of day to all patrons of the company. The phonograph will tell the time twenty times a minute at intervals of three seconds. Any subscriber calling the number designated will be told the time four times before connection is cut off.

THE TALKER AND EDUCATION

Some Excellent Ideas Held by a Los Angeles Clubwoman—Training the Child's Ear.

(Special to The Talking Machine World.)

Los Angeles, Cal., May 3, 1912.

Mrs. George Goldsmith, a prominent club woman of this city and who is greatly interested in all musical matters, is a firm believer in the excellent effect that the developed talking machine will have upon future education. For her own little girl Mrs. Goldsmith has purchased an expensive talking machine and large and selected library of records. The child has not begun to play her scales yet, but her mother wants to train her ear and her understanding.

"So many of the great writers, especially poets, have loved music, that it makes one realize what an elevating influence it has," said Mrs. Goldsmith. "In the future the preservation of great compositions, interpreted by great artists, certainly will have a wonderful educational effect. Milton had no ear for music, although he alludes constantly to it. What an added interest would be given to the allusions if we could hear his voice reading them!"

Glancing quickly through the paper she is preparing, Mrs. Goldsmith quoted from Martin Luther: "Music is the only art that can calm the agitations of the soul." Napoleon, musing at St. Helena, wrote: "Of all the arts, music has the greatest effect on the passions. A well-composed song stills and softens the mind." Huneker, the extremist of moderns, says: "Other arts give us definite pleasure, but music alone has the power of restoring us to ourselves," while to Balzac tones were definite ideas.

"If tones are really definite ideas—and I believe they are—think how marvelous their effect will be on the education of the future, when the talking machine is sufficiently developed to store away flawless records," said Mrs. Goldsmith. "If an absolute reproduction, for instance, of Elenora Duse's voice could be in every household, what an education it would be in beautiful voice production! I think, even apart from the historic interest, children of the future will benefit unspeakably from the talking machine which is now exercising a great influence."

TRANSFERRED TO NEW DEPARTMENT.

John H. Gill and C. W. Phillips, who have long and successfully represented the phonograph department of Thomas A. Edison, Inc., will in future travel for the home kinetoscope department of the company. The transfer comes in the nature of a promotion and is in recognition of the salesmanship ability of the two men.

CONCERTS IN PARKS THIS SUMMER.

The Park Commission of Memphis, Tenn., Arranges for Additional Features—Talking Machine Will Assist—First Concert in Which the Auxetophone Was Heard Occurred Late in April—Others Will Follow.

(Special to The Talking Machine World.)

Memphis, Tenn., May 7, 1912.

The park commission, of this city, has completed arrangements for a double system of public musical concerts for this summer. Through the courtesy of a local music house an auxetophone will be used to fill in the dates that the band cannot reach.

The new instrument is the latest invention in the phonographic line. It is run by electricity. The same records and needles used on a talking machine are used, but by the aid of pneumatics on the same principle as a pipe organ, the volume of tone is magnified about fifteen times.

Seven concerts will be given each week during the coming summer season. The program will be arranged so that there will be no conflict with the band. The band concerts will not begin for several weeks. In the meantime the first concert was given Thursday evening recently in Court Square, the instrument being furnished by the O. K. Houck Piano Co.

Through this source the voices of some of the greatest singers in the world will be brought to the public in open concert. The program will be full of first-class numbers by the Marine Band and other selections by Caruso, Homer and the Metropolitan Opera House chorus.

The program for Thursday night follows:

Old Faithful March.....Holzmann
Played by Pryor's Band.
"Absent".....Metcalf
Tenor solo in English by Evan Williams.
"Love and Music" from the opera "Tosca".....Puccini
Soprano solo by Agnes Kimball.
Selections from "Carmen".....Bizet
Played by Sousa's Band.
Sextette, from "Lucia".....Donizetti
Sung in Italian by Tetrizzini, Caruso, Amata,
Journet, Jacoby and Bada.
"My Heart at Thy Sweet Voice Opens," from "Samson et Delila".....Saint-Saens
Contralto solo in French, by Louise Homer.
Manila Waltz.....Chofre
Played by United States Marine Band.
"Love is Mine".....Teschemacher-Gartner
Tenor solo in English, by Enrico Caruso.
Miserere, from "Il Trovatore".....Verdi
Sung in Italian by Caruso, Alda and Metropolitan Opera House Chorus.
"Lights Out," March.....McCoy
Played by Pryor's Band.

Cream rises to the top of milk. Cream is richer than milk. Cream men and women rise to top of the millions. Their minds and bodies are richer than the minds and bodies of the millions.

Ackerman & Co., Edison jobbers of Scranton, Pa., has removed from 523 Lackawanna avenue to 537 Linden street, that city.

WRITE US FOR INFORMATION AND PRICES NOW

EDISON

Headquarters for
NEW ENGLAND
MACHINES
RECORDS AND SUPPLIES

Sound Box Controller for Victor
Record Albums at Right Prices. A
New Oak Disk Record Cabinet at
a Very Attractive Price for Victrolas
IV., VI. and VIII. :: :: ::

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VICTOR

Distributors
Largest, Most Complete Stock
East of the Factory

YOU SHOULD KNOW ALL ABOUT OUR
NEEDLES .. "Grand Opera" .. NEEDLES

EASTERN TALKING MACHINE COMPANY

177 TREMONT STREET

BOSTON, MASS.

FOR SIXTEEN YEARS AN EXCLUSIVE TALKING MACHINE HOUSE

THE TALKER'S PRACTICAL SIDE.

There Are Uses for the Talking Machine Outside the Realm of Amusement, Mr. Dealer, and You Should Acquaint the Public with the Facts—Some Valuable Suggestions.

Did it ever occur to you that the talking machine might be made to appeal even to that unique class (rare, but still existing) who seem to have no use for the greatest of all entertainers, by bringing within range of their skeptical vision its practical side? By practical side I mean its ability to be of service outside the world of sheer pleasure.

Vacation time is fast approaching and Philip and Mildred will soon be home from the academy. In all probability they have both taken a rather strenuous course in elocution during the school term just ended and have become quite proficient in the art of declamation.

Now, Mr. Dealer, here is the point I wish to drive home to you with emphasis: If those kiddies, Philip and Mildred, are to retain the oratorical knowledge they have gained through months of earnest application, coached by competent instructors, they must have a private tutor during the vacation period, and that tutor must be a fascinating fellow. He must hold a magnetic influence over his juvenile charges. He must, above all things, be versatile. His knowledge of things recitative must be boundless. He really should be all the leading speakers of the world rolled into one.

Now, tell me, Mr. Dealer, where upon the face of this funny old sphere can such a storehouse of oratory be found? Can even the Vandergoulds and the Astorbilts, with their uncounted gold, procure such a prodigy in human form to guide their children's footsteps up the ladder of fame? Can they acquire the services of a man or woman with the voices of Taft, Bryan, Hilliard, Davenport, Spencer, Bell, Terry or Bernhardt? The answer comes back crisp and brief as a Marconigram: "Nothing doing!"

You, Mr. Dealer, can solve the problem for them with the talking machine.



Teaching the Young Ideas.

Ask the public speaker the secret of his success. Question the brilliant after-dinner talker; confer with the lecturer; speak to the clergyman. Their replies will be in accord; expressed in one word: "Practice!" Therefore it behooves Philip and Mildred, with public careers looming ahead along life's highway, to add to their store of knowledge during the summer months by cultivating the acquaintance of that companionable instrument, the talking machine.

It is quite the proper thing just now for woman to acquire the ability to declaim, for she is fast forging ahead as a figure of prominence in public life. Mrs. L. B. Tague, who presides over the County Court of Eagle County, at Red Cliff, Colo., which court is now entirely manned by women, is a fluent speaker. All women who have risen to great heights, whose names and portraits appear in the public press through their social, political or philanthropic distinction, have some knowledge of declamation. They must have—it is part of the game.

Master Young America, just venturing into the kindergarten, his little brain reeling under the

weight of mysteries that confront him there, is greatly benefited by the talking machine. Nursery rhymes, simple child poems and stories, when recorded by a master voice and reproduced for him, are absorbed unconsciously, and his parents are much amazed when they hear their offspring, aged six, recite Jim Bludso with such gusto as to bring to their very ears the churn of the racing paddle wheels, and to their eyes the yellow flare of the sweeping blaze, foretelling the doom of the Prairie Belle and her gallant pilot.

They hasten to his teacher with expressions of deep and heartfelt gratitude and ask her how she did it.

"How can we ever thank you for making an elocutionist of Willie at the tender age of six?" they inquire breathlessly.

"Don't thank me," replies the schoolmarm, with all due modesty; "I must place the credit where it belongs," and she introduces them to the talking machine.

The schools are fast awakening to the gigantic possibilities of the talker as an aid toward higher education. In fact, nearly all the public schools in our great cities are equipped with one or more of the different types of 'phones or 'graphs and, therefore, the average boy or girl has grown accustomed to hearing great orators and golden-voiced singers. This being so, would it not be good business, Mr. Dealer, for you to speak to the mother and father of that boy and girl, through the advertising pages of your local paper, or in any way you deem fitting, explaining to them how at very slight cost their children may enjoy, during the vacation time, the same opportunities toward oratorical enlightenment as were extended to them in the schoolroom?

Impress upon their minds how great an expansion will take place in the minds of Philip and Mildred through their associations with the talker. Show them that instead of deteriorating during the months of freedom, as the brains of most school children do when the reaction from study sets in, theirs will progress rapidly onward toward a high position in some branch of public life.

The parents of every kiddie who swings a book satchel should have a talker, Mr. Dealer. Why not tell them so?

HOWARD TAYLOR MIDDLETON.



Won't You Have a Lesson in Spanish?

It's so easy to learn by the I. C. S. system—and a knowledge of Spanish is so useful nowadays.

The I. C. S. system of language instruction by means of the phonograph makes easy the mastering of a foreign language, and appeals with compelling power to thousands. The dealer in phonographs who does not carry I. C. S. Language Outfits is neglecting a quick and sure way to increase his business. The new \$35 Language Outfit of the I. C. S. is a marvel. It represents the highest art in the teaching of languages, and embodies a method that has won the warmest praise of thousands qualified to speak authoritatively. The Spanish, French, and German Embassies at Washington, as well as the leading colleges, have cordially indorsed the I. C. S. method of teaching languages.

The I. C. S. Language Outfit consists of an Edison Gem Phonograph made especially for language work; small horn; headband hearing tube; oil can; and 25 Conversational Records teaching pronunciation guaranteed to be absolutely correct, with native intonation and inflection. In addition to these Conversational Records there are pamphlet Instruction Papers teaching the theory of the languages. The new Outfit is at one and the same time the best and cheapest ever offered—the price being only \$35.

If you want to increase your business, write to-day for full particulars.

International Correspondence Schools
Box 918, Scranton, Pa.

A "PERFECT" PIANO RECORD

Can Be Made, According to C. H. Carr, if Sound Amplifying Qualities of Small Steinway Were Curtailed and Hammer Felts Made Softer.

Despite the rather remarkable talking machine records of famous pianists, which are now on the market, there are still a multitude of buyers, many of those musically gifted, who find the tone effects of piano records not entirely to their liking. In this connection C. H. Carr, of B. F. Carr & Son, practical piano makers and tuners of Chicago, Ill., writes The Talking Machine World under recent date as follows:

"Gentlemen—Being a practical tuner, repairer and builder of pianos and a talking machine dealer, I believe I am able to explain why we do not get as good piano records as when one hears the performer.

"The fault is in the piano alone. Everyone has noticed the tin-pannie effect. The piano from which those records are made is most likely the very best concert grand that can be obtained. The sounding board area is enormous, consequently the vibrating of the board is too much to make a good record.

"It would be impossible to get an artist to play on a piano specially constructed and voiced so that a perfectly natural record could be made, just because it would not sound natural to the performer while playing.

"I am confident that if I had a small sized Steinway upright piano and purposely cut down the full quality of its soundboard amplifying qualities and also voiced the hammer felts softer, a perfect record could be made."

The suggestion is passed along to the manufacturers of talking machine records for consideration.



What happens when a customer asks you for a Bispham record? If you haven't the goods you're stuck—stuck bad, because there's no substitute for Bispham.



**Columbia Phonograph Co., Gen'l
Tribune Building, New York**

"OH, DO NOT BE DISCOURAGED!"

Despite the Howlers That Crop Up Each Presidential Year, the Country Is Not Going to the Dogs—Spellbinding Will Not Undermine Foundation of the Country.

There is an old hymn that for years has been lustily sung by tens of thousands in camp meetings and revivals, the opening words of which are, "Oh! do not be discouraged!" It is an invitation to hope, to the upward look, to an advance along optimistic lines. It is a hymn that might well be adapted to secular, to political, to business and to national things. There is nowhere a need of the dark forebodings and the dismal prophecies which are a fad among a class of bilious prophets to-day. They point miserably to the efforts made by a few to tear down and belittle, forgetting the fable of the fly on the wheel, who imagined that he was the wheel itself.

"About this season," to paraphrase the old almanac, "look out for the howlers." A Presidential election is pending, and the gentlemen who are out and desire to get in, and the gentlemen who are in and have no desire to get out, find themselves in need of issues about which the country must rally if it would be saved. It is nothing new. The country has been going to the dogs every four years since the days of Washington. The liberties of the people have been in danger, the ballot corrupted, the voters unfit to be trusted, the constitution tottering, the judiciary unfit, the old flag a fluttering reminiscence of heroic days, every time the platform orators have been let loose and the newspapers looking out for the city or country printing. They are sawing the air as usual to-day, and yet, brethren, isn't it a good time to strike up the old hymn and sing it with a will:

"Oh! do not be discouraged!"

The country is all right. The people are all right. The Constitution is built upon a rock as solid as it was in the days of our fathers. The old flag flies to-day over more free people; over people more secure in their freedom; over a wider area of the world; over more wealth employed in expansion and development; over labor that works less and is paid more; over a greater volume and a better assortment of human happiness, and more advanced intelligence and education than it or any other flag ever before, here or elsewhere, in the history of the world.

As the orator howled from a western stump some years ago: "This country, fellow citizens, are all right—and don't you forget it!" The sensible people are not forgetting.

HELPS IN VOCAL TEACHING.

Clarence B. Ashenden, one of the leading voice teachers of the South, who occupies a studio in the Watkin building, Dallas, Tex., has installed a Columbia Grafonola and finds it a great help in illustrating certain pieces for his pupils.

Almost any kind of a bargain offering will attract buyers, but it takes quality in the goods sold to make steady customers.

RECITALS AS TRADE GETTERS.

Some Excellent Work Being Done by the Abelowitz Phonograph Co. in Upper New York.

The Abelowitz Phonograph Co., 1353 St. Nicholas avenue, New York, is securing an excellent business by means of special Victrola recitals. All through April weekly concerts were given on Wednesday afternoons, and the printed programs contained twenty numbers which were admirably selected, appealing to every form of musical taste. The entire arrangement of the programs and the general plan of campaign were admirable and entirely in line with the suggestions which have appeared in these columns, from time to time, as best illustrating a progressive policy of doing business.

In discussing the programs which are distributed to patrons throughout the territory, the Abelowitz Co. states:

"In our new quarters, which we have opened recently, we have space to accommodate from forty to fifty persons. We issue new programs weekly and arrange to play about twenty selections. During the course of the recital our Chester Abelowitz describes to the audience the Victor in detail, which is certainly received with great interest. We are pleased to say that as a result of our first concert we sold two Victrolas. There is everything to lead us to believe that these recitals will draw us a good deal of business. Besides issuing programs, we announce the recitals in the local newspapers of our district. It is surprising to note the amount of letters we receive the day preceding the concert requesting us to reserve seats. Chester I. Abelowitz, who has recently joined our forces, is devoting a good deal of time and is very much interested to make these Victrola recitals an absolute success. Business for the opening month in our new salesrooms was more than expected, and with the amount of advertising we are doing we are bound to receive a good share of the Victor business in our locality."

MUTES PRESENT AN OPERA.

Members of Cast Imitate Actions of Characters in "Il Trovatore" While Gramophone Furnishes the Voices.

Verdi's "Il Trovatore" was presented in full at the Vaudeville Theater in Paris recently with mute actresses as the "chorus," while a gramophone in the prompter's box supplied the voices as well as an orchestral accompaniment.

The principals as well as the chorus had nothing to do but to imitate the motions of singing to the notes of the gramophone. They were elaborately costumed, exactly as if the whole opera was being played under new conditions.

The performance was criticised on the ground that the voices supplied to the chorus from the gramophones were not sufficiently loud in comparison with those provided for the "singers" from the same source, while the different instruments were heard unequally. These defects, it is stated, will be corrected.

TALKING AND SINGING DOLLS.

Something of the Claims of the Klingsor Works Regarding Talking and Singing Dolls—What Their American Representative Says.

In reference to a patent described in The Talking Machine World for March bearing upon talking and singing dolls, F. J. E. Isaac, representative in the United States for the Klingsor talking machine specialties, with headquarters in Chicago, writes The Talking Machine World as follows:

"I take the liberty of calling your attention to the fact that this particular patent represents nothing new. Our London Klingsor works, which, no doubt, are known to you, have long held patents for life-sized singing dolls and figures used for advertising purposes in all countries except the United States. The reason that the American public is so little, or not at all acquainted with singing dolls like the "Klingsor," which is nothing else but a talking machine in some other form, is to be attributed to the so-called "Berlin monopoly." The patents of this company simply prevented the manufacturing of this novelty elsewhere. Inasmuch as these Berlin monopoly patents have not expired, the singing dolls, as well as the "Klingsor Resonanz talking machines," will soon be introduced to the people of the United States. A clipping of our London catalog of 1908 is enclosed."

The enclosure referred to consists of an illustration and description of "Arnola," the wonderful talking and singing doll, clothed in an attractive and modish costume. There certainly should be a market for such a specialty as the talking machine doll in this country, particularly around the holidays.

FORBIDDEN TO MAKE RECORDS.

Shuberts Issue Drastic Order to Principals of Winter Garden Company—Actors May Fight Decision and Court Proceedings Result.

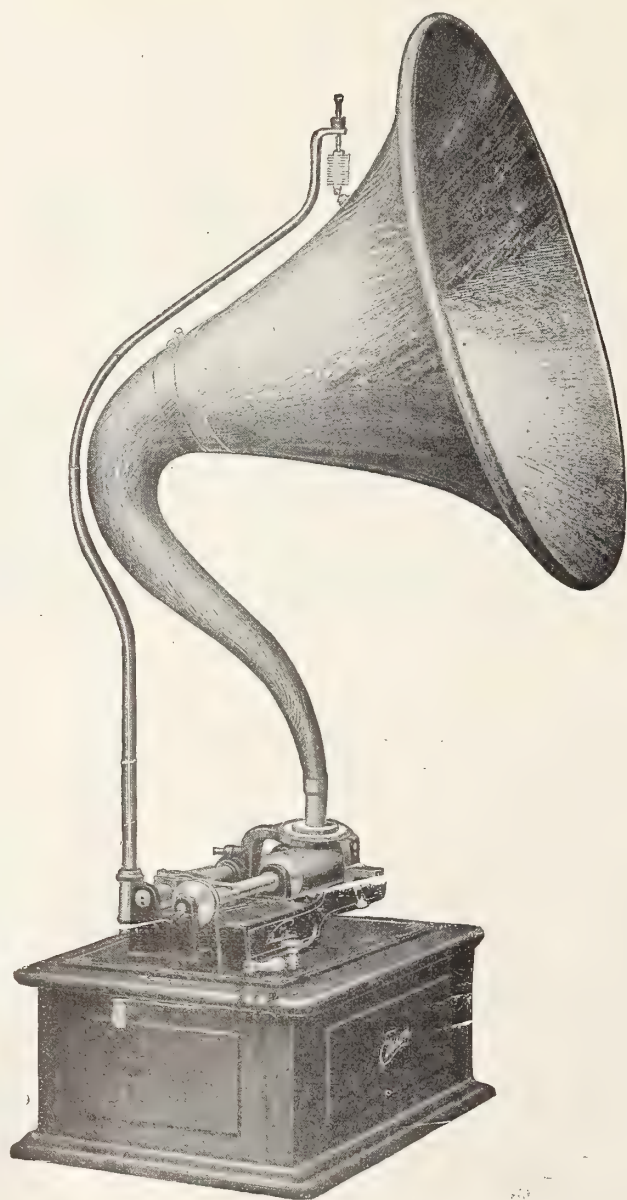
All of the principals of the Winter Garden company recently received an order from the Shuberts, it is said, forbidding them to sing for phonograph records. The Shuberts say that their contracts with the actors are for their exclusive services, and also that "singing into a talking machine is liable to injure the voice, as several grand opera stars have discovered." The players have found the making of records a profitable source of revenue, and some who have been most successful have been Al Jolson, Stella Mayhew, Jos Collins, Billee Taylor, the Courtenay sisters and Mildred Elaine. It is expected that the singers will resent the order and probably will let the question go to the courts for a decision as to a manager's right to prevent their making money this way.

When you really want to get ahead you quit criticising the bad things you see in your business and spend all your time creating good things. Build a backbone into your business.

The Equitable Phonograph Co., of 120 Delancey, street, New York, has changed its firm name to Spiegel & Rodbar.

One way for you to corral the *extra* profits that are possible only to dealers who handle the Edison Phonograph is to play the home-recording feature for all you're worth.

This is one of the Edison's strongest features. It turns doubtful prospects into customers and by keeping up their enthusiasm boosts your sales of Standard and Amberol Records.



But aside from all that, the home record making habit means a continual profit on blank records and the shaving of blank records—a profit too big and too steady to overlook.

If you are not well stocked up on recording equipment and blank records—and if you have no shaving machine—order them from your jobber today.

Thomas A Edison
INCORPORATED

59 Lakeside Avenue, Orange, N. J.

And another way to get all that *can* be yours is to sell an Amberol Attachment to everyone in your locality who ever bought an Edison Phonograph before Amberol Records appeared.

There's good money in the sale of Amberol attachments alone, but each one sold and installed has a far greater value to you than as a one-time money maker.

It brings the instrument to life—widens its scope of entertainment by adding all that Amberol Records can offer—gives it a new and powerful attraction for its owner and throws wide open another outlet for your stock.

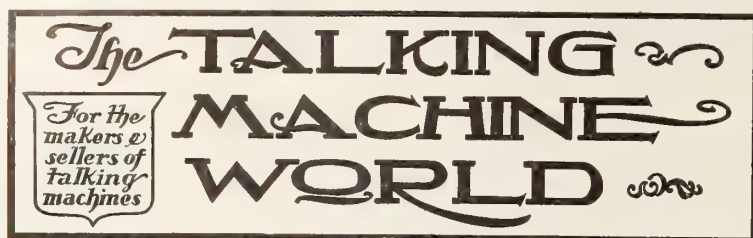
Everybody knows about Amberol Records and everybody wants them because they play more than twice as long and give more than double the enjoyment.

Get your stock in shape to take care of this important end of the business. Write your jobber now.



Thomas A Edison
INCORPORATED

59 Lakeside Avenue, Orange, N. J.



EDWARD LYMAN BILL, - - - Editor and Proprietor.

J. B. SPILLANE, Managing Editor.

Trade Representatives: GLAD, HENDERSON, C. CHACE, L. E. BOWERS, B. BRITTAIN
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Sole Representative for Germany and Austria: KARL E. DIESING, Berlin, S.W.,
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NEW YORK, MAY 15, 1912.

TRADE stability is of vital interest to everyone connected with an industry, for unless the basic conditions of an industry be sound so that men feel confidence in them then the whole conditions may become seriously disorganized, so that after a little profits will be wholly lacking.

Bills have been introduced in Congress by Congressman Oldfield which, in our opinion, if enacted into law would seriously affect the future of many special industries, particularly the talking machine industry, for it would prevent manufacturers from fixing and enforcing retail prices on patented goods.

Some of our legislators feel that manufacturers of patented articles make abnormal profits and these bills are perhaps introduced to benefit the public; but, according to our reasoning this assumption is incorrect and the record of the talking machine industry would show it to be an absolute fallacy.

Outsiders, in the first place, have very little idea of the enormous amount of money expended in experimental work before even the patented article is produced.

In the talking machine field vast sums have been expended in experimental work of various kinds and it cannot be truthfully said that exorbitant charges for the finished products prevail.

On the contrary, the purchasing public has been enabled to secure the best products at prices thoroughly consistent with the values offered.

IF the manufacturers of patented articles are not afforded the right to restrict their prices, it is pretty sure that there will be conditions arising which will seriously interfere with the stability of the trade, and what we need for trade betterment is a policy of stability.

In the talking machine trade manufacturers have been enabled to control the situation to such an extent that irresponsible price cutting has not been indulged in; and, during the stress and storm of the years which have followed the panic of 1906, the talking machine trade has stood up marvelously well.

Does anyone for a moment figure that this condition could have existed if men could have, under pressure of needed finances, placed their stocks upon the markets and offered them at cut-rate prices?

As a natural sequence of disrupted business conditions there would be no profits for anyone engaged in the retail line who might be handling patented articles.

Dealers themselves would lose a certain confidence in those

products and would be loath to invest their money in stocks which might go tumbling down in value under price pressure at any time.

Of course, there are always variations of cost due to the operation of certain business laws; but, price cutting, broadly speaking, would seriously disrupt conditions in this trade and World readers everywhere should see to it that their influence is thrown towards maintaining price stability. Write to your congressmen.

IF we take other trades wherein price cutting has been indulged in to a large extent, it will be seen that disaster has been encountered.

The editor of this publication has just returned from a survey of the situation in Europe where price restriction has not been maintained.

In England and on the Continent it must be frankly admitted that the trade is in an exceedingly demoralized condition.

Some of the men who have made large investments in talking machine stock are perplexed as to the real value of their investments.

In other words, the entire situation is clouded with doubt and perplexity.

Then the question comes up as to the right to control the sale of accessories which go with patented articles.

IT must be admitted that the men who control the patents and create the products are the ones who established the industry and their pioneer work should receive its full share of reward, for, without their money, their brains, their inventive ability there would be no industry.

Therefore, it is fair that they should be safeguarded in a reasonable way so that certain restrictions may be placed upon the trade which they are selling in order that they may have something to say regarding the accessories which go with that product.

This publication has been a large financial loser by the operation of this law; but, the individual is nothing—the principle is everything.

When the Edison directors sent out their first edict regarding supplying their own horns as a part of the phonograph, we were doing a large special horn business with advertising clients.

In truth, the promulgation of the horn Edison doctrine swept away immediately large revenues from the paper.

We could have antagonized it, fought it, and, of course, in the end have created much annoyance and some trouble for the manufacturers, but after all, if we had worked along those lines our efforts would have been for purely a selfish purpose, because we felt that in laying down this policy the Edison people were simply controlling the sales of their own products to which they had a moral right.

Therefore, we simply accepted the situation without attempting to disturb conditions.

These things are not at all times pleasant for all men, yet the fact remains that without adequate protection, certain special business, the fundamentals of which are based on patents, should be afforded protection.

The history of special trades shows that the public has not been over-charged nor is there a desire on the part of manufacturers to abuse the position.

Of course, some men may differ with us regarding these views; that is their right and privilege, but that is the way the man at The World masthead sizes up the situation at the present time.

THIS trade newspaper institution not only exercises a powerful influence in talking machine circles in this country, but in other lands as well; and we have just concluded an important arrangement which will interest foreign clients.

Karl E. Diesing will represent The Talking Machine World exclusively in Germany and Austria. He has an intimate knowledge of the requirements of the talking machine trade in those countries and is himself a leader in the talking machine publicity field. All business matters coming from the countries indicated should be placed with Mr. Diesing, whose headquarters are No. 72 Ritterstrasse, Berlin.

THAT there are big opportunities for talking machine development in Latin America is conceded by all who have given the subject even a superficial investigation.

For years we have been studying the question of trade development in those countries which lie south of us, and we have concluded that the only way to bring about a closer relation between the men who manufacture in American and European countries and the men who sell in Latin-America is to produce a publication which appeals to the jobbers and sellers in the Spanish towns. Hence, arrangements have been made to produce a Spanish publication entirely separate from The Talking Machine World, but one which will contain a vast amount of educational and instructive matter which will be calculated to aid talking machine development in all the countries which lie south of us.

This publication will be termed La Maquina Parlante Munoo. It will be entirely distinct from The Talking Machine World, but under the same management.

A PUSHING EDISON HOUSE

Is the Eureka Phonograph Co. the Management of Which Is Now in the Hands of Wm. Hesseman, an Experienced Man.

(Special to The Talking Machine World.)

Eureka, Cal., May 5, 1912.

The management of the Eureka Phonograph Co., of this city, was recently taken over by Wm. Hesseman, who is seen at the entrance of his establishment in the accompanying photograph. This firm is one of the largest handlers of Edison goods in California outside of the larger cities, covering practically the entire territory north of Cape Mendocino and west of the Coast Range



View of Front of Eureka Phonograph Co. Store.

mountains. Besides its main store in the thriving lumber town of Eureka it has a branch at Fort Bragg, and its work extends back to the remotest mining camps of the Trinity county mountains and through all the isolated lumber and farming communities along the coast of Del Norte, Humboldt and Mendocino counties. At present the only communication which this district has with the outside world is by lumber steamer or stage, but a railroad into Eureka is rapidly being completed by the Northwestern Pacific, which will open up one of the finest lumber and agricultural districts and incidentally some of the finest scenery of California. Fort Bragg also will soon have rail connection with this line and a rapid growth of business is expected to result. Mr. Hesseman enjoys great personal popularity in Eureka, and under his management the company is making rapid growth.

BUSY TIMES WITH UDELL.

The Well-Known Cabinet Makers Getting Out New Models—Working Nights to Meet Demands—D. G. Williams at Conventions.

Daniel G. Williams, who represents the Udell Works in Indianapolis, Ind., in the talking machine and piano trade, last week started on an extensive trip. He will visit Dayton, Columbus, Sandusky, Toledo, Detroit, Cleveland, Buffalo and Rochester and will arrive in Atlantic City in time for the convention of the piano merchants and manufac-

turers. He will make his headquarters at the Marlborough-Blenheim Hotel.

The Udell Works are getting out some new samples of cabinets to be included in the new catalog that they are now assembling. This will eclipse anything that they have ever before attempted, which, from their standpoint, is saying a great deal, as the literature that they have sent out in the last year pertaining to talking machine, sheet music and music roll cabinets is most striking and effective.

The Udell Works report being a little behind in filling orders this spring, owing to the unusually strong demand, but they have been running nights at their factory for the past six weeks and are now in pretty good shape to look after all orders placed with them with the utmost despatch.

FOLLOWING UP DEBTORS.

The Successful System Adopted by One Credit Man to Secure Action from Delinquents.

As to the "follow-up" system, a credit man of experience said that he "had found that when a customer is behind, the simplest method to pursue is to send a mild request for payment, making two carbon copies of the letter, one of which goes to the regular file, and on the other is marked in pencil by the credit man, the date on which he expects to receive a reply; this carbon is brought out by the stenographer on that date with all other

This trade newspaper institution to-day is conceded to be the most powerful in the world relating to talking machine industries, and in this new enterprise we shall produce a paper which shall occupy just as strong a position in Spanish speaking countries as The Talking Machine World does in the lands where English is the fundamental tongue.

We have concluded arrangements with Karl E. Diesing, who will be sole representative of La Mundo in Germany and Austria.

Mr. Diesing has a splendid knowledge of the requirements of the trade in those countries and will be able to handle the business in a most satisfactory manner.

In London, W. Lionel Sturdy, who has represented The World for the past six years, will continue in the same capacity for the new publication.

Advertisers in those countries who desire representation in this paper should communicate with the respective managers, who will immediately forward their instructions to the home office.

matters calling for that day's attention. If no reply has been received, a second and stronger letter follows, the carbon of the second being attached to the carbon of the first and put forward, as usual. Letters to each customer are kept separate. Thus matters are not neglected, and the earlier letters enable one to recall the facts and avoid errors. Requests for financial statements are treated in the same way, the result being that the records of the office are easily referred to, which means much in avoiding unending and profitless search. With a simple, easily worked system, the credit man undertakes his task with renewed strength and encouragement every day, for he feels that he is steadily marching toward the goal. The wheels are not forever becoming clogged."

NEW LOFT FOR VICTOR CO.

Leases Quarters on West Thirty-seventh Street for the Accommodation of the Recording Laboratory in New York City.

The Victor Talking Machine Co. recently leased for a term of years a spacious loft in the building at 12-14 West Thirty-seventh street, New York, which will be given over entirely to the uses of the recording laboratory. The new quarters are larger and more convenient in many respects, than the former quarters of the local laboratory, and are better fitted to meet the demands made upon that department.

The DITSON Pledge

Is to see that our clientele has a better service than ever—setting a new standard in Victor jobbing deliveries. The demands of alert Victor dealers—the kind that grow—are many and varied, and we furnish the "first-aid" in every instance.

We believe this year's Victor business will be of tremendous proportions, and it will pay you to have

The Fastest Victor Service

which is a requisite in this hustling age. We possess the largest stocks, the best organization and most up-to-date equipment in the Eastern half of the country.

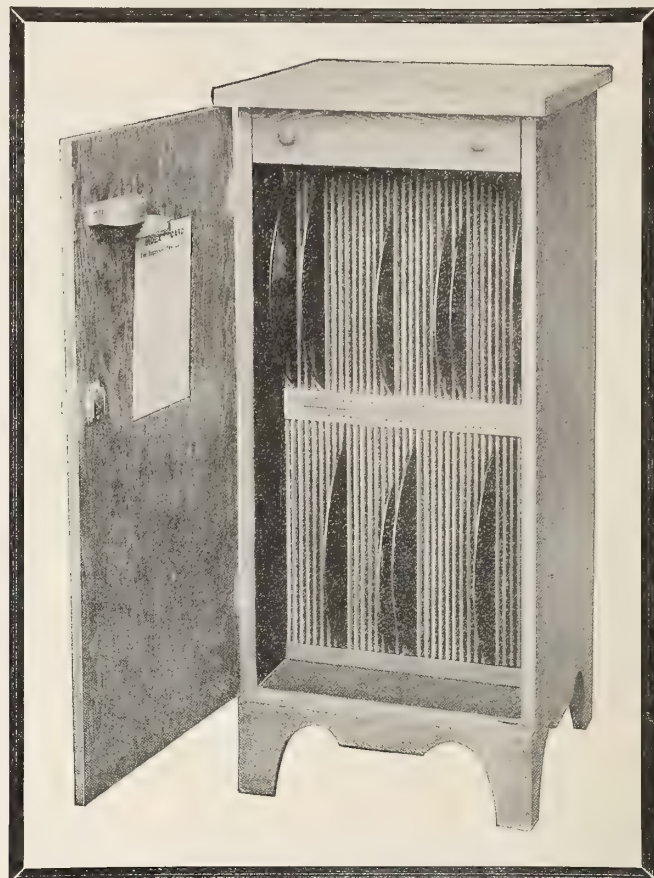
This covers Victor machines, records and supplies of every kind, not to mention cabinets, needles and trade-marked accessories.

Will you let us tell you more about Ditson co-operation? A postal gets this information!

ROLIVER DITSON CO., Boston, Mass.



No. 105. Top $20\frac{1}{4} \times 24\frac{1}{4}$. 34" High. Holds 110 Records. Fitted with Salter's Patent Felt Lined Shelves. Made Specially for Victors IX, X, and XI.



No. 106. Top 17×17 . 36" High. Interior Has Felt Lined Shelves. A Very Attractive Low Priced Cabinet.

SALTER MFG. COMPANY

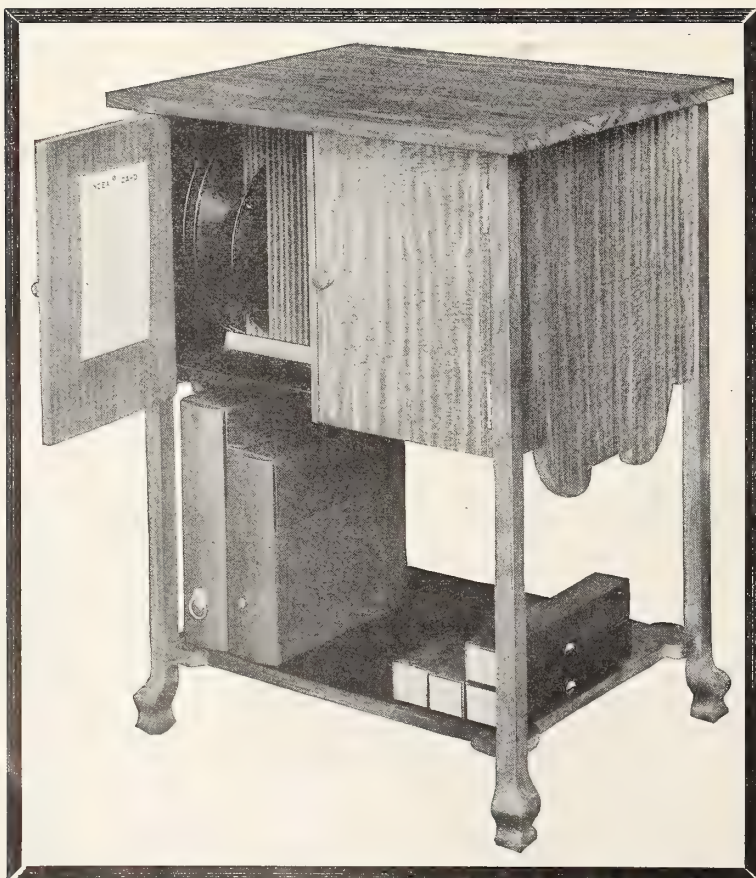
337-343 NORTH OAKLEY AVENUE, CHICAGO, ILLS.

Exclusive Manufacturers of **Salter's Patent Felt Lined Shelf**

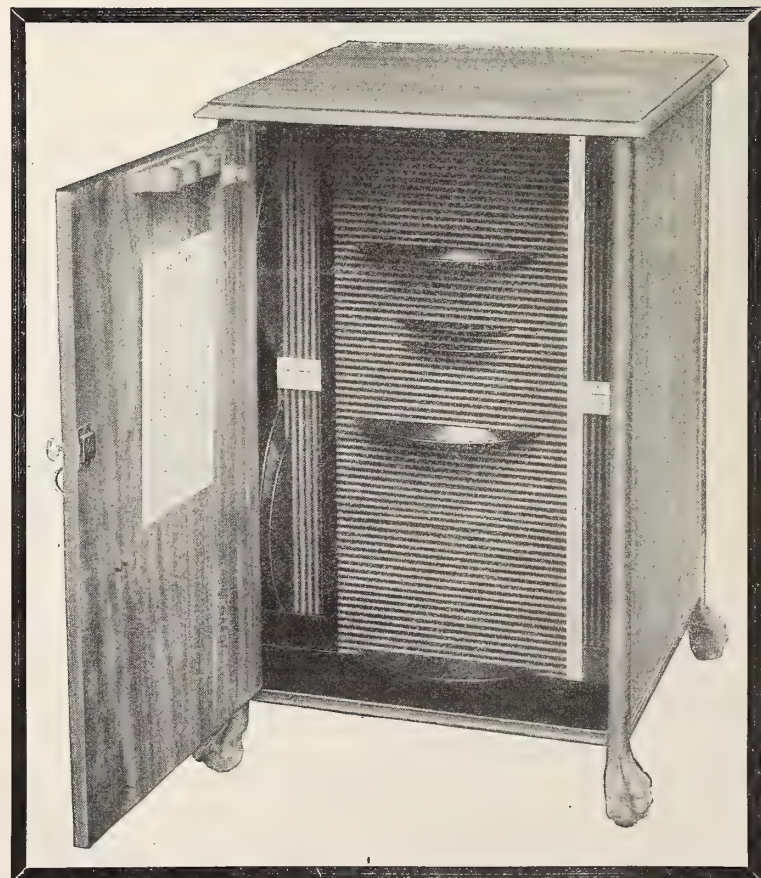
Our 1912 Catalogue is just out,
ask us to send you one today

CABINETS

If your jobber does not handle our
line we can take care of you direct



No. 103. Top $20\frac{1}{4} \times 24\frac{1}{4}$. 33" High. Interior Has Felt Lined Shelves. Made Specially for Victors IX, X, and XI.



No. 102. Top $21\frac{1}{2} \times 21\frac{1}{2}$. $34\frac{1}{2}$ " High. Holds 100 Records. Fitted with Salter's Patent Felt Lined Shelves. Made Specially for Columbia "Favorite" Machine.

PACIFIC COAST CONDITIONS.

Trade Quiet but Healthy in San Francisco—Situation in Southern California Discussed by W. S. Gray—Mauzy Improvements—Daniels Withdraws from J. R. Smith Co.—E. W. Scott in New Quarters—J. J. Black in Automobile Accident—Wm. W. Wyper, of Australia, on Way to Edison Factory.

(Special to The Talking Machine World.)

San Francisco, Cal., May 6, 1912.

The talking machine dealers along the Coast have by no means been swamped with business during April, but as the month is usually a quiet one in this line there is no complaint, reports in most cases being better than for the same period last year. Just now sales of records are picking up again and the opening of the outing season is expected to bring out considerable activity in the cheaper classes of goods. Few changes have been made of late, as the local departments all completed their improvements earlier in the season and are now well equipped to handle all the business they can get. Dealers in some towns which have a large summer population are placing good-sized orders, but those in other parts of the country are inclined to hold off until the principal crops are harvested.

Andrew G. McCarthy, of Sherman, Clay & Co., states that, notwithstanding the apparent quietness of business in general, a comparison of the past month's Victor sales with those of April, 1911, shows quite an encouraging gain in both wholesale and retail departments. He has just received a large shipment of Victrolas, most of which are being shipped out without delay, and this brings the month's record up considerably.

W. S. Gray, Coast manager for the Columbia Phonograph Co., has just returned from a ten days' trip through southern California, having gone as far south as San Diego. On his way back he visited the towns of the San Bernardino valley, which he had not seen for five years or more, and says that all the towns of that district have made a surprising growth. He is well pleased also with conditions in all other parts of southern California. Since the first of the year the San Francisco office of this company has confined itself to wholesale business exclusively, and Mr. Gray is very well pleased with the results, stating that the volume of sales has never been as large as for the last four months. This policy has apparently resulted in a wider distribution, and with more dealers giving their attention to Columbia goods

they have made a very decided gain. H. L. Wilson, assistant general manager of the Columbia Phonograph Co., is expected to arrive at the San Francisco office about May 8 on his tour of the country. A. G. Farquharson, traveler for the company in the southern California and Arizona territory, has just started on a visit to the factory and central offices of the company. E. A. Parsons, who has been for years connected with the Dictaphone department of the Chicago office, has been transferred to San Francisco and is taking charge of that department here. Miss M. B. Brown, for some years past bookkeeper for the San Francisco office, was married a couple of weeks ago to Wm. R. Roblin.

Byron Mauzy has made some additional improvements in his talking machine rooms and is well pleased with the increase of business brought by the special attention he is giving to this department. The first two talking machine recitals, given when the new records appeared, were so successful that Herman Beck, the talking machine manager, decided to make the recital a daily event. Some advertising has been done in this connection and the little hall connected with the department has been crowded every afternoon for the last week. This has naturally brought out quite a lot of record business, as well as a good number of prospects for high-priced machines.

E. W. Scott, who handles Columbia goods in the Kohler & Chase store, is now comfortably settled in his new quarters on the balcony over the general offices and enjoying a much more active business as a result of his more prominent and accessible position. The rooms are about the finest in the city, the entire department being enclosed by glass walls, while the separate rooms also are of glass, in solid mahogany frames. A hallway between the front and the rooms excludes all outside sounds, and another passage between the rooms, with record racks on one side in the approved manner is located at the rear. Mr. Scott has a private office on the side next the street, the demonstration rooms being lighted by handsome electroliers, and the whole place is comfortably and handsomely furnished.

An important change has taken place in the J. Raymond Smith Co., R. A. Daniels having withdrawn from the organization and taken over its store on Market street, near the Ferry building, in which talking machine goods are a leading feature. While Mr. Daniels gives much of his attention to the piano end of the business he has efficient help on the talking machine end, and his improvements in the quarters and arrangement of stock have

shown quick results. This store catches practically all the commuters' trade, which is a big item in machines as well as records, and Mr. Daniels expresses great satisfaction with the location.

James J. Black, manager of the Wiley B. Allen Co.'s talking machine department, recently had his wrist broken in cranking his automobile, but is looking after business as usual. He is greatly pleased with the improvements recently made in his department, the new elevator between the ground floor and the rooms in the basement being a great time saver as well as a convenience to customers.

The Pacific Phonograph Co. reports quite a heavy demand for records this month, but has found the movement of machines rather light. The interest in the Edison Opera machine, however, helps to compensate for the dulness in other lines.

Mr. Grafton, who has charge of Benj. Curtaz & Son's talking machine business, has been putting in some very effective work of late. At his suggestion some radical improvements were made in the arrangement of the department, and further improvements are contemplated.

Wm. W. Wyper, managing director of Thomas A. Edison, Ltd., of Sydney, Australia, passed through San Francisco early in April on his way to the factory, and stopped for a visit to several local dealers.

The Wiley B. Allen Co. recently made one of the prettiest and most striking talking machine displays ever seen in San Francisco, the occasion being the production of the "Pink Lady" in a local theater. The display, of course, featured "Pink Lady" records, but the attraction was a life-size model in a handsome pink costume, which was borrowed from a local department store and placed in the window.

MORE PRICE CUTTERS RESTRAINED.

Thomas A. Edison, Inc., Secures Restraining Orders in the United States District Court in Illinois Against Two Concerns in That State.

The United States District Court for the Southern District of Illinois, on April 10, handed down restraining orders against Robert Saxby, W. R. Saxby and Charles Saxby and against Clarence F. Brawley, on the charge of price cutting made by the New Jersey Patent Company and Thomas A. Edison, Inc. The action brought in Springfield is only in line with the policy of Thomas A. Edison, Inc., to insist upon the maintenance of the prices on Edison phonographs and records and indicates the light in which the courts regard price cutting on such products. The restraining orders referred to above were handed down by Judge Humphrey.

ENGAGED, PHONOGRAPHS IT.

Girl's Odd Way of Making Announcement to Her Friends.

(Special to The Talking Machine World.)

Leominster, Mass., May 8, 1912.

Miss Edith Lee Dewitt startled some friends whom she had invited to meet her brother's bride-to-be, Miss Otis of Medford, by having a phonograph announce her own engagement.

"We'll have a song on the phonograph," said Miss Dewitt to her guests.

She cranked up the machine and then came these words, in the voice of the young woman's father: "Ladies and gentlemen, I beg to announce the engagement of my daughter, Miss Edith Lee Dewitt, to Vallery H. Tarbell, of No. 1293 Commonwealth avenue, Boston. Now get busy, for the next thing on the programme is the congratulations."

WILL VISIT EUROPE.

Marc K. Mermod, head of Mermod & Co., 505 Fifth avenue, New York, sails in a week or two for a three month's sojourn in Europe, where he will divide his time between business and pleasure,

COMING

THE ALTO BRAKE

"IT KNOWS WHEN TO STOP"

An Automatic Mechanical Brake, for Talking Machines, built on new principles

This is the only Brake on the market that does not require adjusting for every record

Attached Without Altering Your Machine and Without Tools

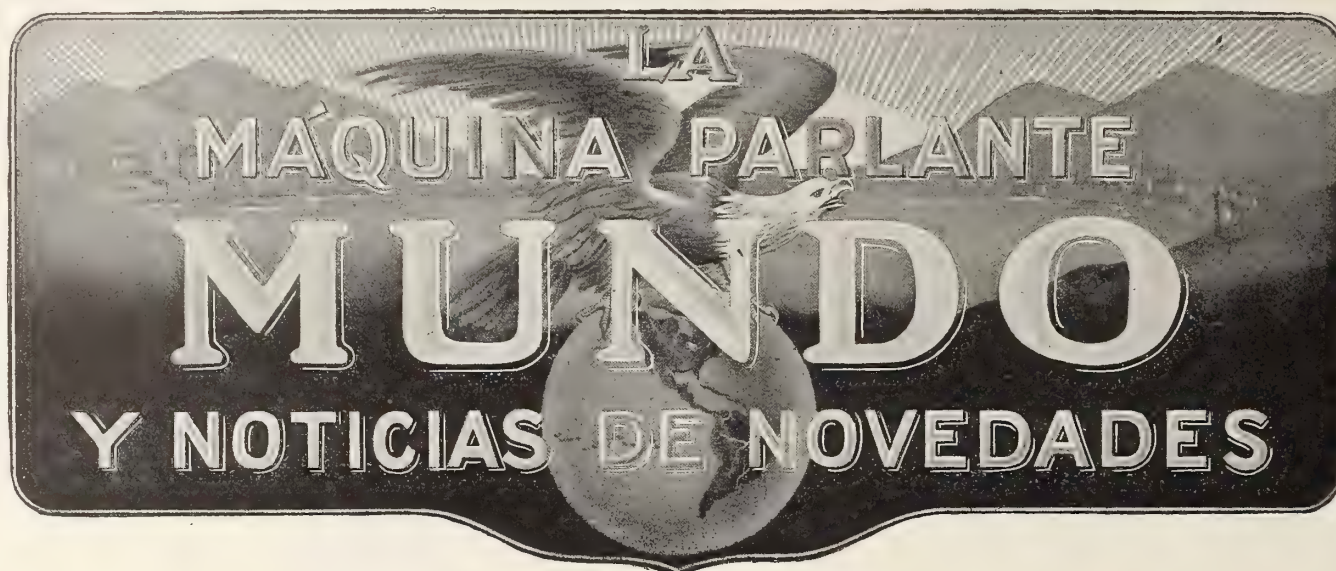
This Brake Works Slowly, Softly, Surely

AN ATTRACTIVE PROPOSITION FOR DEALERS

ALTO SALES COMPANY

1507 Humboldt Bank Building

San Francisco, Cal.



If you wish to reach the talking machine trade in Latin America do not fail to send in at once your order for space in La Máquina Parlante Mundo.

The first edition of TWENTY-FIVE THOUSAND COPIES will go forth within the near future to the lands which lie south of us.

They will be mailed to talking machine jobbers and dealers and to business men who are live prospects for future talking machine business.

They will also be forwarded in bulk to large distributors there.

La Máquina Parlante Mundo will be a splendid medium to reach talking machine men in all lines in the countries south of us.

No matter in what land you may be manufacturing talking machines or accessories this Spanish publication will bring you in close touch with interested parties.

EDWARD LYMAN BILL, Editor and Publisher

Main Offices, 373 Fourth Avenue, New York

CHICAGO, 37 South Wabash Avenue

LONDON, 1 Gresham Building, Basinghall Street

GERMANY, 72 Ritterstrasse

KARL E. DIESING, Representative for Germany and Austria

Driving Dollars To Dealers—that's what the Columbia Saturday Evening Post campaign is doing—and it's the re-enforcing that does it. We supply that re-enforcement for the dealer to use.



**Columbia Phonograph Co., Gen'l
Tribune Building, New York**

RAIN HELPS QUAKER CITY TRADE.

Inclement Weather Creates a Demand for Indoor Entertainment—April Does Not Equal First Three Months of the Year in Volume of Business—Thomas K. Henderson Enters Piano Trade as Manager for Estey Co.—Sunday Evening Concerts in Columbia Ware-rooms—Employees to Be Banqueted—What the Various Prominent Talking Machine Houses Are Doing in Philadelphia.

(Special to The Talking Machine World.)

Philadelphia, Pa., May 6, 1912.

The talking machine business in Philadelphia during April was generally satisfactory; but it was not nearly as good as the first three months of the year. The machine and record proposition has eased up considerably in consequence, and the dealers are now pretty well stocked with both. A great many machines could have been sold during the first three months of the year if the dealers could have been able to have secured them, but when purchasers had to wait so long, they countermanded their orders and the dealers having sent in these orders they were supplied with machines which they are now holding.

For the past month we have had rain almost all the time, and that is usually a good time for the talking machine business, as people are kept in the house and must resort to some means of entertainment at home. For some reason that has not been the case with this rainy spell and the dealers do not exactly know how to account for the falling off of business and are more or less pessimistic as to the rest of the spring and the summer months. They are all preparing, however, for a big fall trade and are not worrying over the stock they have on hand, expecting it to help them out when the busy season comes.

Mr. Ellwell, manager of the talking machine department of C. J. Heppe & Son, reports that April ended a little dull with them, but they are ahead of last year by quite a tidy little sum. He says that they lost a number of sales on account of customers not being able to get the goods promptly and thereupon canceling their orders, but this has made the machine situation ease up somewhat. Among the visitors to the Heppe department were Harry F. Cake, of Pottsville, and J. Harry Halt, of Mt. Holly, N. J. Mr. Halt reports that he has been having a very nice business during April. Mr. Cake has opened up new quarters at Eighth and Market streets, having moved from 728 Market Street, where he has a much larger wareroom and where he can handle a much larger stock.

Thomas K. Henderson, for several years manager of the Columbia Phonograph Co.'s branch store in this city, has resigned and has accepted a position as manager of the Estey Co.'s Philadelphia store. Mr. Henderson has not been in the piano business, but his success in musical lines for a number of years warrants the opinion that he will succeed with the Estey line, where he will be manager over the various departments.

O. C. Dorian, who had been assisting Mr. Henderson, is temporarily in charge and he may be

appointed permanently. He is a son of the treasurer of the Columbia Co., Marion Dorian. The latter was a Philadelphia visitor the past week.

The Columbia business has been growing steadily and April was an excellent month. The company has a very attractive window display at present, not of instruments but of a fine model of the new French liner, which is attracting a great amount of attention, a crowd being around the window at all times.

The Columbia Co. is arranging to give some Sunday evening concerts at its warerooms, the programmes being made up of religious numbers and high class operatic selections. The out-of-town business of the firm is very good and the morning I called large orders had been received from Kirk Johnson of Lancaster, who has just moved into his new store, a large portion of which he will devote to the talking machine. Mr. Johnson is also an extensive dealer in pianos.

The Columbia Co. is in receipt of a number of the new models of the Favorite Grafonola. This machine, instead of having doors on it, has little shutters, which open on thumb screws. They are very attractive in appearance and the new idea seems to meet with general favor. These machines are sold for \$50.

The Columbia Co. is arranging a banquet for its employees which will be held on May 30th.

The Estey Co. will go into the talking machine business on an extensive scale. The department may not be opened until fall, but Manager Henderson, being thoroughly familiar with the business, will no doubt make a success of it. Both the Victor and Columbia companies' products will be handled. The Estey Co. has plenty of room for a fine display, and having a large concert hall, can make such a department most attractive.

Louis Buehn, head of the firm of Louis Buehn & Bro., reports that their April business has shown up very good. It was considerably better than last year and much better than Mr. Buehn expected it would be. However, it shows a falling off over March of about 60 per cent., but then it must be remembered that the firm's business this year during the first three months had doubled itself over last year. Their March business was almost as large as their December business, and their December was the biggest month they have ever had. Their Pittsburgh branch is doing very well. Their business there has run considerably ahead of what they had anticipated and by fall they contemplate considerably enlarging their store.

Lit Brothers' talking machine department is being admirably managed by Harry Hovey, who took charge several months ago. It looks like an entirely different department and he keeps it always in excellent shape and in every way up to date and in comparison with similar departments in other department stores. Within the last ten days another new room has been added to the department which they will use to demonstrate the Edison machine.

Gimbel Bros. has its plans drawn to add several new rooms to its talking machine department, but has decided that it will not put them in place before fall. Gimbel Bros. have sold Victrolas to a number of the Philadelphia public schools.

An entire change has been made in those in charge of the talking machine department at the Wanamaker store, the former head of the department, Mr. Holzbauer, being replaced by E. P. Cornell, a man well qualified for the work. The department is under the direct supervision of the piano department, but otherwise Mr. Cornell looks after all the details of the business. The department has been growing rapidly of late and they had a very satisfactory April business.

PRESENTATION FOLIOS

For Talking Machine Records and Adapted to Birthday and Wedding Gifts, Now Being Placed on the Market.

Something new in talking machine circles is the Schafford Record Folio for birthday gifts, wedding gifts and gifts of remembrance. It seems that the inventor of this folio, T. C. Schafuss, noticed the many people entering talking machine stores and buying two, three or four records as a gift to some dear friend. He wondered if an attractive folio holding half a dozen records would not sell quicker than the smaller number sold in bulk, and therefore, created this folio. His idea proved correct, according to the orders received from dealers, who have found that they practically double their record business by putting the half dozen records into this folio.

Mr. Schafuss is head of the Schafford Album Co., 23-25 Lispenard street, New York, who manufacture this new folio, and he reports that over 3,000 of the folios were sold by their salesmen in New York City in three days, which certainly shows how strongly the live merchants of this metropolis have recognized the merits of the proposition. Elsewhere in this issue is an advertisement of this company which bears close perusal.

This concern also manufactures Schafford Record Albums in 10 and 12 inch size, each holding 16 records. The prices of these are about half of what are ordinarily charged and the album retailing for a dollar permits an 80 per cent. profit to the dealer. This is rather a startling amount of album profit—80 per cent.—when you consider that the album retails for \$1, but the Schafford Co. make them in large quantities and understand everything about record album construction. The head of the company is credited with originating the first album ever made for talking machine records. Both the albums and folios hold either Victor or Columbia records.

"CATCHING FLIES WITH HONEY."

When the conduct of men is designed to be influenced, persuasion, kind, unassuming persuasion, should ever be adopted. It is an old and true maxim that a drop of honey catches more flies than a gallon of gall. So with men. If you would win a man to your cause first convince him that you are his sincere friend. Therein is a drop of honey that catches his heart, which, say what he will, when once gained, you will find but little trouble in convincing his judgment of the justice of your cause, if, indeed, that cause really be a just one.—Abraham Lincoln.

The Talking Machine Trade in New England

THE VICTOR IN BROOKLINE SCHOOL

Used to Play Accompaniments to Folk Dances of Children in Boston Suburb—Three-Day Celebration Arouses Much Interest.

(Special to The Talking Machine World.)

Boston, Mass., May 11, 1912.

One of the especially interesting events of the month in the talking machine domain has been the practical demonstration of a Victor machine given at the Lawrence School in Brookline, Mass., where on three days the latter part of April and the first part of May a program of folk dances was given. The musical end was in charge of W. J. Fitzgerald, of the Eastern Talking Machine Co., who was ably assisted by Miss Gladys White, who largely arranged the dances and proved herself an adept at the art of picturesque posing. The exhibition was held in the school hall, and the pro-



Dancing the Highland Fling.

the youthful dancers, who had been admirably trained, the occasion was one long to be remembered. As for the musical accompaniment, it proved a revelation to those unacquainted with the merits of Victors and Victrolas as to the practical uses that these machines can be put, and Mr. Fitzgerald at the close of the performance was showered with congratulations for the able manner in which he looked after his end of the program.

CAREFUL PACKING OF NEEDLES.

How Duplexetone Products Are Put Up to Attract—Put Up in Rustproof Paper.

W. H. Bagshaw, of W. H. Bagshaw, Lowell, Mass., manufacturers of talking machine needles for the trade, and as well the producers of Duplexetone Needles, was in New York recently on a business trip.

The many friends of W. H. Bagshaw will be glad to know that he has recovered from an attack of pneumonia and is again about the Lowell factories.

In this age of packing goods, it is noteworthy to note the progress made in the packing of talking machine needles by the House of Bagshaw. All Duplexetone needles and all other kinds, shapes and styles of talking machine needles are packed in envelopes of "rustproof" paper. This paper

is made specially for W. H. Bagshaw and it maintains the clean looking appearance of needles that is so characteristic of Bagshaw products.

To all dealers who will drop a card to W. H. Bagshaw, Lowell, Mass., mentioning the name of his jobber, a bunch of Duplexetone needles will go forward postpaid free of charge.

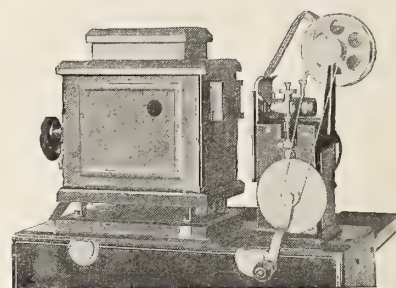
THE EDISON HOME KINETOSCOPE

And Films Proving Popular with Talking Machine Dealers—Pardee-Ellenberger Co., New England Jobbers, Make Good Report.

(Special to The Talking Machine World.)

Boston, Mass., May 7, 1912.

The Pardee-Ellenberger Co., Boston and New Haven, report a number of dealers who have secured the representation of the Edison Home Kinetoscope and Films, for which they are the jobbers for New England. In creating a selling force, a dealer in a city of a certain size has to



Edison Home Kinetoscope.

secure two or three machines in order to qualify; and a city of double the size, a double quantity would be necessary. This number is narrowed down to the smallest amount in order to co-operate with the dealer.

Judging from the way New England dealers are taking hold of this new invention, it is destined to have a tremendous sale. Pardee-Ellenberger Co. are to be congratulated upon the energetic manner used in the introduction of this proposition.

FROM VARIOUS PARTS OF THE STATE.

Quarters for Wardell in Lowell—Foster Expansion in Providence—Peabody Admires Edison Opera Style—Skelton's Extensive Tour Next Month.

Thomas Wardell, of Lowell, Mass., who is the exclusive Edison jobber in that city, is making arrangements to move into a new store on the same street, where he has been for twenty years. He hopes to be well settled in his new quarters by June 1. He is arranging the interior so that he will have several elegantly appointed booths for demonstration. The quarters are much larger than the old ones.

* * * *

Business with the J. A. Foster Co., of Providence, R. I., has been growing so steadily of late that John H. Massey, the department manager, says he will soon have to look around for larger quarters. The establishment is centrally located, and is well equipped for transacting business.

* * * *

Fred W. Peabody, who has large stores at Amesbury, Haverhill and Newburyport, Mass., and Portsmouth, N. H., is one of the most enthusiastic admirers of the new Edison Opera phonograph. Mr. Poor is in charge of the Haverhill store, Mr. Merridith is head of the Amesbury and Newburyport stores and Mrs. Hazlett manages the affairs of the Portsmouth establishment, and all these report business as splendid.

* * * *

H. R. Skelton, familiarly known as the "Edison Spoon," is planning an extensive tour during the next month. He will go through New Hampshire and Vermont and will proceed to stir up things in the trade.



Dancing the Tantioli.

gram consisted of many national dances by the fourth, fifth, sixth, seventh, eighth and ninth grades, and the music in each case had been especially selected by Mr. Fitzgerald. For instance, as in the pictures here reproduced, the Scotch Highland Fling was danced to the accompaniment of No. 17,001 of the Victor records, a Scotch folk dance, while the Tantioli, also here illustrated, was executed to the music of 17,002 in the Victor catalog, entitled "Reap the Flax." There was a large audience present and, with the handsome and characteristic costumes and the various movements of

The Pardee-Ellenberger Co.

BOSTON, MASS. NEW HAVEN, CONN.

Announces that it has secured the jobbing privileges of the

EDISON HOME KINETOSCOPE

with motion picture films and lantern slides.

This machine retails at \$65 to \$88, and allows the dealer a good profit.

Be the first in your city to sell this wonderful machine. Very little money required.

Write To-Day For Full Particulars

The Pardee-Ellenberger Co.

BOSTON, MASS. NEW HAVEN, CONN.

FROM OUR BOSTON HEADQUARTERS

324 WASHINGTON STREET, JOHN H. WILSON, MANAGER.

(Special to The Talking Machine World.)

Boston, Mass., May 8, 1912.

Manager Arthur Erisman went down to Fall River the other day to make arrangements for adequate representation of the dictaphone of the Columbia Phonograph Co. A few days previous he was over in Worcester making similar arrangements, acting in both cases through the medium of the Office Equipment Co., which is proving of valuable assistance in placing good business propositions in good commercial centers.

Business Shows Increase.

Going into the Victor department of the Oliver Ditson Co. one will there always get the same cordial greeting from Henry Winkelman, manager of the department. Naturally a man of marked cordiality, he is more so when business is at the top notch of prosperity, which has been the case at these quarters now for some time past. Mr. Winkelman says that the April business was just 25 per cent. bigger than was the business for the same month the year before. Considering that the April, 1911, business was already very large, this is going some.

Severs His Connection.

The Boston trade was surprised at the beginning of the month to learn that Charlie Trundy had severed his connection with George Lincoln Parker in the Colonial building, with whom he had been for nearly two years. Mr. Trundy had been in charge of Mr. Parker's rapidly growing Victor department, which, because of its recent rapid development, had been moved over across the hallway into more exclusive quarters, so that Mr. Trundy had better equipped rooms than before. Mr. Trundy has been conceded to be a very able salesman. For the present this department of Mr. Parker's is in charge of Lawrence Davis, who has been with Mr. Parker some time.

William H. Beck a Visitor.

William H. Beck, president of the Eastern Talking Machine Co., has just been in town visiting E. F. Taft, secretary and general manager of the company. This was Mr. Beck's semi-annual visit, and while here he also called at the offices of the New England Telegraph & Telephone Co., in which he has an interest, besides being a close friend of President Vail, of the company. Mr. Beck is a prominent attorney of Washington, and is a man of many business interests.

Honor May Go to E. F. Taft.

There is considerable local interest being manifested in the forthcoming annual convention of the National Association of Talking Machine Jobbers, and the identity of the future president of the organization is being discussed everywhere with interest. E. F. Taft, secretary and general manager of the Eastern Talking Machine Co., who is vice-president of the national body, is being talked of for the presidency, and everyone who hears his name mentioned says he's just the man for such a post of distinction. According to present evidences Boston promises to send a very good representation to the convention.

Some Pointers on Efficiency.

Those who follow the fortunes of the dictaphone, which in Boston is distributed through the quarters of the Columbia Phonograph Co., are interested in a booklet which the Columbia Co. has put out bearing on the conclusions reached by the President's Commission on Economy and Efficiency which lately has shown how the Government can be saved as much as \$500,000 a year. One of the principal subjects of investigation by the commission was the handling of correspondence, and it was supplied with an equipment of dictaphones for use in the commission's offices, where they were severely tested. Subsequently, by request of the commission, thirty dictaphones were provided for a demonstration in the division of rural mails in

the Post Office Department. The result was an unqualified success in every respect, and the commission's recommendations have been directly and personally endorsed by President Taft. The booklet, which Manager Erisman is distributing to his friends, makes very interesting reading for those interested in this great labor saving device, which, by the bye, Manager Erisman is placing in a large number of offices throughout commercial Boston.

Weber & Fields Records Popular.

There is a cleverly executed colored drawing of Weber and Fields in the show windows of the Columbia Phonograph Co. which serves to call to mind the new records made by this talented pair of stage performers. Everyone is inquiring who did the picture, and Manager Erisman points with pride to Miss Bessie Langam, who is the company's

instalment ledger bookkeeper, and who is immensely clever when it comes to handling the brush and pencil.

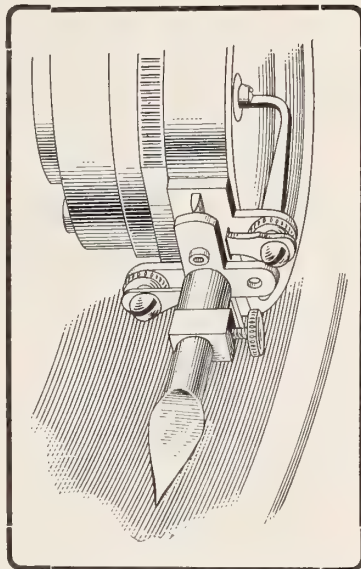
In Good Company.

Christie McDonald, who is playing at the Tremont Theater in "The Spring Maid," is finding good company just a few doors away, where in the windows of the Columbia Phonograph Co. a splendid testimonial to the work of the Columbia machines and their records is being conspicuously displayed.

Norman T. Mason, floor manager of the Columbia Phonograph Co., is receiving congratulations of the trade on becoming a proud father. His heir is a fine boy, which was born early in the month. Cigars, please, Mason.

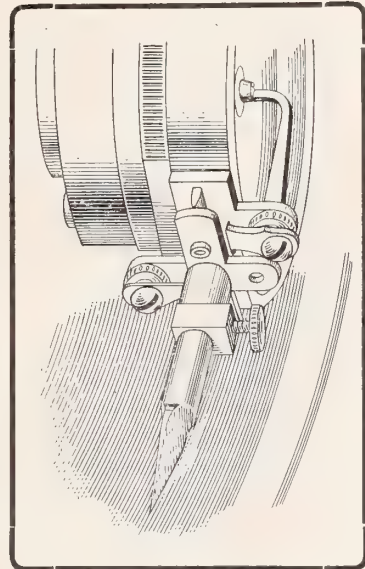
(Continued on page 18.)

The Loud and the Soft of it



The view
on the left
Shows the
LOUD
Position

—
On the
Right is
Seen the
SOFT
Position



Possible only with DUPLExETONE NEEDLES

Inquires have come to us from all over the world for samples of Duplexetone needles, and the orders that have resulted show that the entire trade are most enthusiastic over the marvelous tonal results achieved by these needles.

For all this business in so short a time, there is but one answer, that the trade has found the Duplexetone needle the best one on the market.

No other needle so admirably fulfills the requirements of LOUD and SOFT tones with the same needle. The creation of Duplexetone needles is one of the big improvements in talking machine circles.

Want a sample package of Duplexetone Needles? Write us to-day, giving name of your jobber, and a generously filled envelope goes to you by return mail—postpaid.

W. H. BAGSHAW, Lowell, Mass.



The Columbia "Favorite" met competition—stepped on its neck. The new "Princess" will do the same thing—but there's no competition. Get that? No competition! What are you doing about it?



**Columbia Phonograph Co., Gen'l
Tribune Building, New York**

FROM OUR BOSTON HEADQUARTERS.
(Continued from page 17.)

Ten Business Commandments.

Manager Arthur Erisman has been distributing some taking cards and leaflets pertaining to free demonstration of the Dictaphone. One is headed "Ten Business Commandments." Both show a business man sitting at a desk engaged in dictating into the machine.

R. H. White Co. Adds Talking Machines.

The R. H. White Co. is the latest of the large department stores to introduce a talking machine department. It has a fine location on the fourth floor and is being managed by George J. Krumschied, who formerly was associated with Louis Dederick at the Tel-Electric establishment. The department is fitted up with three sound-proof rooms for demonstration and all the appointments are most artistic. Although opened but a short time Mr. Krumschied has been meeting with marked success.

Victor Machine for Billie Burke.

Ubert Urquhart, manager of the Victor department for the Henry F. Miller Piano Co., in Boylston street, was over in New York the first of the month on a business trip. Francis T. White, of this same department, has lately moved from East Braintree to Brookline, which brings him within easy distance of his business quarters. This department made a fine sale of a Victor machine, cabinet and a quantity of records lately to Miss Billie Burke, the well-known actress, who was playing a successful engagement at the Hollis Street Theater. Miss Burke expressed herself as more than pleased with the machine and its wonderful achievements.

Eastern Talking Machine Associates Meet.

The members of the Eastern Talking Machine Associates held their usual monthly meeting the latter part of April and talked over plans for the summer outing which it was decided should take place on June 17 at one of the several desirable resorts down the Providence River, using the city of Providence as a starting point. The members also talked over some projected plans for rearrangement of the interior of the store.

Shows Gain of 60 Per Cent.

The business at the Columbia Phonograph Co. was up to the usual mark during April, that is to say, it showed an improvement of 60 per cent. over the corresponding month last year. Manager Erisman has one competitor among the Columbia headquarters and that is Manager R. F. Bolton, of the Chambers street, New York office, and these two are having a neck and neck friendly race to see who can produce the most business. One month Bolton is a little ahead, and the following month Erisman gets in the lead, and thus it goes.

Eastern Co. Rearranging Stock.

The Eastern Talking Machine Co. is just now engaged in rearranging its large stock and discarding the "cut-outs." All the records are being put into new stout envelopes and when the work is finally completed the stock will be so arranged that it can be more expeditiously handled than ever before.

Making Good Report Anent Business.

Samuel Katz, who has two stores in this city, one at 9 Portland street, the other at 95 Stanford street, says he is having a large call for all the goods which he carries, the Victor, Edison and the Zonophone lines. Both his stores are well equipped in every way for the quick handling of business.

Columbia Machine as a Therapeutic.

Manager Erisman lately has been negotiating with the heads of several of the insane hospitals with a view to installing Columbia machines by way of entertaining and diverting the patients suffering from mental ailments. Outfits have been placed in the Medfield Insane Asylum and the physicians and attendants are giving careful study to the effects upon the patients, for it is thought that these machines can be made the instrument for the most beneficial curative results. Outfits also have lately been installed in a number of schools. The Carr School in Somerville has been equipped and the Samuel W. Mason School in Roxbury has had one put in.

Featuring the Edison Kinetoscope.

Manager Silliman, of the Pardee-Ellenberger Co., is very busy these days getting ready his quarters in Batterymarch street so that he can accommodate the Edison Home Kinetoscope which lately has been given several demonstrations in Boston, with the greatest success. All the jobbers about Boston have seen this wonderful home device and they are most enthusiastic to handle it. Mr. Silliman has rearranged one large space to be given over to a sort of demonstration room. This will mean that in order to take proper care of the Edison talking machine business additional room will have to be taken in the building. Mr. Silliman says that his quarters are swamped with orders for the Kinetoscope, but he hopes to be able to make deliveries by the 20th of the month.

W. O. Pardee, president of the Pardee-Ellenberger Co., was in Boston the first part of the month and remained here several days.

Thos. W. Lawson Buys Dictaphones.

Thomas W. Lawson is one of the latest business men in Boston to become converted to the value of the Dictaphone as a labor-saving device. He lately placed an order for several of the machines and he uses part of them at his downtown offices and some of them in his home.

Victor in New Steinert Providence Store.

The Arch street Victor headquarters of the M. Steinert & Sons Co. is experiencing the usual delay in getting sufficient goods to supply the demand. Manager Herbert L. Royer has been much interested in the completion of the new Providence store of the Steinert Co., for in that new establishment the Victor goods are going to have a special department where they can be handled in a suitable manner. The Victor department of that handsome Westminster street establishment will be on the second floor and a feature will be a concert hall which will be admirably adapted to demonstrations. Mr. Royer has been down to Providence several times lately.

J. S. Coughlan Head Salesman.

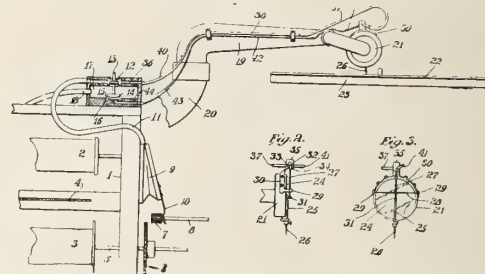
John S. Coughlan is now the head salesman at the Columbia department of the Henry Siegel Co.

Mr. Coughlan formerly was with the talking machine department of Houghton & Dutton. Mr. Reisman, who has come over to Boston from New York, is the buyer for this department of the Siegel Co.

PLAYER-PIANO AND PHONOGRAPH

To Operate Automatically, Just Patented by Philip J. Meahl—Patent Assigned to Aeolian Co.—Some Interesting Details.

Philip J. Meahl, Bayonne, N. J., the well-known inventor of devices and improvements in connection with player-pianos and music rolls for same, has just received a patent (No. 1,025,200) on a combined player-piano and phonograph, which he has assigned to the Aeolian Co., by which the music roll on the player-piano is thrown into opera-



tive connection with its driving gear by means of a contrivance actuated at the proper time by the record element of the phonograph. According to the claims made for the invention, the stylus of the phonograph controls through a lever, the valve actuating a special bellows in the player-piano, which in turn serves to throw into operating position the mechanism controlling the movement of the music roll.

In the accompanying drawings in which like letters of reference indicate like parts in all the figures Figure 1 is an elevation, partly in section and partly broken away, showing parts of the music box, parts of the phonograph record, and illustrating one embodiment of my invention. Fig. 2 is a detail side view of the phonograph transmitter showing the means on the same for starting the music sheet driving coupling mechanism. Fig. 3 is a face view of the transmitter showing the same parts as shown in Fig. 2.

TO HANDLE TALKING MACHINES.

Krausgill Piano Co., Louisville, Ky., Will Probably Install Line of Victor and Edison Machines and Records in the Fall.

(Special to The Talking Machine World.)

Louisville, Ky., May 10, 1912.

It has been announced by Arthur G. Krausgill, president of the Krausgill Piano Co., of Louisville, that a line of "talkers" will probably be taken on by that concern in early fall. The Krausgill Piano Co. is one of the most prosperous concerns in the local music trade, having been formed only a little more than a year ago and later incorporated with a capitalization of \$50,000. Mr. Krausgill has not yet decided as to what lines he will carry, but will probably sell Edison and Victor instruments.

STRONG FIGHT BEING MADE FOR PRICE MAINTENANCE.

Talking Machine Manufacturers Active Factors in the Fight Now Being Carried on in Congress Against the Revision of the Patent Law Proposed by the New Oldfield Bill—Waldon Fawcett Cleverly Sums Up the Situation at Close Range—Representatives of Thomas A. Edison, Inc., The Columbia Phonograph Co., and the Victor Talking Machine Co., Attend the Hearings—Some of the Arguments Offered for the Defeat of This Unpopular Bill.

The leading men of the talking machine industry in the United States are just now engaged in a spirited fight to preserve what might almost be denominated the foundation stone—the vital principle of the industry—namely, that of price maintenance. The menace to the custom of enforcing a standard, uniform price for talking machine products has arisen all of a sudden—a bolt out of a clear sky, it might be denominated. Indeed, this crisis has been precipitated so suddenly that it is safe to say that there are many men in the trade, jobbers and retailers alike, who will not be aware until they read this issue of the Talking Machine

machine manufacturer or maker of records will have the right to hold dealers to the one-price system as at present. Furthermore the license system upon which the trade now operates will be knocked out. When a machine or a record is once sold that ends all control of it in so far as the manufacturer is concerned. The firm or individual who buys it can lease it or resell it, fixing any price he sees fit and the manufacturer or jobber will have absolutely nothing to say in the matter.

Now any talking machine man with half an eye can see what will be the result of this letting down

of the bars as concerns the mail-order houses that delight to cut prices in order to make "specials" that attract attention in their catalogues and some of the department stores in the cities that for the sake of having "leaders" will sell goods at cost or even at less than cost if they are not restrained by their contracts. These price slashers would operate with no one to say them nay. Similarly there would be no ban as at present

on the so-called "fire sales" and on job lots and other expedients for placing new or slightly damaged records on sale at prices that would tend to demoralize the whole local market.

The harm done by the mail-order houses and the department stores, if given the opportunity, has, within the past few days, been most forcefully brought to the attention of Congressmen at Washington by officers of Thomas A. Edison, Inc., the Columbia and the Victor companies.



Transcribing the Testimony

Given by the manufacturers at the Congressional hearing on the proposed new patent law.

The officials of these concerns are making a most energetic fight against this attempted legislation. They have sent appeals to every jobber and dealer on their lists urging each and every one to write at once to his own Congressmen protesting against the passage of the bill. And the officers themselves have been at Washington appearing personally before the Committee on Patents of the House of Representatives, which has been holding public hearings, to ascertain the temper of the public before reporting a bill for passage by Congress. It must be admitted that most of the members of this Patent Committee seem to be in favor of this new legislation, but the speeches in opposition which are being deliv-



E. B. Moore.

The latest portrait of the U. S. Commissioner of Patents, who is the real author of the proposed new patent law. Special pose for The Talking Machine World.

ered by men in the trade may nevertheless do much good, for they bring the manufacturer's side of the question to the attention of the hundreds of other Senators and Representatives, each of whom will have a vote on the measure when it comes up for passage.

But to get back to the mail order and department store proposition, it may be noted that the severest arraignment was made by Frank L. Dyer, president of the Thos. A. Edison, Inc., in an address which he made before the Congressional Committee a few days ago. Said he, in part: "The mail-order houses have been most anxious to get hold of our goods without restrictions. They want to list our products in their catalogues at a cut price on the theory that when a man opens a catalogue and sees an Edison phonograph quoted at a cut price he believes that clothing and furniture and shoes and everything else in that catalogue is also sold at a cheaper price. These mail-order houses are the persons who have given the manufacturers trouble. They go out in the open market and buy goods at the full retail price and sell them either at the retail price or actually below the retail price."

Taking up another phase of this same question, Mr. Dyer pointed out that the Edison corporation never interferes with the private citizen—the customer who buys a machine or records for his own use. "The only people we bother with," he said, "are the pirates—the men who seek to get into this business in an irregular way; men who know all about our contracts, but who urge our different dealers to try to violate contracts. For instance, we had a large department store in Pittsburgh which we had to bring suit against for handling our goods without license. We found that they had persuaded a man to set up a store in a small place; signing a dealer's agreement with us, and he got these goods and scratched the price off and turned them over to this department store. These are the kind of people we have to contend with, many of whom know all about the conditions; know all about the agreements; and yet try to break into the business and cause the dealers to violate their contracts."

One of the most interesting statements made by the head of the Edison interests was that to the effect that the successful patentee at the present time is the man who goes into the business of manufacturing his patented invention. Continuing, he said: "In the case of Edison, if you put on one side of the ledger all the money he has received for his patents as patents and on the other side of the ledger all the money he has spent to obtain the patents, and to litigate them, and to prevent infringements on the patents you will find that he has spent more money than he has taken in, and at the present time he is only a manufacturer of patented goods." The Congressman before whom Mr. Dyer appeared asked him a great many questions with regard to the Edison business and in the course of his replies he stated that the Edison concern now has a total of 111 jobbers and 11,130 dealers located in all parts of the country. New York State leads with 819

(Continued on page 20.)



U. S. Patent Office, Washington, D. C.

Exclusive new photo of the famous building where talking machine patents are handled, on first floor of left wing.

World that there is a cloud on the business horizon that threatens to revolutionize their whole method of doing business.

This unpleasant state of affairs arises from the proposal to enact a new or rather a revised Patent Law at Washington. Bills providing for such revision have been introduced in the United States Senate and the House of Representatives and there is some chance that they will pass unless there is very vigorous opposition by the talking machine trade and others interested. These new bills, as originally drafted, provide for a number of changes in the laws governing patented articles, but the Congressmen who are sponsors for the bills have about given up hope of securing legislative sanction for all these innovations. Consequently they are concentrating on one provision and will attempt to secure its adoption, to the exclusion of all the rest.

Unfortunately for the talking machine trade this one "reform" that is being sought is the very one that would most seriously disrupt the trade should it become a law. It is nothing less than a taking away of the privilege of allowing a manufacturer of patented articles to dictate the prices at which such articles shall be sold at retail. If this revolutionary measure becomes a law no talking



Conveying Books and Records

To the headquarters of the U. S. Congressional Committee on Patents for use at the public hearing on the proposed new patent law.

Dealers who take our Saturday Evening Post campaign half as seriously as we do, stand to make as good a thing out of it as we do—and that's considerable good.



**Columbia Phonograph Co., Gen'l
Tribune Building, New York**

STRONG FIGHT FOR PRICE MAINTENANCE.
(Continued from page 19.)

dealers; Illinois has 551 dealers and there are 452 retailers in Minnesota. The Edison Company, he said, was wedded to its present plan of marketing its goods through dealers and he ventured the claim that every one of the dealers was heartily in favor of the principle of price maintenance—the policy that gives the smallest dealer in the most out-of-the-way location the same opportunity to do business as is enjoyed by John Wanamaker or the large mail-order houses.

Another big man in the trade who has been at Washington fighting valiantly for a continuance of the present method of conducting business is Mr. M. Dorian, treasurer of the American Graphophone Company and its selling agent, the Columbia Phonograph Company, General. Mr. Dorian made a most favorable impression by his frankness in disclosing details of the Columbia business in reply to the leading questions that were fired at him. For instance, he turned over to the committee of Congressmen copies of the various Columbia dealers' contracts and discount sheets and in summarizing the terms offered he said: "We have three classes of discounts. We have one to the small dealer who buys two or more machines—a discount of 40 per cent. To the dealer who buys initially an order of \$500 at a time and undertakes to purchase a minimum quantity during the next 12 months we allow 40 and 10—what we call the purchaser's quantity. To a jobber who purchases \$2,000 worth and who is handling the goods only as a jobber or distributor, we give 50 per cent. discount as to some types."

Mr. Dorian stated that the factory at Bridgeport now gives employment to more than 2,000 persons and that the Columbia Company maintains about fifty stores of its own throughout the United States, in addition to offices or branches in Europe and throughout the world. He added that the heaviest export business of the firm is with Mexico, South American countries, China, Japan and Australia. In answer to an inquiry, he said: "Our company has owned at different times two hundred to three hundred different patents, but those under which we are actually operating now probably number only twenty or thirty. There is one patent on which we have been paying royalties for the past eight years and we have not manufactured new machine under this patent in three years and we are not likely to, either, because that invention is passé."

The Columbia representative explained, too, that his concern does not make any machines in Europe—all of the machines are made in this country and shipped abroad and the factory in London is used exclusively for making records. And speaking of records, it may be added that Mr. Dorian's testimony gave some interesting side lights on the subject of the record business. For instance, he stated that his factory was now unable to turn out copies of the "Stop Kickin' My Dawg Aroun'" record rapidly enough to supply the demand, whereas in two months from now it may be that they could not give those records away. "On the other hand," said he, "we have another record called 'Herd Girl's Dream,' which has been popular for

four years and is just as popular to-day as when we brought it out." He explained, too, how careful the company is to go through its catalog every now and then and cut out obsolete and unpopular selections and told of the exchange arrangements open to dealers—particularly the new scheme of a flat exchange of record for record which has been put into effect this spring. Mr. Dorian laid stress upon what his company is doing for the dealers through the medium of general advertising and told of spending \$8,000 for the recent two-page advertisement in one issue of the Saturday Evening Post, which has attracted so much attention in the trade.

The Columbia representative, like the president of the Edison corporation, told of the troubles resultant from price cutting. Said he: "At the present time we are practically free from price cutting. But I can cite a recent case of a merchant at Frederick, Maryland, who buys through our Baltimore store. He bought something like \$2,000 worth of goods and was doing a nice business with them when a dealer in similar lines, who had never handled our particular product, got hold of some of our records, a small quantity, and began to advertise a cut price. Our merchant notified us and we got busy on the proposition right away. We found out the source of supply of this price-cutting dealer and cut off his source of supply, and then gave him the option of promising not to cut the price any more or to stand suit, and he thought it would be a wise course to say he would not cut the price any more. In fact, he had no more goods on which he could cut. This is a recent case which has just come to our attention." In conclusion Mr. Dorian expressed the fear that if the new bill became a law it would enable the department stores and large private buyers to make it impossible for the small stores to sell a supposedly one-price article at all, because the smaller dealer could not afford, even though he bought as cheaply, to sacrifice his profit on the article. Nor could he afford to carry the stock on his shelves until the department stores withdrew the cut price.

Horace E. Pettit, the eminent attorney, appeared at Washington in behalf of the Victor Talking Machine Company. He made an able and exhaustive argument, but it had largely to do with the legal phases of the subject. He did take occasion, however, to emphasize that in the talking machine field it is the retail dealers who reap the greatest benefits from the policy of price maintenance.

Mr. Pettit said further that most patent attorneys would prefer to see the law stand than have the Oldfield bill passed. He said it has taken a vast amount of litigation to prove just what the present law is and all that would have to be gone over again. Furthermore, he said, he opposed any provision which tends to deny to the patentee the privilege of retaining all rights to his patent. He said the statutes have given a patentee a monopoly and this has been guaranteed by the Constitution. To cut off any privilege would be unconstitutional. He thought that Congress would have to give the patentee a monopoly for one or five years at least, after which a condition could apply.

Mr. Pettit's opposition to the bill was presented

in a most forceful and able manner and was based chiefly on the argument that Congress under the Constitution had no power to limit the rights and privileges of the inventor under the patent law, and he backed up his argument with much convincing data.

RED SEAL RECORD CATALOG

**Just Issued by the Victor Talking Machine Co.
Is a Most Complete Publication.**

Recent catalog productions of the Victor Talking Machine Co. have been designed along the most complete and interesting lines, and the latest issued in this connection—a catalog of Victor Red Seal records—takes its place as among the most artistic and effective of the many admirable examples of Victor literary effort on file.

No attempt has been made to furnish an elaborate catalog, but rather give a most complete and comprehensive arrangement of Victor Red Seal records in a dignified and convenient form.

To enable one to instantly turn to any artist's list of records, or any particular record, an alphabetical index of the artists has been made on page 3, while on pages 108 to 116, inclusive, there will be found an alphabetical index of the operas, titles of selections, etc.

The book is illustrated with portraits of the artists with a condensed and interesting synopsis of the artists' public career. The volume is printed throughout in two colors, red and black, and will prove a veritable *vade mecum* for those desirous of having a complete key to the library of famous voices.

The volume should give an impetus to the Red Seal record business. Copies are now being shipped to distributors so that they may be sent to dealers about May 15 and shipments to far Western distributors to reach their destination about June 1.

INCREASING DEMAND REPORTED

**By the Condon-Autostop Co. for Its Popular
Automatic Disc Stop for Talking Machines—
Messrs. Scott Sinclair and Geo. G. Blackman
Representatives of This Company in
New York Territory.**

The Condon Autostop Co., 26 Front street, New York, report a very large volume of business and an increasing demand for their automatic stop for disc talking machines from representative houses throughout the country. The demand from jobbers would indicate that this stop is proving a big seller with the dealers.

The very artistic advertising carried by the Condon-Autostop Co. in the Saturday Evening Post and Collier's Weekly, two of the leading magazines of the country, is proving most helpful in stimulating sales of autostops.

The Condon Autostop Co. states that W. W. Aube is no longer in its employ, having been succeeded by Scott Sinclair; also that George G. Blackman, formerly with the Blackman Talking Machine Co. is now representing the Autostop in New York territory in addition to Mr. Sinclair.

Get the fast-selling U. S. Line More Profit

Exclusive Features
that will appeal to
you as they do to the
public.

The Silent Motor

Positive and long running. Can be wound without hitch or interference while record is being played.

The "Duplex" Reproducer

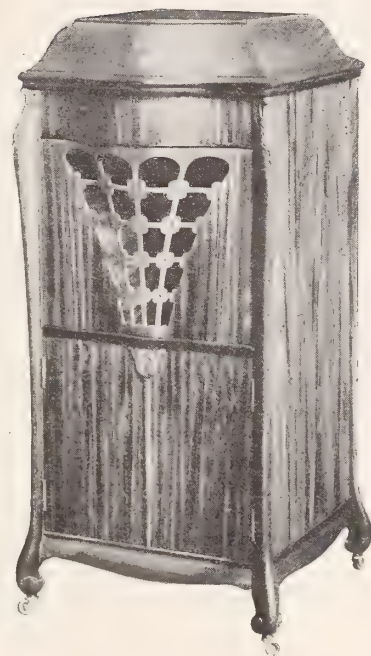
permits playing two minute or four-minute records with equal facility. A simple turn of thumb-screw, to right or left respectively, engages the proper feed-gear.

The Flexible Tone Arm

An exclusive feature of the U-S PHONOGRAPH; made of metal (not rubber) and it gives the exactly proper amplification to the sound waves. It means the correct impact of sound which carries naturally and without mechanical loss of tone-roundness.

Sapphire Reproducing Points

of hardest jewelled Sapphire. Need no replacing and never wear out. They last like the jewels of a watch—forever.



**No loss through breakage---
a feature that adds to
your profits.**

**Demonstrate them as often as you
like---the music is *everlasting*---no
loss in tone values or salability.**

Popular Prices

for a positively permanent entertainment.
Grand Opera Records—United States 75
cents; Canada 90 cents.
Four-Minute Records—United States 50
cents; Canada 65 cents.
Two-Minute Records—United States 35
cents; Canada 40 cents.

Popular Selections

by the highest talent of the day, reproducing the very latest and best there is in Opera, Oratorio, Concert, and Sacred Music, as well as Band and Instrumental Music, Vaudeville, and all the popular entertainment from metropolitan centers.

**No needles to destroy the
tone value--or wear out
the records.**

The absolute freedom from any adjustment whatever stamps the U-S PHONOGRAPH as a leader. The Sapphire Reproducing Points neither wear the record or need replacing—they are as permanent as the keys of a piano.

A Big Line

that means satisfaction to your customers and to yourself. They buy U-S EVERLASTING RECORDS which they can enjoy forever, and you have no broken or worn-out stock to discount from your profits.

June List Now Ready

Send for Catalog and Dealers Proposition

The U-S Phonograph Company

Associated with

The Bishop-Babcock-Becker Co.

1013 Oregon Ave.

Cleveland

BRANCHES

Chicago, - 219-225 W. Washington
Boston, - Portland & Chardon Sts.
Atlanta, - 58-60 W. Mitchell St.
St. Louis, - 210-12 S. Broadway

New York, - 5-7 Union Square
St. Paul, - 338-340 Minnesota St.
Albany, - 368-370 Broadway
Dallas, - 1106 Commerce St.

The
U - S
Phonograph
Company

1013 Oregon Avenue
Cleveland, Ohio

Send at once full information and literature regarding your proposition to Dealers.

Name

Street

Town

State

THE SITUATION IN ST. LOUIS.

April Business Proves Rather Disappointing to the Majority of Talking Machine Houses—Rainy Weather Holds Up Sales—Houn' Dawg Record Proves a Ready Seller—Reports from the Flooded Districts—Interesting Personal Items—New Styles of Machines in Demand—Uses Edison Record to Deliver Absent Speech—Victor Co.'s Newspaper Campaign.

(Special to The Talking Machine World.)

St. Louis, Mo., May 10, 1912.

Talking machine men hereabouts are not especially proud of April business. Some dealers exceeded last year's April totals by a narrow margin, but the margin was not in keeping with others of previous years.

The weather was very bad for business, it being much too rainy to expect persons to keep appointments, and to make sales at all it was almost necessary to send machines out on approval. Also the floods in a part of St. Louis territory were embarrassing and the late planting of early crops was discouraging. Collections have been fair in town, but woefully slow in a large part of the St. Louis jobbing district. But May starts with different prospects. The floods have passed and there is going to be time to plant any crop the farmers care to, the edge has been taken off the extremely high prices of vegetables, the winter crops have come out wonderfully, and orchard owners, except the peach men, are convinced that they have bumper harvests ahead of them. All of this tends to better feeling and things are going to move forward, unless all concerned are poor prophets.

That "Houn' Dawg" record is the wonder of the day with dealers. It is selling and reselling and none can guess why, unless it is a spirit of patriotism. The three big record houses made it and supplied all agencies and retailers on first shipment, order or no order. After the dealers had played it they placed the records for return, but the demand came in unexpected quantities and now it is expected to last through the campaign. Harry Levy, of the Aeolian Co., says: "We ordered the 'Dawg' by name and are selling it on the name for first sales, but heaven only knows why the re-sales." Mark Silverstone, the Edison jobber, says: "It is patriotism pure and simple and I expect the patriotism to last through the campaign." Anyway the "dawg" has proved a good advertising card whether there is music about it or not, chiefly not. The cardboard "dawg" looks attractive in an otherwise somber window and the joke of the thing appeals.

Manager Robinson, of the Thiebes Piano Co., used a picture of the "dawg" to a good advantage in a Sunday ad. He had the "dawg" looking at the Victor dog and remarking: "They aint never kicked you aroun'." It was a new note to connect the two dogs.

C. C. White, of New Madrid, Mo., wrote to the Silverstone Talking Machine Co. that water was three feet deep in his store during the height of the flood, but that he was doing business at the old stand, and while the people could not work they needed entertainment. He enclosed an order for \$300 worth of machines and records as an evidence that he was in need of stock and gave roundabout shipping directions that ended with a boat trip. The great drawback in Mr. White's case was the slowness of collections. It was difficult to get about and see the folk and likely most of them would not be at home, or if they were likely they had forgotten to bring the pocketbook up from the lower story when they moved upstairs. He got the goods all right.

Retail Manager Byars, of the Columbia Phonograph Co., says that that company will start May with a view of promoting sales of the Princess machine, keeping in line with the national advertising campaign of the company. "We find it very easy to promote many sales following this advertising and our success with the Favorite during the running of those ads was remarkable. We had some difficulty with deliveries and possibly lost a few sales, but we have a shipment arriving now that will probably place us even with the game. We like the Princess, as the table proposition is a very

good one, and that idea of a machine is popular with the best trade." Mr. Byars says that the trade has been very good and that the quality average was very high.

E. C. Rauth, secretary of the Koerber-Brenner Music Co., Victor jobbers, reports that his company is in pretty good shape on deliveries of both records and machines and has a fair reserve stock of most of the models most in demand. "We have had some trouble with special finishes of sixteenths," he said, "but otherwise we are in splendid shape. The record situation is much improved and we are filling orders almost complete."

The Koerber-Brenner Music Co. has welcomed back L. A. Cummins, who recently quit their service in the local field to go to Colorado on account of Mrs. Cummins' health. Mrs. Cummins is much improved, but will remain in Colorado for a time, and Mr. Cummins will travel in Missouri and Illinois for Koerber-Brenner. While in Colorado Mr. Cummins did considerable free lance sales work for the firm and opened some good accounts for talking machines and small musical merchandise. Guy Hawkins, recently with the Koerber-Brenner Co. as salesman, is not now traveling for that firm.

Harry Levy, talking machine manager for the Aeolian Co., was preparing for a southern trip the first of the month. He says that the jobbing trade has been holding up very well and that he expects from reports to find conditions vastly improved since his trip of a month ago. "We are still having our troubles with machine distributions," he said, "and we find a retail inventory very difficult because of the number of machines outstanding awaiting delivery of certain styles. The XVI continues the feature of the trade, both retail and wholesale. The record situation is vastly improved and we are enlarging our racks and hope within a few weeks to be prepared to stock sufficiently to carry us through any further stringencies. The quality of the retail trade recently has been excellent."

Miss Elizabeth Carpenter, saleswoman for the Silverstone Talking Machine Co., has been off duty several weeks because of a seriously injured foot. She is recovering.

Mark Silverstone, of the Silverstone Talking Machine Co., says the Edison trade is running largely to opera machines in the local field. "And the machine deserves its popularity," he declares. "We are enjoying a very good business in the dictating machine department and hope soon to have this feature of the trade established on its deserved popularity. Our retail trade has been fair and the wholesale trade has been holding up finely. We closed a good month and expect May to be a better one." Mr. Silverstone has not yet concluded to add the moving pictures to his line.

"We have been running very largely to Victor Sixteenths," said Manager Robinson, of the Thiebes Piano Co. "Our trade has been fair and of fine quality. We anticipate good results from the advertising campaign of the Victor Co. The improved jobbing service has helped largely in relieving the situation as to both records and machines."

The A. F. Mengel Music Co., 4300 Olive street, has greatly enlarged the talking machine department of that store and is making a good fight for general business. New demonstration parlors have been added for record demonstrations.

The Grand Leader Department Store is showing renewed interest in the talking machine game and the first ad in several months was printed early this month. The talking machine department is being

1866

1912

NYOIL

FOR

Talking Machines, Typewriters, Phonographs, Dictaphones, Adding Machines, Cash Registers, Guns and Tools, and on all Polished Instruments. The finest Oil Made. You can see it's better at a glance and when you have once tried it you know that it has no equal.

For polishing varnished wood work it is extremely satisfactory. No oil is so clean

NYOIL

Absolutely Prevents Rust.

Sold Everywhere in Hardware Stores and other Progressive Places

WILLIAM F. NYE
NEW BEDFORD, MASS.



allowed to share the recital hall, and some good music is to be heard there in concert style. The dollar down and dollar a week plan is being followed. A. E. Robinson, of Cleveland, O., a brother of Manager Robinson, of the Thiebes Piano Co.'s talking machine department, has been installed as manager for the Grand Leader Department Store and with him comes some new ideas and a general revival is promised. Mr. Robinson is an experienced salesman, but has recently turned to talking machines, believing it to be the most promising line on the market at present.

The Zeigenheim Furniture Co., of East St. Louis, the opening of whose talking machine parlors was announced as to occur last month, has suffered a series of delays, but will be ready within a few days. This company will be equipped equal to any in this section for handling the best trade and expects to make a determined fight for the trade which the large stores have drawn across the river. Several firms in the East Side have handled talking machines, but not on a pretentious scale, and this effort with the Victor line is something of an experiment.

The Silverstone Talking Machine Co. made a special six-minute record on an Edison dictating machine for William F. Saunders, secretary of the Business Men's League, who had been invited to deliver an "absent speech" at the annual banquet of the Oakland, Cal., Ad Men's Club. Mr. Silverstone said that he enjoyed the work very much because of the amount of advertising information Mr. Saunders put into his short talk. The dictating machine was used because of the longer speech possible. The record was tried out and responded excellently.

The Victor Co.'s advertising campaign is meeting with excellent support by the local dealers, and there was quite a scramble to contract with the newspapers for the preferred positions in the mortises. The Aeolian Co., of course, got the inside place, and in the principal morning paper Bollman's landed the next best. In the most popular afternoon paper the Thiebes Piano Co. scored. Other advertisers joining with cards are Val Reis Piano Co., Schaper Bros., Reliable Furniture Co., J. H. Buettner & Co. and A. F. Menger Music Co.

Write To-Day

The ELECTROVA COMPANY
117-125 Cypress Ave., :: New York

for their new illustrated booklet, "The Money Magnet," describing the most perfect and satisfactorily Coin-operated Electric Player on the market. 88 note, with automatic expression device and mandolin attachment.

Just the player for the better class of places

GOOD NEWS FROM DETROIT TRADE.

The Max Strasburg Co. to Secure Additional Quarters to Handle Growing Business—Big Increase Reported by Grinnell Bros.—New Store in Polish District—Cigar Dealers Make Good in Talking Machine Retailing—The Month's News in Brief.

(Special to The Talking Machine World.)

Detroit, Mich., May 9, 1912.

The Max Strasburg Co., the Victrola shop, will soon have the additional space so earnestly desired. Mr. Strasburg stated to-day that negotiations for the store adjoining the Victrola shop on the north had been practically completed. The bargain was held up a couple of months ago by a hoist in price that Mr. Strasburg felt he could not meet. Persistent parley has resulted in a compromise, aided by the fact that the Victrola corner is increasing in value daily, owing to the rapid growth of the new business district east of Woodward avenue.

The additional space will give the Strasburg company three more demonstrating rooms. The company already occupies the basement under the north store, three demonstrating rooms being located there. The present lease holder wants ninety days in which to move out, and the Strasburg company probably will take possession about August first.

"April was a dandy month for us, in spite of the fact that it was the month that people spend a pile of money buying new Easter habiliments," said Mr. Strasburg. "It was equal to March, which is saying a good deal for April, because for some inexplicable reason April almost always is a slack month in the talking machine business in Detroit. May is opening up with a rush that promises to make it the best month in our career."

Grinnell Bros., state jobbers of the Victor line, report that twenty-two of their twenty-four branch stores have shown a considerable increase in business in the first four months of the year and the other two have at least broken even with the

former record. Port Huron, Flint, Saginaw, Bay City, Kalamazoo, Jackson and Lansing are the best centers of the business up-state.

The Grinnell store in Detroit had a business in the first four months of 1912, exceeding that of the similar period of 1911 by fifty-one and one-half per cent. Manager Harry Rupp attributes the phenomenal increase to the growing demand for the high priced machines, brought on by the fact that men who are able to buy the two hundred dollar phonographs are learning the virtues of the talking machine. The multiplying call for medium priced machines must not be overlooked, however,

K. M. Johns, manager of the Columbia Phonograph Co. general store in Detroit, is still out of the city. He is in Providence now, and will go to Chicago and some other cities before returning. Auditing is the business which keeps him out on the Columbia circuit, and he is pretty good at it. In his absence Samuel E. Lind is holding down two jobs, his own and Mr. Johns', and is getting away with it in first class style. Witness the following excerpt from a letter he received to-day from Mr. Johns:

"I have not had time previously to say 'good work' on the excellent month you closed for April. The wholesale result is particularly interesting, indicating that you did not find it necessary to neglect your people to take care of my desk."

The "good work" that called forth this congratulation was a 30 per cent. increase in April over March, and with the Columbia, as well as the other companies, March generally is a better month than April.

Mr. Lind this week opened a new branch store on Canfield avenue, in the largest store in the Polish district. He put in a complete series of Polish records. Another new branch also was opened, but Mr. Lind does not care to announce the name this month.

The wholesale business in Detroit is particularly gratifying. For the hundred and fifty and two hundred dollar machines April has been the best month since December.

The history of the Goldberg Phonograph Co. is

a testimonial to the way the talking machine is making its own way in this part of the world. The Goldberg Company a couple of years ago was a cigar and tobacco house, with a large patronage. Mr. Goldberg put in a "talker" more for the entertainment of his customers than anything else. It was so entertaining that he sold it in short order and then put in another. That was the beginning of the end of the cigar business. Mr. Goldberg discovered that all that was necessary to do to sell a talking machine was to demonstrate it. Faster and faster he sold them—always to people who came to buy his other wares and who did not know what a talking machine could do. Presently the cigars took the back end of the store and finally were forced out altogether. The Goldberg Phonograph Co. now does as large a business as any store in the city except the two big state jobbers, the Columbia Co. and Grinnells. Mr. Goldberg carries both Columbias and Victors.

TO ATTEND CONVENTION.

Geo. P. Metzger Will Attend Gathering of Advertising Men in Dallas, Tex., and Later Visit Columbia Agents in South and West.

George P. Metzger, the energetic and capable manager of the Columbia Phonograph Co., will attend the national convention of the Association of Advertising Clubs, to be held at Dallas, Tex., May 19. Following the convention, he will visit a number of the leading Columbia agents in the South and West and get in close touch with conditions in this territory. As Mr. Metzger oozes enthusiasm, a visit from the Columbia publicity promoter cannot fail to stimulate the greatest degree of activity at all points where he touches.

THE MAN WORTH LISTENING TO.

Any one can tell you what a poor hand you hold. The only man worth listening to is the man who can tell you how to play what cards you have to the best advantage.

Stop Looking and Listening for the end of the record. It is bad for your nerves.

The **Condon-Autostop** will shut it off at the end quietly and effectively. It cuts out the disagreeable noises at the end of the record. These noises have long been the bane of the talking machine.

In the hurry to shut these noises off, many records have become scratched, cracked and broken. By eliminating this hurry and hustle the records are saved.

The **Condon-Autostop** makes the record fit tighter to the table of the machine, making the tone much smoother. It is an

AUTOMATIC STOP

to any disc talking machine and to broken records. It lifts the needle from the record and prevents any chance of the record becoming damaged or scratched. There can be no wear to either the machine or to the **stop** as it stops the machine in the natural way.

These self-selling devices appeal to all talking machine owners. By using the **Condon-Autostop** a dealer is enabled to attend a number of machines at the same time, increasing his selling capacity.

We are preparing an extensive advertising campaign, the first of which has already appeared in the Saturday Evening Post and Collier's Weekly.

The **Condon-Autostop** comes either nickle or gold-plated to match the mountings of the machine. It retails for \$3.00 and \$4.00. Write for circulars and samples.

CONDON-AUTOSTOP COMPANY, 26 Front St., New York
CANADIAN OFFICE: 126 Sparks Street, OTTAWA

Prices in Canada, \$3.50 and \$4.50.

Two New Pooley Record Cabinets

RETAILING FOR

\$18.00 AND \$25.00

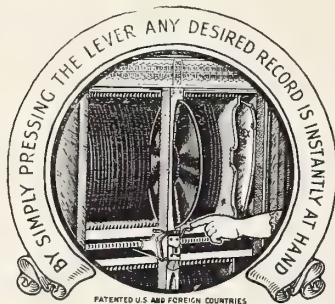
To insure July 1st delivery, place your Quantity Orders with your Jobber immediately, as we already have orders taxing our manufacturing capacity.

The distinct advantage of the **Pooley Record Cabinets** is the simplicity and perfection of the Pooley Filing System with its new and original principle of filing and locating records. They are the most desirable and practical Disc Record Cabinets produced.



No. 18

Size of Top, 19½" wide, 21" deep.
Capacity 75. (50 active)



Other styles retailing at

\$40 \$50 \$60



No. 25

Size of Top, 21" wide, 22½" deep.
Capacity 150. (110 active)

Pooley Furniture Co., 16th and Indiana Ave. **Philadelphia**

WINS SUCCESS IN A DECADE.

Past Month Marks the Tenth Anniversary of the Establishment of the Blackman Talking Machine Co.—Rapid Progress Made—Interesting Business History of J. Newcomb Blackman—Entered Business on His Own Account When Sixteen Years Old—Strict Adherence to Set Policies Produces Results—The Value of Co-operation Between Employer and Employee.

The month of May has a particular interest for the Blackman Talking Machine Co., the prominent Victor distributors and Edison jobbers at 97 Chambers street, New York, owing to the fact that it marks the tenth anniversary of the establishment of the business by J. Newcomb Blackman. In the course of a single decade the business has been developed from a minimum jobber's stock occupying a store 25 x 40 feet, to a point where the total space occupied is equivalent to that contained in a six-story building 25 x 75 feet in size. Withal, the growth of the business has been normal and conservative and the expansion has always been with a view to meeting conditions rather than in anticipating them.

The business history of Mr. Blackman, although comparatively short in point of years, is long in experience and full of action and should prove decidedly interesting, not only to those connected with the talking machine trade, but all those who appreciate what is accomplished by hard and persistent work, confidence in the outcome and strict honesty of purpose.

Mr. Blackman began his business career in his fifteenth year as an office boy, after having refused to enter the employ of his father, a prominent flour merchant and a member of the Produce Exchange, stating that he wanted to make his own way, and after working in that capacity for a year, and later as a bill clerk, entered into partnership with H. B. Newcomb, a manufacturer of chain lubricants for bicycles. A year later in 1898, Mr. Blackman was elected secretary and treasurer of the house of Barkelew & Kent, jobbers in bicycle sundries at 26 Broadway, and at once introduced a stock of talking machines and records, the "stock" in this particular case consisting of an Edison Home machine, a Standard machine and about 150 records.

The Edison phonograph had only been on the market for a short time and attracted much attention, with the result that the phonograph business, in a few months, practically crowded out the bicycle sundries.

The real beginning of the present business of the Blackman Talking Machine Co. was when Mr. Blackman resigned from Barkelew & Kent and went into business as an Edison phonograph jobber in a small store at 19 Beekman street. He believed that it was the proper time to get in on the ground floor as a talking machine jobber, and though his capital was small, he refused several offers of employment and capital to branch out on his own account. The first six months proved rather uncertain for the new store, but then there

was a change and before the end of the first year the trade was firmly established. Since that time the progress has been continuous and rapid. The requirements of the business which first demanded the services of two employees now occupy the full time of over a score of employees. Frank Roberts, who was the first man employed by Mr. Blackman, is still actively connected with the house. An interesting fact in connection with the growth of the house of Blackman is that the business transacted during the past year was ten times that done during the first year, the volume of business during December being just twice that for the first twelve months.

In the beginning of his business career Mr. Blackman laid down certain policies to which he has adhered strictly at all times. At times the Blackman policies have been criticized by some, and condemned by others, but they have not been shaken and in the end have generally triumphed. At all events they have not been changed throughout the ten years and still obtain to-day.

In speaking of the rules that have governed and



J. Newcomb Blackman.

still govern the Blackman business, and to which he ascribed a large part of his success, Mr. Blackman said: "When I first went into business on my own account I adopted the golden rule as my principal guide, and have always endeavored to treat all those with whom I come into business contact with fairness and impartiality, while at the same time insisting upon an absolutely square deal from them. I have not only lived up to the letter of my agreements with the manufacturers regarding prices, but on cabinets and other accessories, where the prices have not been fixed I have set a price which I considered would leave me a fair profit and give the dealer a chance, and then adhered to that price absolutely. Confidence enters into every business transaction. It may be misplaced, but it must be there in the beginning to make the sale possible, and there is nothing that is so sure

to destroy confidence as price cutting. I have lost business, much of it, have offended business and personal friends and laid myself open to ridicule as a result of the strict one-price policy, but in the end the firm stand has usually been appreciated and the loss has only been temporary.

"The elements of business success are buying well and selling well—to buy nothing that has not a real value and in which the dealer can place confidence and support, and to sell it at a price that is fair, a price that allows a profit and which can be maintained constantly, even in the face of strong competition. The business man owes it to himself and those who extend credit to him to so conduct his business as to keep it on a solid basis at all times and this can only be accomplished by selling goods in which he can feel confidence and in selling them at a fair price.

"When the business has grown it has been the rule of the Blackman Talking Machine Co. to expand conservatively and to an extent that would not prove embarrassing if a lean year should happen along. We have never grown so fast that we have not been able to discount every bill and the only times that we have asked accommodation of the banks has been when such accommodation would permit us to discount large bills and make money on the deal."

Mr. Blackman believes with many modern and progressive business men in cultivating a better understanding and confidence between employer and employee and does not confine his theories to flamboyant writing on the subject or to loud talk, as is too often the case, but actually puts the idea into practice. He has filled every position in his business from office boy to head, and has combined his knowledge of the problems that confront the different employees with a practical appreciation of those problems. In 1909 the Blackman Talking Machine Co. put the business on a profit-sharing basis, on the theory that if the business was good or bad the employees were largely responsible for the outcome and should share in the profits that were earned by their labor. All those who have been in the employ of the company for over a year receive a bonus at the annual outing given each summer, the bonus being determined by the position held by the employee and his term of service. Friction between employees is discouraged at all times as interfering with the operation of the business.

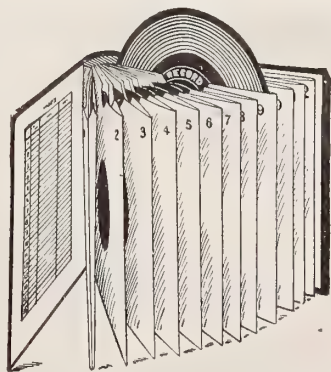
There are many similar factors in the Blackman business and the policies controlling it, that go far to explain the success that has been achieved during the first decade of its history.

THE VICTOR LINE IN PITTSBURGH.

Henry Kleber & Bros., the prominent piano dealers of 513 Wood street, Pittsburgh, Pa., have taken on the complete Victor line of machines and records and have devoted the entire first floor of their store to that department. The store is handsomely decorated and the equipment includes four soundproof demonstrating parlors.

J. C. Van Horn, formerly of Wanamakers, New York, is now located in San Francisco.

Retails for a Dollar With 80% Profit to You—
The Most Profitable Record Album on the Market



\$1.00 RETAIL

Schafford Albums

Are made by the best of album makers. They possess qualities found in no other and the prices are the lowest. Think! Better albums at lower prices.

New York City dealers bought 3,000 in one week.

Schafford Albums are for Victor or Columbia Records and are made in many sizes and styles.

If your order is sufficient you can have a special cover, and stamped in gold with your name and trade-mark without extra charge.

Send for Folder "T," and learn more about increasing your album sales and profits.

THE SCHAFFORD ALBUM CO.

23-25 Lispenard Street New York

Something New—"Record Folios" for
Birthday, Wedding and Remembrance Gifts

The Schafford Record Folios hold 6 records, either 10-in. or 12-in. People who buy 3 or 4 records will now buy six and a Record Folio. It increases your record business and your sales profits.

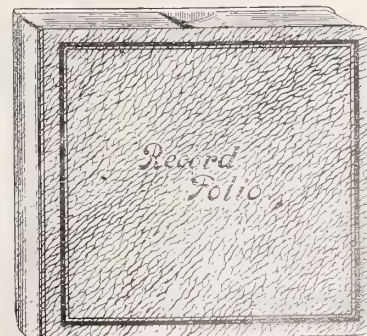
The Record Folders are bound in Veilum de Luxe, in Viennese Imitation Leather, and in Imperial Silk Cloth. Each packed in a box. Sold at popular prices.

Special folios furnished with your own advertisement at no extra cost, if your order is large enough.

Send for our new illustrated brochure "P" telling all about this "Record Folio" and how to increase the sale of your records 25 to 50 per cent.

THE SCHAFFORD ALBUM CO.

23-25 Lispenard Street, New York





We Are 10 Years Old (1902-1912)

TEN YEARS AGO on May 1, 1902, after a previous experience of five years in the Talking Machine Business, J. NEWCOMB BLACKMAN established the BLACKMAN TALKING MACHINE CO. as a JOBBER at 19 Beekman Street, New York.

He started in a Modest Way, in a Small Store, with Small Capital and Two Employes, but with a Firm Conviction that he would succeed and that no work would be too hard that would make success possible.

A BIG BROAD POLICY was adopted, supported by very little "WISHBONE," but a determined "BACKBONE." It was a policy of "A SQUARE DEAL FOR ALL." A policy not to attempt too much at once, to be honest and conservative in buying and selling and not to "plunge."

The confidence of everybody was sought, and Mr. Blackman decided not to sell any goods he could not stand back of.

The first six months was "HARD SLEDDING," but at the end of the first year success was assured and each year since has shown a STEADY and HEALTHY GROWTH.

The sales for last year, ending April 30, 1912, are 10 TIMES those of the FIRST YEAR, and those of the one month only, DECEMBER 1911, were DOUBLE the ENTIRE FIRST YEAR'S SALES.

We believe this indicates that the "BLACKMAN POLICY" is a good one and that the trade that supports such a Policy is a good trade. We want the "BEST POLICY" and therefore complaints and suggestions will always receive careful attention.

"BLACKMAN SERVICE" must always be the BEST we know how to make it.

J. NEWCOMB BLACKMAN, the founder, head and controlling owner of the business, tenders his sincere thanks and appreciation to all patrons, creditors, employes and others who have contributed to the success of the business, and pledges himself to continue the "BLACKMAN POLICY" of the last 10 years, or any Policy that will make for "Honest Dealing" and "Reciprocity Square Deal" for all.

BLACKMAN TALKING MACHINE CO.

J. NEWCOMB BLACKMAN, President

97 CHAMBERS STREET - - - NEW YORK

EDISON PHONOGRAPHS and VICTOR TALKING MACHINES

TRADE NEWS FROM GERMANY.

Business Generally on the Continent Very Active—Caruso Interested in New Record Company—New Record-Lending Library in Berlin and How It Is Operated—Talking Machines in Theaters—Austrian Dealers Form Association—Statistics from Various Countries—Some Big Dividends Declared.

(Special to The Talking Machine World.)

Berlin, Germany, May 4, 1912.

Conditions in the talking machine trade in Germany and throughout the Continent generally are flourishing and there is apparently no diminishing of the interest of the public in either machines or discs. Of course, the hornless model is now the accepted type, while equal progress has also been made in the records, which are now offered in a larger list of titles and are generally of superior reproductive quality.

Caruso Interested in New Company.

Much interest is shown in a new company recently registered in this city, the Pianissimo Record, owing to the fact that Signor Caruso, the famous grand opera tenor, is heavily interested in the new venture. The new company plans to make records up to 41 cm. (about 16 inches) in diameter, and it is claimed that they will be of particularly high quality.

Record-Lending Institute in Berlin.

Berlin has now its lending institute for talking machine discs. A former venture of this kind, which was intended to cater mainly for restaurant proprietors, proved a failure owing to the discs soon becoming useless through wear. The new undertaking has profited by the experience of the old and is restricting its attention to private users. Three styles of discs are carried. The cheapest subscription is three and a half marks for six discs. The same number of the most expensive discs cost five marks a month. Arrangements have also been made to furnish 10 discs a month at prices ranging from 4.20 to 6.75 marks a month and discs for from 5 to 8 marks. For 24 double discs per month the price varies between 6 and 10 marks, according to the kind of disc. Any disc can be exchanged against other discs of the same kind during the whole duration of the subscription. The exchange can be effected daily, weekly or monthly at the option of the subscriber. The subscriber can also exchange the discs singly or all at once. No doubt this idea of unlimited exchanges will be the greatest attraction to subscribers. And yet it would seem to be a perfectly sound offer and one which entails no risk to the venture, because it must always be borne in mind that only in very few cases will a subscriber exchange his discs every day. It seems safe to calculate that on an average subscribers will keep discs for at least a week.

If this venture proves a success it means severe competition for the dealers in discs and records and many of them will be compelled to follow suit. On the other hand, it should certainly greatly increase the popularity of talking machine. It will, therefore, be interesting to watch developments in this direction.

Talking Machine as Aid in Theater.

Talking machines are often used with success in theaters, being set up behind the scenes, for instance, to imitate the cries of a crowd, of a chorus, etc. They were recently employed for a novel purpose in the Royal Opera House in Berlin. In Josef Lauff's work, "The Great King," which was given as a gala performance on January 26, in commemoration of the 200th anniversary of the birthday of Frederick the Great, the ringing of the bells of the Garrison Church at Potsdam is heard during the last scene, which takes place in the park at Sanssouci. A wonderful imitation of the peal of bells was effected by means of a gramophone disc prepared by the German Gramophone Co. to order of the management of the Royal Theater. So true to nature was the reproduction by the auxetophone of this really magnificent record that it certainly created the impression that one was listening to the actual bells of the Garrison Church. This disc will also be placed on the public market.

Austrian Dealers Organize.

Word comes from Austria of the formation of a strong association of the Austrian talking machine

dealers for the purpose of regulating various trade matters of direct interest to their business. The officers of the new association are: Herr Pickler, chairman; Herren Pick and Arlett, vice-chairmen; Herren Wieder and Hornyak, secretaries, and Herr Czadel, treasurer.

Statistics of Austro-Hungarian Trade.

The statistics of the Austrian and Hungarian talking machine trades for 1911 show imports amounting to 5,106 cwts., of a value of 8,169,600 kronen, against 5,680 cwts. (value 9,088,000 kronen) imported in 1910. This fall in imports of some 600 cwts. of a value of about 918,000 kronen, seems to suggest that the now large home industry is receiving increasing support. The exports reached 616 cwts. (value 739,200 kronen), against 638 cwts. (value 765,600 kronen). Of the imports by far the greater volume came from Germany, this country contributing 3,480 cwts., or some 68 per cent. of the total. France sent goods to the amount of 272 cwts., Great Britain 151 cwts. and Switzerland 227 cwts. On the other hand, of the exports Germany takes 36 per cent., the remainder being distributed between Bulgaria, Roumania, Servia, Russia in Europe and Switzerland.

Form Limited Liability Companies.

A large number of the manufacturing and retail talking machine houses in Germany have recently been converted into limited liability concerns for the purpose of facilitating the transaction of their growing businesses.

Declare Big Dividends.

The extent of the talking machine business in this country is to be realized when the earnings of the Carl Lindstrom Co. for the past year are considered. The net earnings of the company are given as 492,529 marks, and the Beka Record Co. and the Fonotopia Co. paid dividends of 12 per cent. and 20 per cent., respectively. The Lindstrom Co. paid dividends of 20 per cent. on 2,000,000 old shares and 10 per cent. on 1,500,000 new shares.

The International Talking Machine Co., of Weissenau (Germany), owned by the Fonotopia Co., declared dividends of 100 per cent.

China a Poor Market.

Notwithstanding a population of some 400 millions, China is still only a small buyer of talking machines. The figures of the imports for 1910 show that they totaled only 163,386 taels (a tael equals about half a crown). Nevertheless this is a 50 per cent. increase over the figures for 1907. In this market curiously enough the German exporter has not got it all his own way. He has never reached a higher position than third place, which is that he occupied in the year in question. On the other hand, Canada and the United States, who in previous years accounted for about half of the whole of the imports between them, only accounted in 1910 for 17 per cent. of the total. The actual distribution was France 17 per cent., Belgium 13 per cent., Germany 11 per cent., Russia 11 per cent., Canada 9 per cent. and the United States 8 per cent.

PERFECTS TALKING PICTURES.

Professor William Stirling, of London, Succeeds in Inventing Means for Synchronizing Operation of Cinematograph and Gramophone and Gives Interesting Demonstration of the Process at the Royal Institution—Separate Motors of Identical Pattern Used to Produce the Effect—Calls New Invention the "Chronophone"—Americans Will Be Interested.

A dispatch to the New York Times gives an interesting report of a demonstration given at the Royal Institution, London, on May 10 by Prof. William Stirling of an invention by means of which cinematograph films and gramophone records taken of a public man making a speech can be presented simultaneously with the sounds and movements in perfect unison. Prof. Stirling said that the invention, which is due to the ingenuity of Leon Gaumont and his collaborator, comprised two electric motors of identical pattern for driving the gramophone and the cinematograph. There is a special arrangement by which any want of accord between the sound and the movement can be immediately rectified.

A demonstration of the "chronophone," as it is called, was given two years ago, but was then not

quite perfect. Since then the inventors have overcome all difficulties.

A distinguished gathering of scientists and others witnessed the demonstration. On the screen one saw Ian Colquhoun and heard him recite "The Clampherdoun." M. Gallipaux acted a comic monologue, illustrating the humor of an irate telephone subscriber who cannot get his number, and this was followed by a lion tamer cowing lions that roared and leaped about him. The next was a banjo player, and a one-act comedieta, which had a railway carriage for its scene, concluded the program.

The prelude to the entertainment was a wonderful living picture of a rooster that crowed. It appeared on the screen brilliant in its natural coloring, for all the "chronophone" pictures are in natural colors, so that one saw the bronze sheen of the plumage, the red comb, and pale yellow spurs. It flapped its wings, rolled its eyes, thrust its neck upward and forward, and from its wide-opened beak there came the triumphant crow. The whole audience could watch the characteristic movements of the rooster just as if it were real and living before them.

The picture of the lion tamer in his den was even more remarkable, for here there was a mixture of sounds, the man speaking, the crack of his whip, the thud of an iron bar falling on the floor of the cage, and the terrible snarls and growls of the lions, all so lifelike that it seemed impossible that the actual lion cage had not been somehow spirited into the room.

The possibilities of the invention are obvious. At election times, for instance, a great leader can be seen and heard simultaneously in every constituency. The records of famous people will go down to posterity as they appeared and talked. Every town will be able to have its "chronophone" opera house.

FORM EFFICIENCY COMMITTEE.

New Committee of Columbia Phonograph Co. Will Visit Branches and Inaugurate New and Improved Methods.

In line with their usual progressiveness the Columbia Phonograph Co., General, New York, has formed what is in the future to be known as an efficiency committee. The head of the committee is H. L. Willson, assistant to General Manager Lyle, of New York. Mr. Willson is at present in the West and will pay visits to all of the larger branch stores of the company, going as far West as California. His route calls for the Western trip through the Northern sections of the country and returning via the Southern route.

The object of the above-mentioned committee is to promote efficiency in the branch stores, inaugurate new and more economic methods of management in both the selling departments and the manufacturing. It is easy to see that the committee has prospects of doing much good service in the interest of the Columbia company.

The Farrand Co., of Detroit, Mich., has arranged to handle the Victor talking machine in its new store in Detroit next month.

Salesmen Wanted

WANTED—Three salesmen. Must have experience at selling Victor Talking Machines at retail. Permanent position and good salary to the right men. Apply promptly by letter only, giving full particulars, to Max Landay, general manager, Landay Bros., 563 Fifth Avenue, New York.

ANOTHER COLUMBIA



This is the way we featured the new Grafonola "Saturday Evening Post" of May the fourth. The design, another Columbia instrument that will meet your requirements. Read this advertisement and you will see that we would follow throughout our 1912 campaign of business to the dealers' doors.

The "Princess" is going to be as big a winner of substituting for it. That looks pretty good for the Columbia.

Are you one of us? If not, come in. There is no policy is the open house policy.

\$84.30 for this new Columbia

including the "M 10" series of Columbia Double-Disc Records and Record Album

Until July 1, delivered ON APPROVAL by 7500 dealers, payment terms \$7 a month—no interest, no extras—and subject to a guarantee of full satisfaction.

Or \$75 flat for the instrument alone. No other upright instrument has ever been offered for less than \$100, with NO records.

This new Grafonola "Princess" is a beautiful mahogany table, ready at all times to serve all the purposes of such a table, worthy of its place in any part of any room in the house, yet likewise ready to provide music of any class you happen to desire, and capable of all the quality of tone of any instrument by which you may happen to judge it.

This newest musical instrument, with the "M 10" outfit of records—a total of 24 different selections, sufficient for an entire evening's delightful entertainment, together with an album to contain them—costs you just \$84.30, and until July 1st, may be paid for at the rate of \$7 a month, and will be delivered on approval by your dealer. Besides the "M 10" series of records, do not miss the opportunity of hearing this most versatile of all musical instruments render selections by Lillian Nordica, Olive Fremstad, Mary Garden, Emmy Destinn, Alice Nielsen, Zenatello, David Bispham, and any of the other great artists whose voices appeal to you.

Go To Your Nearest Dealer

The nearest one of 7500 dealers will place this complete outfit in your home on free trial, giving you an opportunity to combine an evening's entertainment with a thorough demonstration, and guaranteeing the outfit to be exactly as advertised or money refunded.

If by any chance there is no dealer in your neighborhood who is prepared to supply you, drop us a line and we will see that your inquiry is attended to.

Columbia Phonograph Company, General

Tribune Building, New York

TORONTO—McKinnon Building.

(Prices in Canada plus duty.)

Dealers Everywhere, but the fast increasing Columbia demand affords splendid opportunities for MORE DEALERS. Write in for trade particulars. Exclusive selling rights granted where we are not actively represented.

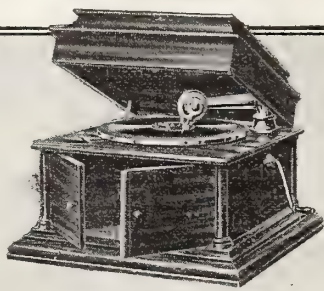


With lid and tone-shutters closed—a completely concealed musical instrument, serving as a handsome small table.

The tone shutters are opened or closed by turning this little knob.



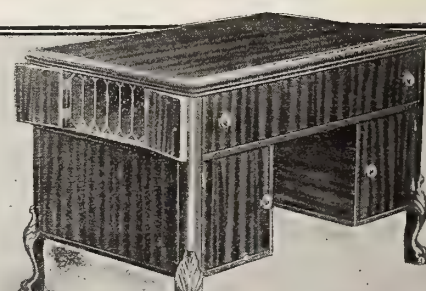
Columbia Hornless Graphophone "Lyric"—\$25



Columbia Grafonola "Favorite"—\$50



Columbia Grafonola "Nonpareil"—\$150



Columbia Grafonola "Regent"—\$200

COLUMBIA EXCLUSIVE

"Princess" in our double-page space in the "Princess" is another Columbia exclusive and without competition.

Still following the policy which we told you straight sales talk calculated to bring the

the "Favorite." There will be no possibility of a Columbia dealer, doesn't it?

reason why you shouldn't. The Columbia

Columbia
Records



First announcement of the *tone-shutters*, replacing the two small doors, and providing more sightly, more effective and more convenient control of tone-volume.

By turning the small knob, it is easy to partly or completely close the tone-shutters at the opening of the sound-chamber, regulating the *volume* of music without affecting its tonal integrity.

An Exclusive Columbia Feature

There are other
Columbia Grafonolas
at other prices

(Graphophones from \$17.⁵⁰ up)



It's carrying goods that people want and can't get elsewhere that brings the profits. The Columbia "Princess" for instance: Fremstad's records for instance.



**Columbia Phonograph Co., Gen'l
Tribune Building, New York**

STRONG ARGUMENT AGAINST PATENT REVISION BILL.

Made by the Treasurer of the American Graphophone Co. Before the Committee on Patents of the House of Representatives—Shows in a Most Detailed Way Why the Provisions of Sections 17 and 32 of the Oldfield Bill Are Harsh and Oppressive and Work a Distinct Injury to the Interests of the Trade and Kill the Maintenance of Prices So Essential to Its Health and Development—Why the Bill Should Be Opposed.

We present herewith the argument recently made by M. Dorian, treasurer of the American Graphophone Co. before the committee on patents of the House of Representatives in opposition to the harsh and oppressive provisions of sections seventeen and thirty-two of the Oldfield bill introduced in the House of Representatives to codify, revise and amend the laws relating to patents.

To the Committee on Patents, House of Representatives:

Gentlemen—The American Graphophone Co. is a manufacturing corporation organized under the laws of the State of West Virginia. Its principal factory, located at Bridgeport, Conn., gives employment to 2,000 people. Its output consists of graphophones and gramophones—two types of so-called talking machines—and sound reproducing records for use thereon.

All of its output is manufactured under letters patent of the United States owned or controlled by it. All of this output is marketed through its sole selling agent, the Columbia Phonograph Co., which organization maintains about 50 stores throughout the United States, in addition to having a large number of dealers and distributors.

Neither the American Graphophone Co. nor its selling agent, the Columbia Phonograph Co., is a member of any pool, combination or syndicate for the control or regulation of the business in which it is engaged.

It fixes the retail price at which its products may be sold by a dealer's contract or price maintenance agreement, of which copies are herewith submitted for the information of the committee.

It is vitally interested in the bill now under discussion and requests consideration of the views herein expressed.

While many paragraphs of the bill affect it seriously it confines its present argument to two sections only—17 and 32—which it regards as particularly objectionable and unwise, and which it opposes for the reasons which follow:

SECTION 17.

Working.—Paragraph 2 of Section 17 provides that if at any time during the term of the patent, except the first four years, it shall not be manufactured to an adequate extent any person demanding it shall be entitled to a license, etc.

This is what is commonly known as the "working" provision, and in most foreign statutes a simple, relatively inexpensive, but effective procedure is provided which is in great contrast to the drastic, mandatory and oppressive one proposed here.

Under the English statute of 1907 the inventor is given a reasonable time after notice within which to manufacture in adequate measure or show cause why he does not. If he makes a proper showing he is entitled to a further period of 12 months in which to comply with the law.

The notice to the inventor emanates from the Patent Office and his showing is made there, where he can appear in person, if he so elects, or by an attorney. Even if he employs an attorney the expense is small and the procedure simple.

Compare this rational, humane and simple provision with the one proposed in the pending measure.

Without preliminary notice of any kind the inventor is cited to appear before the district court and show cause why he should not be compelled to grant a license to, perhaps, his principal rival in business or his bitterest personal enemy.

It is no answer to say that the Court may not award the license. The inventor cannot appear before the Court in his own proper person. If he does he has a fool for a client. He must retain patent counsel and they are an expensive class of counsel. He must fight a long drawn out and costly suit involving many pages of typewritten testimony, printed briefs and records and numerous other items of cost incident to even ordinary litigation.

He may be too poor and friendless to do these things and the case goes against him by default. He is ruined. He may have impoverished himself and his family in bringing his invention to the point where it could be covered by an application; he may find it necessary to improve and perfect it, and may, in fact, have reached the point where he has succeeded in doing this and is ready to begin the actual manufacture, but is at the end of his resources for the moment. Just at that psychological moment comes this summons to appear and show cause why he should not be compelled to grant a license. It may be, and in many cases will be, a fact that the summons has been craftily timed for just that moment; that there will be a number of them either as the result of a well laid conspiracy or pure accident. Just when the poor inventor sees an end to all his struggles and sacrifices and success within reach, he is smothered, annihilated, by a storm which carries him and all belonging to him to destruction.

This is not exaggeration. It will occur and frequently if this provision of your bill is enacted.

It is the most expensive, protracted and oppressive method which could be devised. It affords a legalized means of persecution which will be unscrupulously invoked by business rivals and enemies to ruin where they cannot coerce or cozen.

Give the inventor a chance. Minimize the danger of oppression. Be more just and provide a simpler, less expensive method. The public can be protected just as effectively.

Compulsory License.—The same paragraph of Section 17 contains another provision which is on a plane with that of the court procedure for oppressiveness.

I do not wish to convey more than that both provisions will be utilized by the unscrupulous as a means of coercion and oppression. They will employ them to harass and ruin if they cannot make them serve as instruments of blackmail.

Why legislate in favor of the schemer, the wrecker and the blackmailer? What justification can there be for entering into a combination with this class and against the inventor? Is it upon the mistaken theory that the public, the people, will be the gainers? Quite the contrary, because the inventor, who is a useful productive member of the family, will be discouraged and disheartened.

After one such experience he will either invent no more or will keep his inventions secret as long as he can and never disclose them to the public.

What justification can there be for depriving the inventor of any part of his rights and conferring them upon another for the mere asking? Why not impose upon that other some obligations and conditions? Why not compel him to enter into an undertaking to the State to do and perform that which he alleges the inventor has failed to do? He wouldn't give such undertakings. He would be a fool to do it in view of the fact that any person can obtain a license in the same way he secured his, but if no restrictions are imposed upon him who has contributed nothing to that particular invention or discovery and who is actuated solely by mean motives—of greed, spite or destructiveness—why impose them upon the man who has added something to the world's fund of knowledge, has produced something useful and good?

In the effort to curb or regulate some abuses which have crept into or become grafted upon our patent system our legislators appear to have gone astray; to have laid aside their wonted calm deliberateness and customary cool judgment and to have engaged in a frantic assault upon the whole fabric of our latent law and practice. Nowhere is this more apparent than in this proposed provision of compulsory license. The idea is borrowed bodily from the English statutes, but without the safeguards of the English law. This provision may fit in well with English needs and conditions, although there is room for doubt as to that, but is entirely out of place in

the United States and will not produce the results anticipated or promised.

Its introduction into the English law was an attempt to give the British manufacturer and the British workman an advantage over his foreign rivals; to confiscate for their benefit the inventions, discoveries and processes of their more progressive and inventive American and German trade rivals. It was aimed at the British patents issued to these foreign inventors, to acquire which by confiscation was the purpose of the law.

During the discussions which preceded the act of Parliament of 1907 the English newspapers were full of editorials and special articles making clear that this was the end in view. I was living in England at the time and was naturally very much interested in the whole subject matter, as I was representing an American company which owned a number of British patents, some of which we were "working" in England and some of which we were not.

The newspapers and trade journals freely discussed the probability that many valuable inventions and processes owned by American and German manufacturers would be abandoned and would fall into the laps of the British. Later these same papers declared that many products manufactured abroad under equivalent foreign patents would have to be produced in England, thus affording employment to British workmen. This did come to pass, but not to the extent anticipated, because the Germans have an abiding distrust of the British workmen, and when they erected plants in Great Britain, as some of them did, imported German workmen to operate them.

Great Britain, being a free trade country, was undoubtedly at a disadvantage, and this, coupled with the fact that their manufacturers and workmen are less inventive and progressive than the American or German, afforded some justification for the efforts of the government to help by legislation.

No such conditions exist or are ever likely to prevail in this country. The American manufacturer and inventor have never up to the present trailed any other. They lead. They are being followed pretty closely by the Germans just at present. The hope is we can continue to lead, but a few more jolts like this proposed measure will put the American in the "also ran" class and give the German the advantage. He will not need urging to profit by it. The German government is mighty careful of its manufacturers, and no legislation adversely affecting them can get on the statute books until it has passed through many tests.

We have had the same idea in this country for many years, especially in the matter of patent legislation, but we seem to be getting away from it in this bill.

The man whom the framers of our patent laws have always had in mind until the present day is the man in whose brain the "idea" germinated—the man behind the invention—the inventor.

He seems to have been left out of the present measure entirely; to have been replaced by some imaginary being who is hideous and repulsive, someone or something to be attacked, hampered, hindered and crippled, affrighted and discouraged.

"Any person demanding it shall be entitled to a license." Mandatory and confiscatory. Not mere annulment of the patent, a donation of it to the public so that all may use and enjoy it, but only that the owner has his property confiscated, and that property turned over to his business rivals and enemies for wrecking.

Once the inventor is forced to grant these indiscriminate licenses his control over the invention is gone forever. What was once a valuable property or capable of being made such, soon becomes a valueless, discredited thing fit only for the discard.

Not one of the great inventions of the last twenty years but would have been arrested short of development to the point of practicability by the enforcement of such a provision. Not one of them was sufficiently developed within four years from the date of the original grant of letters patent to have achieved commercial success. Had such a provision been a part of our patent law not a single one of all the marvellous discoveries which have made American inventors and scientists famous in the past twenty years would have progressed beyond the stage of discovery, because it would have been impossible to finance the experiments and the exploitation necessary to develop and perfect them. Timid capital will not embark

in a frail craft. With such a possibility confronting him as a compulsory license feature no inventor could interest capital—no invention which was not complete and perfect at the date of grant of patent could command any support.

All, or nearly all, really great inventions are crude, immature, unripe things in the beginning, requiring to be made useful and practical by the expenditure of time, money and patience. The ability to grant exclusive rights in exchange for the necessary capital is imperatively essential to this development and perfecting. Take away this possibility by compelling the granting of these indiscriminate licenses and the incentive to develop and perfect is gone. Many highly useful inventions possessing great potentialities for good will "die aborning."

In 1878 the Committee on Patents of the United States Senate in a report on the patent system recognized that it had been the foremost agent in promoting the progress of the useful arts, and in discussing changes used this language:

"No change should be made in the patent law to weaken the inducement which it offers to those who will successfully invent, and to those who by perseverance and expenditure will perfect the inventions and the machines in which they are embodied, and push their introduction so far as to put the public in possession of perfectly working machines, or perfectly finished product."

There is nothing remarkable about that paragraph except its homely, everyday common sense. The same kind of common sense which the gentlemen of this committee bring to bear upon their own business problems. I venture the assertion that if any one of you were approached by an inventor to finance his discovery your first point of investigation after its merits would be that of freedom from attack during the period of development which you would know had to be gone through.

SECTION THIRTY-TWO,

Price Maintenance.—Paragraph 2 of Section 32 is another provision of this measure which, if enacted, will work incalculable harm. It grants to the purchaser of a patented machine or manufactured article powers which nullify completely and effectively all the essential terms of the grant of letters patent. It makes not only possible but probable the destruction of all control of the invention, and turns into jest the terms "exclusive right to make, use and vend the invention or discovery throughout the United States."

The paragraph provides that any purchaser of a patented machine, manufacture, or composition of matter shall have the "unrestricted right to vend, or lease to others to be used the specific thing so purchased without liability to action for infringement."

This is not alone inconsistent with the grant to the inventor. It is destructive of it. It is a mockery because "unrestricted" right to vend means unrestricted right to revend, and that is putting it beyond the power of the inventor to fix or maintain an established price on his article, reasonable or otherwise.

It is a long step backward and a blow at a large number of very deserving and very important people in this country. I mean the country merchants and the small storekeepers in the towns and cities. Some of them may be inventors, but I am considering them only as merchants and storekeepers. They are vitally interested in this feature of the bill, and if enacted in its present form it will hit them hard. I will show you how later, but first permit me to remind the committee very briefly of one or two fundamental principles underlying our patent law.

First.—The inventor is the absolute master of his idea, his discovery, or his process only so long as it has not left his brain. Once he discloses it or publishes it the public acquires immediate rights in it.

If his idea be one which can be utilized by him secretly and need not be disclosed to be made productive to him and his successors there is no power on earth which can compel its disclosure and he might go on enjoying the monopoly indefinitely.

Second.—The Government, wishing to give the people the ultimate property in these ideas, inventions and discoveries offers an inducement to inventors to refrain from keeping their ideas and discoveries secret.

It says, in effect, disclose them; make them known so that all may ultimately be enriched, and you will be rewarded and compensated by a grant, under solemn seal and pledge of the Government, of the exclusive right to make, use and vend the invention or discovery for a term of seventeen years.

Third.—At the end of the prescribed term the monopoly terminates, and the idea or discovery falls into the common or public domain and anyone may use it.

It is a contractual right which the inventor enjoys. The law says to him that if he will communicate his discovery so that the public may benefit by it he may take in exchange for it this exclusive right for the prescribed period.

That, briefly, is the whole story in a nutshell. On that basis and upon those simple terms and conditions we

FOR SALE

Talking machine business established seven years on West Side of New York City. Residential section. Address "Retirement," care Talking Machine World, 373 Fourth avenue, New York City.

FOR SALE.

5,000 Zon-o-phone 10-inch records, 15 cents each; 5,000 Edison 2-minute records, 10 cents each. DENINGER, 335 North St., Rochester, N. Y.

have been operating for a hundred years. It has placed this country far in advance of all others in the development of the liberal arts; made American machinery, tools and appliances the standard of excellence all over the world. That solemnly pledged protection which the patent has always heretofore afforded induces the patent owner—and is all that will induce him—to disclose his discovery and to expend time, energy, money and patience in perfecting it.

To fasten upon his grant the proviso or condition referred to is farcical because he then no longer enjoys the protection which he bought by his disclosure.

The reason is simple and easily comprehended. To make his product, be it machine or composition of matter, profitable he must create a market for it and he must maintain and protect that market. If his article be a necessity, it is perhaps easier but even then he has to create his market. If his be an article in which there is competition the creation of that market is a matter requiring years of unremitting effort, and constant vigilance lest it be taken from him.

In the maintenance of his market one of the strongest, if not the strongest, factor in his favor is the stability of his article. Stability as to quality and price. Quality he must have but if he have quality alone and no stability of price he fails inevitably in creating or retaining a market. If his article be sold at one price today and another price to-morrow, or at one price in Washington and another price in Baltimore, it may be accepted as a fact, that no large stocks of his article will be found on the shelves of merchants.

If the article is one which can be sold by department stores, and they are allowed to offer it at a bargain price no small storekeeper or country merchant will stock it at all.

Price maintenance, therefore, is as essential to success as quality, and sometimes more so. The right to fix a uniform price and to maintain that price is as vitally important to the inventor as the right to make, use and vend his invention.

This right has been recognized by our Courts for more than 16 years. Not as a right which a strained or distorted interpretation of the law would produce, but as a right which is of the essence and spirit of the law. A right which the public is under obligation to respect and protect.

This is the interpretation given by the Circuit Court of Appeals of the Sixth Circuit in which Judge Taft, now President of the United States, and Judge Lurton, now an Associate Justice of the Supreme Court, both concurred, and has been repeatedly cited with approval of the Supreme Court of the United States.

There are numerous other decided cases which adopt this same interpretation.

The paragraph under consideration would destroy utterly such control of the established price. It would place it in the power of a competitor to utterly discredit an article no matter how great its merit. It would enable the department store or the large private buyer to make it impossible for the small storekeeper to sell that article at all because the small dealer could not afford, even though he bought as cheap, to sacrifice his profit on the article. Nor could he afford to carry it on his shelves until the department store withdrew the cut price in the hope of eventually getting his investment out of it.

All over this country the small merchants, such as stationers, druggists, etc., rely upon the sale of articles on which the manufacturers maintain a uniform price for a large per cent. of their profits. Articles which are in constant demand and which they can supply to their customers as readily as the department stores and cut-rate drug stores solely because a uniform price is maintained.

Take away this protection by the enactment of this provision and all that trade will inevitably be diverted from the small merchant to the big one and there it will stay. The public may buy cheaper but that is a doubtful advantage if it results in driving many good men out of business.

A LITIGIOUS BILL.

Had the entire Patent Bar of the United States met in convention and solemnly deliberated as to ways and means to promote litigation between patentees and owners of patents—assuming that the Patent Bar could so demean itself—to the end that patent counsel and patent experts might wax rich and powerful, no more powerful and fruitful medium could have been evolved than this same bill, had they deliberated for months.

If this bill be enacted into law the crop of new suits will be appalling. The courts will be choked with litigants. Years must pass before we will begin to see light out of the obscurity of many clauses and sections.

Had it been desirable to wrest from the small storekeeper and the country merchant the last measure of protection which has stood between him and annihilation at the hands of the department store syndicate, the cut-rate drug store and the mail order house, no more effective, sure and swift means could have been devised than the abolishment of the price maintenance agreement which this bill proposes.

CONCLUSION.

The subject is too vital to the welfare of the Nation to be hastily disposed of. It is physically impossible to do it justice in the limited time at the disposal of your committee.

A commission should be appointed and authority given it to consider all phases of the question, to summon witnesses and experts, take testimony and report to Congress its findings, conclusions and recommendations. That way only safety lies.

Respectfully submitted,

AMERICAN GRAPHOPHONE COMPANY,

M. Dorian, Treasurer.

NOTICE

Owing to the large increase of our imported needle business, we have **REMOVED** to larger quarters at

563 5th Avenue

where we carry a larger quantity of Imported Needles in bulk, which are put up on the premises in order to take care of jobbers' immediate wants.

Don't be fooled

by the arguments of our competitors, but send for samples and prices of our

HIGH GRADE

**Imported
Needles**

AT ONCE

Send for Catalog
of High Grade
Repair Parts.

THE
**Talking Machine
Supply Company**

563 FIFTH AVENUE
NEW YORK, N. Y.

THE COLUMBIA IN THE SCHOOLS.

How Manager Walthall, of the Louisville Store of the Columbia Phonograph Co., Succeeds in Introducing Machines Into the Schools of That City—Putting the Matter Up to the Teachers and Awaiting Results.

(Special to The Talking Machine World.)

Louisville, Ky., May 10, 1912.

In line with the recent announcement that part of the musical education of the children of Louisville, received in the public schools, is to be administered through the medium of the talking machine, the Louisville store of the Columbia Phonograph Co. is definitely presented with the prospect of selling sixty-five Columbia Grafonolas.

There are sixty-five schools in Louisville, including the grammar and primary institutions. To the principal and teachers of each school E. B. Walthall, manager of the Louisville Columbia store, has addressed a letter, calling attention to the fact that Miss Caroline Bouregard, supervisor of music in the local system, has sanctioned the use of the phonograph in improving the juvenile idea of harmony and tone.

Mr. Walthall has made it a point not to appeal to the Board of Education for an appropriation to cover the cost of instruments for the schools. He has put the proposition directly to every school itself, together with a special price and payment plan which will easily permit of each corps of teachers securing funds for the proposed purchase.

Mr. Walthall's idea of selling talking machines to the schools themselves is greatly simplified through the existence of Parent-Teacher Associations throughout the city. These organizations work toward the benefit of the institutions with which they are connected, and it has proved to be an easy matter for the association, through entertainments, popular subscriptions, etc., to raise enough money to cover the cost of an instrument. Although the local Columbia campaign has been

pushed for only a week, two Grafonola sales have been completed outright.

Mr. Walthall has extended himself in affording every possible conclusive demonstration to the principals and teachers that a phonograph is really a *sine qua non* in the public school. A special salesman has been engaged to wait upon the scholastic trade, showing the values of phonographic music in the children's marches from one class-room to another, in keeping primary classes good-humored and in inculcating an appreciation of really good selections throughout the school.

Special assortments of records are provided with the school phonographs. A new Columbia selection, "Peek-a-Boo," has proved to be just suited to the primary grades, being composed of simple melodies which are easily caught by the youngsters. The records are scaled upward to meet the requirements of the various grades until the high school students are found enjoying "Aida," "Lohengrin" and "Tannhauser," as opposed to the raucous but popular strains of "Everybody's Doing It" or "Alexander's Rag-Time Band."

The Louisville Columbia store expects to extend its system of school phonograph sales through the twin cities of Jeffersonville and New Albany, Ind., as soon as Louisville is covered.

OUR FOREIGN CUSTOMERS.

Amount and Value of Talking Machines Shipped Abroad from the Port of New York for the Past Four Weeks.

(Special to The Talking Machine World.)

Washington, D. C., May 6, 1912.

Manufacturers and dealers in talking machines will doubtless be interested in the figures showing the exports of talking machines for the past four weeks from the port of New York:

APRIL 16.

Antofagasta, 4 pkgs., \$202; Callao, 5 pkgs., \$265; 100 pkgs., \$485; Chemulpo, 4 pkgs., \$207; Colon,

4 pkgs., \$113; Cristobal, 9 pkgs., \$293; Guayaquil, 10 pkgs., \$295; Havre, 5 pkgs., \$232; Kobe, 11 pkgs., \$661; La Guayra, 5 pkgs., \$106; Manila, 68 pkgs., \$4,007; Santo Domingo, 4 pkgs., \$211; Santos, 34 pkgs., \$3,334; Sydney, 4 pkgs., \$184; Valparaiso, 17 pkgs., \$661.

APRIL 23.

Berlin, 31 pkgs., \$996; 13 pkgs., \$285; Buenos Ayres, 11 pkgs., \$855; 251 pkgs., \$19,695; Callao, 8 pkgs., \$355; Copenhagen, 44 pkgs., \$2,148; Corinto, 10 pkgs., \$458; Guantanamo, 66 pkgs., \$552; Havana, 39 pkgs., \$1,403; Kingston, 5 pkgs., \$132; La Guayra, 3 pkgs., \$113; Liverpool, 2 pkgs., \$355; London, 29 pkgs., \$1,251; Manila, 65 pkgs., \$2,258; Para, 19 pkgs., \$787; Vera Cruz, 50 pkgs., \$917; 53 pkgs., \$1,691.

APRIL 30.

Antwerp, 40 pkgs., \$1,238; Caracas, 3 pkgs., \$100; Guayaquil, 10 pkgs., \$549; 5 pkgs., \$107; Havana, 10 pkgs., \$250; Havre, 1 pkg., \$1,450; Para, 7 pkgs., \$347; Parta, 7 pkgs., \$283; St. Johns, 14 pkgs., \$176; Trinidad, 5 pkgs., \$105; Valparaiso, 7 pkgs., \$305; Vera Cruz, 42 pkgs., \$3,251.

MAY 6.

Barranquilla, 2 pkgs., \$167; Berlin, 27 pkgs., \$900; 5 pkgs., \$109; Buenos Ayres, 88 pkgs., \$2,531; Callao, 8 pkgs., \$1,027; Colon, 14 pkgs., \$155; Guayaquil, 3 pkgs., \$123; Havana, 7 pkgs., \$246; 42 pkgs., \$926; Liverpool, 4 pkgs., \$423; London, 161 pkgs., \$6,195; Manila, 36 pkgs., \$2,266; Melbourne, 765 pkgs., \$11,593; Montevideo, 51 pkgs., \$5,947; Rio de Janeiro, 40 pkgs., \$2,057; Singapore, 11 pkgs., \$590; Valparaiso, 27 pkgs., \$417; Vera Cruz, 85 pkgs., \$3,276; Vienna, 8 pkgs., \$545.

True loyalty in business means "to stand up for your own opinions before your employer, and for your employer, and for your employer's opinions before the world."

By the appearance of your store will you be judged, by its cleanliness and good order; judged not only by your customers and competitors, but by those from whom you ask credit as well.

TWO DISC

RECORD

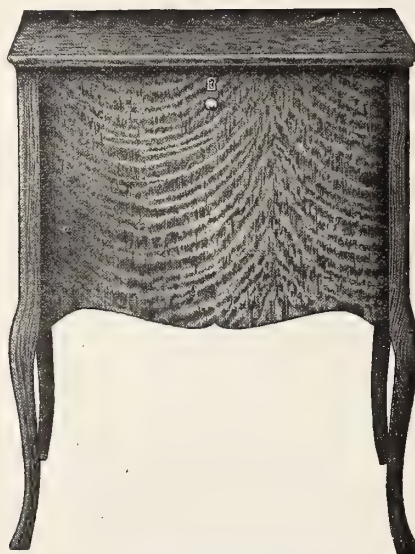
CABINETS

FROM THE

HANOVER

FACTORIES

Have You Investigated Hanover Quality



D32. TOP 23 1/4 x 19 1/4.
QUARTERED OAK AND MAHOGANY.



D33. TOP 21 1/2 x 18.
QUARTERED OAK AND MAHOGANY.

A sample order will show you the exceptional construction and splendid finish of these cabinets

ILLUSTRATED MATTER SENT ON REQUEST

Distributed by the jobbing trade

THE GEO. A. LONG CABINET CO.

HANOVER, PA.

Address Communications to CLEMENT BEECROFT, Sales Manager, 309 W. Susquehanna Ave., Philadelphia, Pa.

LOUIS F. GEISSLER DISCUSSES NEW PATENT BILL.

Sees Commercial Catastrophe if Congress Prohibits Maintenance of Fixed Prices—Issues a Strong Statement to the Trade in Which He Points Out the Unsoundness of the Attacks Upon the Fixed Price Principle—Bill Before Congress Would Demoralize Trade at Large and He Makes Earnest Plea to the End That Merchants Everywhere Protest to Congress Against the Proposed Legislation—Action Should Be Taken at Once and by Everyone.

Louis F. Geissler, general manager of the Victor Talking Machine Co., in discussing the bill now before the Legislature in Washington, for the purpose of revising the patent law, and which prohibits the manufacturer from giving protection to the dealers against price cutting on patented goods, has uttered the following very timely and pertinent words, which should appeal particularly to dealers so that they may at once get in touch with their representatives in the National Senate and House of Representatives to the end that their views may become known. Mr. Geissler said:

There is placed in jeopardy, by a proposed legislation now before the Congress of the United States, the whole system of distribution through a price maintenance system of any article of merchandise; the proposed legislation, through a revision of the patent laws, is aimed at patented articles, but the result must be that any price control or price agreement on any article between the manufacturer, the dealer and from the dealer to the public, will be annulled.

We believe that every dealer—and the great public itself—will agree with us, after deliberate thought, that such a condition would be nothing more nor less than the greatest possible commercial catastrophe, and it would seem almost impossible to anybody dealing in merchandise (and every man, woman and child has something to sell and is a salesman of his commodities or his talents) that any law could be passed which would prevent any person in control of any article—and especially a patented article—from making an open and above-board agreement to sell this article at a minimum fixed price.

Practical merchants and observers, whether they be merchants or exclusively consumers, know that the very foundation upon which low prices are built and through which the lowest of prices are quoted, is the business principle of "one price" and "fixed prices" marked in plain figures.

These very conditions are a guarantee that in 99 cases out of 100 the "fixed price," the "plain figure price," is the lowest price that the manufacturer or merchant is able to quote with any kind of an assurance that he can live.

In the first place, he knows that by thus establishing prices his business is an open book to all competition; the price is established so low that he believes there is little probability of anyone being able to sell the commodity at a lower price and live for any length of time.

Twenty years or so ago it was, generally speaking, the custom for merchants to mark their goods in cipher, and the purchaser was compelled to inquire the price of every article he handled. In the largest cities, where competition was extremely keen, merchandise soon found its proper level, but this left 49 out of 50 cities in America which might charge—and did charge—the purchaser any exorbitant profit that they might feel able to obtain; the purchasers in smaller towns were astounded by the lower prices at which the same commodities might be purchased in larger cities.

The wiser and more experienced merchants in larger cities soon saw the possibilities of increased trade by reaching out, with their one price system and their illustrated and fixed price catalogs, into this profitable and uneducated territory.

The influence of so-called "mail order" business extensions undoubtedly caused the reduction of prices by the smaller dealers in smaller towns on all wares that were known to be identical with those in the catalog.

Admitting that the above is substantially correct—as we know you will—this first illustration proves the advantages to the purchasing public of the advertised "fixed price" system, as emulated by the largest merchants and catalog houses, but higher up and behind the catalog houses lies the most potent influence for low retail prices and stability

of values—that mostly sought after quality in all affairs of life—in the manufacturer, he who adopts a selling system embodying fixed prices to the dealer and to the public.

To insure his own permanent success, this manufacturer must go about this in the following manner:

Primarily and constantly does he consider the interests of the purchasing public. The prices which he places upon his goods must be attractive, they must be unassailable. He does not dare for one moment to fix a price one cent higher



Louis F. Geissler.

than he feels would leave him safe from constantly threatening competition. He knows that the moment his goods appear upon the market at a fixed and uniform price, imitations and inferior replicas will appear almost instantly, and having decided to adopt a uniform fixed price throughout the United States, or the world, he must, of necessity, fix that sum so low that, having created a demand for same, and established deposits and merchants for its distribution throughout the country, the interests so involved and the capital invested are not likely to be seriously assailed by an imitation, at a somewhat less price.

This manufacturer is next concerned with the creating of a nation-wide demand for his wares. Largely in advance of any accrued profits from the sale thereof, hundreds of thousands of dollars of capital are invested in advertising the wares for sale at fixed minimum prices throughout the United States. A demand usually follows good advertising and good quality.

Whatever profit there is between the cost of manufacture and the fixed low minimum retail price is divided between the dealer and the manufacturer, by far the larger percentage going to the former to pay for the cost of distribution and the capital invested, the manufacturer being content with the smaller manufacturers' profit in consequence of volume and concentration of business and usually prompt collections.

We must next consider the practical working out of the "fixed price" system upon goods either well known and protected by a reputation or upon goods with a well advertised trademark or upon goods manufactured under a patent, presuming that they are all sold at advertised prices, fixed by the manufacturer or proprietor.

The dealer is far better satisfied to sell goods

for which there is a demand, at even a small profit, than to invest his money in articles, the sale of which is very doubtful or dependent entirely upon his own comparatively meagre efforts to dispose of same.

The safeguard to the public, however, in advertised fixed prices is the impossibility of the dealer advancing these prices to the great majority of buyers who live in the smaller towns and in the country. No merchant has the temerity to overcharge his customers when they are aware of it or likely to learn of it.

No influence has been so powerful towards the lowering of costs on merchandise to the purchasing public as the fixing of prices by the manufacturer or proprietor, whose every interest is served by having the consumers' price fixed at the lowest possible point which will permit of distribution of the goods.

The point is that the manufacturer is concerned only with the interests of the public. If they are served and the public is pleased, his goods will be sought after and found, no matter how far removed may be the source of supply; the dealer and jobber being only too anxious to engage in the distribution of his wares to supply a demand already created.

A manufacturer seeks to safeguard his article by the fixing of a retail price, and perhaps surrounding it with other conditions of sale only that one dealer may be as fairly treated as another, and, to protect dealers against the illegitimate assault of piratical price cutters and those who would pull down hundreds of structures, if only they could profit temporarily by a so-called "cut price" article or sale, and surely no fair-minded person would wish to see, throughout the country, up and down the main streets of their cities and in their most reliable stores all the chaotic conditions of a Monday morning "bargain counter sale" in a department store, for that must eventually lead into a similar state of chaos in their own industry and private interests, no matter what that be.

"Patent Monopoly" is being considerably ranted about at present. There is practically no such thing as patent monopoly. Competitive patents appear in the field almost instantly with the original; evasions, modifications, improvements and exact copies make their appearance immediately after any invention secures much attention.

No sooner has any original conception been made known to the public than that special field of labor is immediately developed and the most harassing piratical attacks immediately follow the exploitation of any successful patented article.

The patentee must shoulder all the ordinary difficulties of exploiting and finding a market for his new conception, besides which, at once, he is required to defend himself legally from attack on all sides from those who would usurp his field.

We cite as an instance our own experience with the Berliner fundamental patent, for which we paid \$800,000; spent more than that in defending and trying to sustain it and only succeeded in so doing three years before the term of the patent expired. There was not a moment during all these years that infringing goods were not being sold throughout America by a number of our competitors.

This is simply typical of the situation of any business based upon patents and than which there is certainly no more harassing calling in the field of manufacturing and merchandising endeavor.

The patent laws of the United States should be strengthened in favor of the patentee rather than weakened.

The term of the life of a patent, in justice to the owner, should commence upon the date that it is finally adjudicated in the courts of the country, for, up to that time, he has had no exclusive rights in it.

This view is taken by most patent attorneys and is held by many eminent jurists, but no organized effort has been made to secure this palpably just situation to the patentee.

We might say that the patent laws, as well as the trademark and copyright laws, are susceptible

(Continued on page 34.)



Destinn, Fremstad, Nordica, Garden, Nielsen, Gay, Pasquali, Zenatello and Bispham. People want these records. Do you carry them? They're some of the Columbia exclusives.



**Columbia Phonograph Co., Gen'l
Tribune Building, New York**

L. F. GEISSLER DISCUSSES NEW PATENT BILL.

(Continued from page 33.)

of infinite argument; we are neither capable nor desirous of going deeply into the matter, but the fundamentals that we are concerning ourselves with in this letter and regarding which the agitation in our legislative chambers at Washington is being made are too important to every consumer, dealer and manufacturer in this country of ours to be ignored; each dealer must take them to heart and do what he can to see that the proper information is disseminated and that the favorable sentiment of every consumer is aroused in their behalf. They are these.

First—That the privilege of the present patent law, to fix the price at which his article shall be sold, both at wholesale and retail, must not be taken from the patentee.

Second—That his present right to sell or not to sell his patented wares to whomsoever he pleases must not be questioned.

It surely must be plain to you that to enact any law interfering with the above constitutional rights of a citizen would be to attempt to interfere with the inherent rights of every one and should meet with the most vigorous and outspoken objection from every voter in America.

This is a very, very, vital question and to lay this matter aside without making an attempt to defend yourselves and your interests from such an interference with our present patent laws would stamp you as being utterly dead to the best interests of yourselves and your customers.

FRANK L. DYER TO EUROPE.

President of Thos. A. Edison, Inc., to Spend a Couple of Months in Europe—To Visit Headquarters in Berlin and Paris—W. W. Wyper Also Leaves for the "Old Country."

Frank L. Dyer, president of Thomas A. Edison, Inc., accompanied by Mrs. Dyer, sailed Wednesday morning last on the Lusitania bound for a few months' visit in Europe. Mr. Dyer was given a great send-off at the pier by the managers and heads of departments. He is planning to visit the Edison offices at Berlin and Paris, thus combining a little business with pleasure.

Sailing on the Lusitania, too, was W. W. Wyper, managing director of Thomas A. Edison, Inc., in Sydney, N. S. W., who has been at the Edison plant for the past few weeks. This is Mr. Wyper's first trip to the United States since he went to Australia six or seven years ago to assume his managerial duties. As reported in last month's World, he was tendered a dinner by his associates on leaving the Antipodes for the United States and Europe.

JOHN WANAMAKER AND SUCCESS.

I think I could succeed as well now as in the past. It seems to me that the conditions of to-day are even more favorable to success than when I was a boy.—John Wanamaker.

WANT A TWO-PRICE SYSTEM.

The Talking Machine Retail Dealers' Association of Philadelphia, Discusses the Desirability of Separate Prices for Cash and Instalment Sales—Call on the Victor Co.

(Special to The Talking Machine World.)

Philadelphia, Pa. May 11, 1912.

At the last meeting of the Talking Machine Retail Dealers' Association of this city, much time was given to the discussion of means for inducing the manufacturers to fix separate prices for goods sold for cash and those sold on the instalment plan. It was claimed that there was an increased price announced and charged on goods sold on the instalment plan it would induce many people to take the advantage of the lower cash price with the consequent saving and thereby give the dealer a better chance to carry his business. It was pointed out that the dealers were expected to pay their bills on a thirty-day basis no matter on what terms they sold their goods.

Considerable complaint was also made regarding the practise of the department stores in securing the jobbers privileges, with the greater profit and then advertise particular low instalment rates on high-class machines.

The officers of the local association, including Wm. Gibson, president; John A. Popp, vice-president; M. A. Goetz, a member of the by-laws committee, and M. Goodstein, recently called upon Louis F. Geissler, general manager of the Victor Talking Machine Co., and spent some time in the discussion of the two-price system with promising results.

300 PER CENT. INCREASE IN MONTH.

Excellent Sales Record Claimed by the Louisville Store of the Columbia Phonograph Co.—Some Personal Items of Interest.

(Special to The Talking Machine World.)

Louisville, Ky., May 10, 1912.

The Louisville store of the Columbia Phonograph Co. has announced with justifiable pride that its sales during April aggregated 300 per cent. more than those of the corresponding period in 1911. The phenomenal increase, according to Manager E. B. Walthall, may be attributed to the popularity of Columbia Grafonolas, from \$50 upwards in price, with the better classes in Louisville which are becoming accustomed to purchase talking machines just as readily as they buy pianos and player-pianos.

T. A. Laurie, an assistant auditor of the Columbia Phonograph Co., with headquarters in New York City, recently paid a visit to Louisville, expressing himself as being extremely gratified with current trade in the South.

U. J. Chambers, for several years connected with the Columbia store in Memphis, Tenn., has joined the retail sales staff of the Louisville headquarters of the same company.

H. E. Jones, manager of the Columbia Dictaphone Department of the Columbia store in Louisville, recently supplied full business phonograph

equipment to the Delker Brothers Buggy Co., of Henderson, Ky., one of the biggest vehicle manufacturing concerns in the Western portion of the Bluegrass State.

A NEW VICTOR RECORD CATALOG.

Advance Copies of the May Subject and Alphabetical Catalog of Victor Records Just Sent Out to the Dealers—January Edition of the Catalog Accorded Enthusiastic Reception.

The Victor Talking Machine Co. has just issued to the Victor dealers advance copies of the May Subject and Alphabetical Catalog, which will be ready for distribution within a few days. In the letter to the dealers, which accompanied the new catalog, the Victor Co. says:

"The January edition of this great catalog was accorded just the reception we thought it would receive from distributors, dealers and the great army of Victor owners. Never has any catalog ever published been so unanimously endorsed, or brought forth so many interesting letters of appreciation.

"We are convinced that the influence of this catalog on the sale of Victor records was instantaneous, and we can assure you that all the little errors and omissions of the January edition have been corrected in this May issue and you will also find many new subject headings and pronunciations following titles, names, etc., right in the body of the catalog. A short story of the composers is also one of the new features

"You cannot afford to allow a single copy of this catalog to be wasted or remain idle. We want you, as you receive your supply, to make it your personal business to see that a copy is placed in the hands of every Victor owner."

A CLEVER WINDOW DISPLAY.

A window display which attracted much attention to the Field-Lippman store in Maryville, Mo., was recently arranged by R. H. Hancock, the manager of the store, and represented a miniature touring car made entirely of Victor-Victrolas. The wheels were made of turntables. Two cabinets made the body of the machine. The seat was made entirely of needle boxes, the winding key was the crank. A beautiful doll occupied the seat and the "Victor doggie" sat beside her, all attention to "His Master's Voice."

NEW LINE OF FINISHES READY

Columbia Phonograph Co. jobbers are now in position to fill dealers' orders for the popular "Mignonette" Grafonola in Fumed and Golden Oak finishes, as well as mahogany. The various finishes which it is now possible to obtain in this machine should be a big boost toward making the instrument even more popular than ever. The "Mignonette" combines the machine and record cabinet as a unit.

It is a mighty fine thing to train oneself to regard the unpleasant things that bob up now and then as mere punctuation marks in a long paragraph of pleasure.

FROM OUR CHICAGO HEADQUARTERS

ROOM 806, NO. 37 SOUTH WABASH AVENUE, E. P. VAN HARLINGEN, MANAGER.

Slight but Seasonable Lull Noticed in the Talking Machine Trade in the West—What the Various Prominent Houses Are Doing—The Talking Machine Co.'s Modern Methods—New Salter Cabinet Catalog Soon—Recitals Producing Results—Successful Protest Against Advanced Freight Rates—Handsome Quarters of the Talking Machine Shops—Elaborate Interior Decorations—Wurlitzer Co. Pushing the Victrola—Specialties in Strong Demand—Great Educational Campaign Being Conducted by Manufacturers and Jobbers Alike—Personal Items of Timely Interest That Are Worthy of Record.

(Special to The Talking Machine World.)

Chicago, Ill., May 10, 1912.

The talking machine business is now experiencing its annual seasonable lull. This is the word given out by the principal dealers in talking machines along Wabash avenue. April was not an exceptionally good month, although March preceding it was not so bad. However, when compared with the general piano business, the talking machine business has been good and it is a notable fact that dealers who have handled the two lines together have had the best business for the past two months. It would seem unusual at this time that the sales in talking machines should run mostly to the more expensive instruments, but it is true according to the dealers, who say that the burden of their sales in April was in the \$200 line.

The talking machine department of Rudolph Wurlitzer Co. has been conducting a special rush on the \$15 Victrola. In discussing this proposition Fred A. Siemon, who devotes his time to the talking machine department in Wurlitzer's, said to The World:

"We push the small machines at this time of the year not so much for the profit we get out of them but because they have proved to be feeders in the long run for sales on the more expensive machines. We consider that when one of these machines goes from our salesrooms it means a sale of a higher priced one in a few weeks or a few months at least. We are certainly satisfied to do business in this way, for there is a small profit on these machines and since they mean extra sales later we reap two profits.

"I expect," said Mr. Siemon, "that business from now until fall will be about as it has been for the two months past. This is the dull season in the talking machine business. However, it is no duller this year than it has been in years past."

Davidson brothers, of the talking Machine Shops in the Steger building, say the bulk of their sales for April was on the \$200 machines, with a special run upon records. A few numbers of the Red Seal records were especially in demand. Among these were, the "Elegie" by Mme. Gluck; the violin obligato by Efreim Zimbalist and "Il Segreto di Susanna." In the cheaper lines the Missouri dog song has led the list.

Vital Educational Work.

Too much importance cannot be ascribed to the developmental work being done by the Talking Machine Co. of this city. Take for instance the methods they are pursuing in aiding the dealers whom they establish in expanding their business. They have a trained force of men whose business is not simply to get orders, but to aid the dealers in landing prospects and in working them up. They have a series of letters which they will send direct to a selected list of customers in the territory with the direct purpose of getting high grade Victrola sales and doing it, of course, through

the local dealer whose name is always mentioned. They also have a number of sales plans and those of them which particularly apply to the dealer's locality will be furnished them without charge. An important branch of this work is the care which they have lately taken in the development of propaganda for the use of piano dealers. The Talking Machine Co. believes that the piano dealer can handle talking machines to peculiar advantage. This department will not only swell the sales profit but will also be an important feeder for the piano business. They would be pleased to write a letter to any piano dealer who does not handle talking machines at present, telling them how a profitable department can be inaugurated.

New Salter Cabinets.

The Salter Manufacturing Co. of this city, manufacturers of talking machine record and music roll cabinets, has now in press a new catalog which shows some most attractive styles of talking machine record cabinets now put on the market for the first time. Several of these will be found illustrated in the company's page advertisement in this issue. They also have had great success with their patent corners for cabinet tops, which were illustrated in the last issue of the World and which enable the dealer to adopt a cabinet to various sized machines. This device has now been patented. The company is having an unusually fine trade and are greatly encouraged regarding the outlook in the talking machine trade.

Restaurant Uses Victrola.

As an extra feature of entertainment for the patrons of his restaurant, A. J. Meves of Portland, Ore., recently installed a Victrola in his establishment. The machine was furnished by the Eilers Music House, and each day during the luncheon hours a programme is given. Mr. Meves, who is himself a great lover of music, allows nothing but classical selections to be played and his excellent eating establishment is gradually getting an enviable reputation for that reason.

Believes in Recitals.

In taking advantage of the advertising campaign being conducted by the Columbia Co. on its Grafonola Princess through the Saturday Evening Post and local newspapers, Miller's Grafonola Shop, 1126 East 63d street, this city, arranged a special concert to patrons this week. Attractively printed invitations were sent out broadcast by Mr. Miller. The invitations bore the following inscription:

"Selections to suit everybody, including the children, will be played Tuesday evening, May 7, commencing at 7:30 o'clock. Come, bring your friends, and don't forget to bring the kiddies." It is this sort of push that has enabled Mr. Miller to so increase his business. He is known as one of the most energetic and up-to-the-minute dealers in the trade.

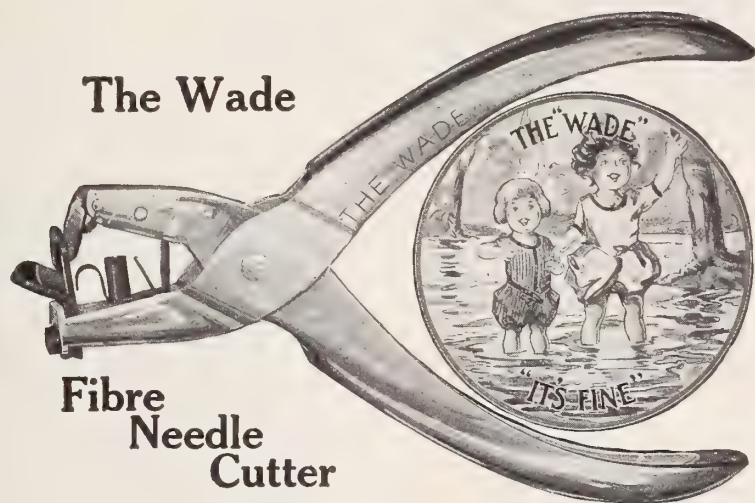
This plan of interesting both present and prospective customers will be followed up from week to week.

Successful Protest Against Advance.

While in the East last week as chairman of the Transportation Committee of the National Association of Talking Machine Jobbers, L. C. Wiswell, manager of the talking machine department of Lyon & Healy, appeared with other representatives of the dealers' association before the Official Classification Committee of the railroads.

The meeting was used by the dealers to protest against certain railroad freight rate classifications which make a distinction between talking machines with horns and those in cabinets. A number of freight inspectors have been putting the cabinet talking machines in the same class with furniture, which make the shipping charges upon them almost one-half more than upon talking machines with horns. This was deemed unfair, and in fact excessive, the rate on horn machines to Chicago from the factory being \$2.55, while on cabinet machines

(Continued on page 36.)



The Fibre Needle was one of the revolutionary departures in the talking machine trade, but it remained for the WADE FIBRE NEEDLE CUTTER to make it thoroughly practical. Repointing fibre needles is a joy—a positive diversion when the Wade cutter is used.

It works like a pair of scissors or pliers. Has a triangular guide for holding the needle in position while repointing, and other unique and practical features.

PRICE ONLY \$1.50 LIST

Ask Your Jobber or Write Us for Name of Nearest Jobber

WADE & WADE

1227 East 46th Street, CHICAGO, ILL.

FROM OUR CHICAGO HEADQUARTERS—(Continued from Page 35.)

it was approximately \$1.35 more, when there is, so far as shipping rates are concerned, no difference in the two instruments. Had the classification which the inspectors enforced been allowed to stand, the talking machine business in Far Western States would have been practically a money-losing proposition, owing to the high freight rates which would have made the cost of shipping a single machine from the factory to Montana about \$22.

When the dealers' side of the matter was explained the new classification was ordered nulled, Mr. Wiswell says, and a saving of thousands of dollars a year to dealers was accomplished.

Attractive Talking Machine Quarters.

Davidson Brothers, proprietors of the Talking Machine Shops, have now completed the interior finishing of their ware and sales rooms on the fourth floor of the Steger building. A complete stock of all styles of talking machines is carried on the floor and is displayed to extra advantage because of the fine general appearance of the room and excellent light that comes in from two sides of the building—the south and west. In accordance with their plans outlined in the World of last issue they have stocked their demonstration booths with lines of machines all in one finish. For instance, one booth contains all of the different styles of instruments in the mahogany finish; another those of golden oak finish. This gives the booths

one of the most attractive window displays advertising the Victor that has appeared recently on Wabash avenue. A hunter's camp in the woods with all out-door-life utensils and accoutrements has been reproduced and prominent in the foreground of the scene is a much used Victrola and selection of records. The window is so attractive that there is a crowd in front of it from morning to night.

Have Good Exhibit.

The Chicago office of the Columbia Phonograph Co. has a most attractive exhibit at the Chicago household show which is in progress at the Coliseum this week. They are showing practically all types of their machines and are doing a nice business.

A Universal Service.

Lyon & Healy are not only able to give dealers a splendid service on Victor and Edison goods and talking machines auxiliaries of all kinds, but can also supply them with everything in the musical line, including Lyon & Healy and Washburn pianos and player-pianos from their own great factory, band instruments, small goods, sheet music and music books, etc. It constitutes a great, unified service which the trade should not lose sight of.

Good Auto-Stop Trade.

Mr. Carlton, the Western representative of the Condon-Auto Stop Co., is meeting with great suc-



F. D. Moses.

Beloit, Wis., he put in vacations and a good deal of time during school terms at the talking machine store of Alva Snider and proved himself a young man of initiative and a high degree of ability. He is an athlete, was instructor in boxing and wrestling at Beloit University, and was an expert baseballist and footballist. From his appearance he evidently realized the ideal of a sound mind and a sound body, and with the remarkable facilities furnished travelers by the Talking Machine Co. to visit dealers in their plan of sales promotion on Victor goods should get a splendid trade and make a great success in his new connection.

AD SERVICE FOR THE SMALL DEALER.

Trade Producing Assistance Offered by the E. C. Plume Advertising Agency—Combating the Mail Order Houses Successfully.

(Special to The Talking Machine World.)

Chicago, Ill., May 8, 1912.

Throughout the country Edward C. Plume, head of the E. C. Plume Advertising Agency, of Chicago, is becoming noted as an enemy of the mail order store and a champion of the interests of the small town merchant. His company was organized to furnish an advertising service to the small merchant which will enable him to secure the



New Quarters of the Talking Machine Shops.

a very pretty appearance. On the main floor of the display rooms a number of instruments in different finishes and styles have been placed effectively.

The floor has been carpeted to match the finishing of the woodwork and what furniture there is in the room, all of which is mahogany. In contrast with the dark richness of the woodwork are the ten demonstration booths grouped around the south and west walls, all of glass and white enameled woodwork. As soon as convenient a few additions are to be made to this room in the way of record cabinets. It is the intention of the Talking Machine Shops to carry a complete line of records on the floor. At least one of every number in the catalogue will be in this stock, while the reserve stock has a place to itself in the rear of the quarters near the repairing and shipping rooms.

The interior photo shown herewith is a view of the quarters from the elevators with the camera pointing towards the southwest. The picture includes most of the booths, a number of the machines and the elegant furniture and appointments of the room.

Wurlitzer's Victrola Advertising.

Very attractive advertising is being used by the Chicago store of the Rudolph Wurlitzer Co. to push the \$15 Victrola, upon which they are now making a special run. The ad calls attention to the fact that Music is no longer a luxury, but a necessity and that "the Victor brings all the Music of all the world to you." In connection with the newspaper advertising campaign Wurlitzer's have

cess on the company's specialty which automatically stops the record at its conclusion. They are selling large quantities of these devices to the jobbers and is doing good missionary work with the dealers whose orders he takes but turns over to the jobber of their selection.

Fibre Needle Cutter Sales.

Wade & Wade, manufacturers of the Wade fibre needle cutter, have been getting some remarkably large orders from jobbers. The ease with which this cutter is handled and the accuracy of its work commends it to the trade at large.

Visitors and Personals.

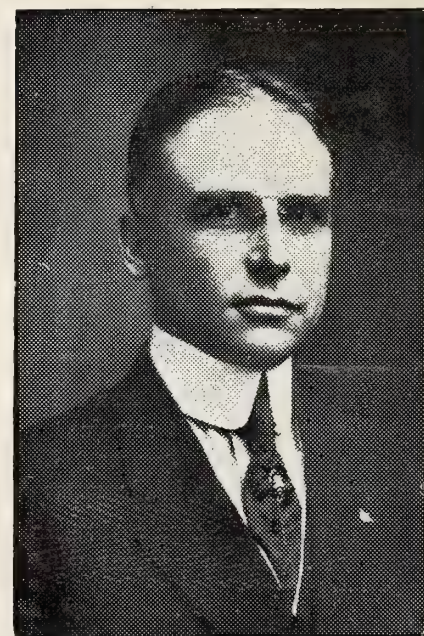
E. D. Eastman, president of the Columbia Phonograph Co., was in Chicago last week on his way to the Coast. He reported the Columbia factories very busy, and says the outlook for the talking machine trade, and particularly for the Columbia product, is very promising.

H. L. Willson, assistant to General Manager George W. Lyle, of the Columbia Co., was a recent visitor to the Chicago office, of which he was manager some years ago. He talked very optimistically regarding business.

W. C. Fuhri, district manager of the Columbia Phonograph Co., returned this week from a trip to the head office in New York.

New Traveler for Talking Machine Co.

F. D. Moses, the latest addition to the Talking Machine Co.'s traveling force is a young man who will undoubtedly be a success in his work, which will be the State of Wisconsin and Northern Michigan. Mr. Moses is by no means new to the talking machine trade. While attending Beloit University,



E. C. Plume.

business in his own community that rightfully belongs to him. A few years ago it would have been practically impossible to sell a bill of goods by mail order to the rural consumer, but with the advent of peculiarly seductive advertising methods which especially characterize the mail order schemes the business has now grown to an enormous size.

(Continued on page 38.)

PROOF-CONVINCING

Cable Piano Company

218 Woodward Ave.
DETROIT, MICH. Apr. 9, 1912.

The Talking Machine Co.,
Chicago, Ill.

Gentlemen:-
We wish to have this opportunity of expressing our appreciation of the quick service and universally clean fresh stock we have been getting from you on our orders for Victor Talking Machines.

Yours very truly,
THE CABLE PIANO COMPANY
E. M. Mears Cashier

Byron Maury
GOLD MEDAL PIANOS

San Francisco, Cal., March 25, 1912.

The Talking Machine Co.,
137 N. Wabash Ave.,
Chicago, Ill.

Gentlemen:-
I wish to thank you for the prompt attention given my machines and record orders.

When I am unable to obtain goods from other jobbers; all orders placed with you have been shipped immediately. Hoping 1912 will prove a prosperous year for you, I beg to remain

Very respectfully yours,
Byron Maury

Alton Pianos

The Talking Machine Co.,
137 N. Wabash Ave.,
Chicago, Illinois.

Mar. 29th, 1912.

Gentlemen:-
We take this opportunity of thanking you for the prompt manner in which you have taken care of our orders for Victor Talking Machines and Records. We wish to assure you that the service given is all that can be expected. Wishing you continued success, we remain

Yours very truly,
Alton Pianos

Bent Company

214 SO. WABASH AVENUE
CHICAGO, ILL.

Mar. 29, 1912.

The Talking Machine Co.,
137 N. Wabash Ave.,
Chicago, Ill.

Gentlemen:-
Your favor of the 15th inst. at hand, and we can say without hesitation that your service has been perfect.

To have always filled our orders for machines promptly for records, we have been able to get ninety-eight percent of our orders.

Wishing you continued success, we remain

Very truly yours,
BENT COMPANY
Per H. J. Bent
Retail Manager.

Geo. P. Bent Company
MANUFACTURERS
ARTISTIC PIANOS
Chicago, USA

214 SO. WABASH AVENUE
CHICAGO, ILL.

Mar. 29, 1912.

The Talking Machine Company,
Chicago, Ill.

Gentlemen:-
Now that the holiday rush on Victrola machines and records has abated somewhat, we wish to take this opportunity of thanking you and thanking you for the very fine service you have given us during that time.

The service you have extended to us has always been prompt and complete, and we cannot help but remark upon its being especially so, in what would ordinarily be a very trying season for most Victrola dealers.

Very truly yours,
Geo. P. Bent
Retail Manager.

The Talking Machine Co.

137 N. Wabash Ave.,
Chicago, Ill.

April 5, 1912.

Gentlemen:-
We feel in every respect justified in complimenting The Talking Machine Co. upon the courteous and service we have received from them. To-day, the volume of our retail trade enables us to fully appreciate the promptness and efficiency of their systematic organization.

Yours very truly,
THE TALKING MACHINE CO.
W. J. B. B.

KESSLER'S FURNITURE

LA PORTE, INDIANA

Jan. 22, 1912.

The Talking Machine Co.,
Chicago, Ill.

Gentlemen:-
We are in receipt of your telegram, and wish to thank you for your promptness, in reply as well as for the quick service on the two #16's.

Selling the two machines after Friday evening after ten o'clock, and delivering same here to our customers before ten o'clock Monday morning is pretty good work.

Hope to be able to send you the additional #16 orders in the coming.

Yours very respectfully,
S. L. & H. H. Kessler.

LA PORTE'S ONLY COMPLETE HOUSEHOLD OUTFITTERS

Satisfactory Service

A Few Testimonials From Our Files

B. E. Anderson
WEBER PIANOS

February 9th, 1912.

The Talking Machine Company,
Chicago, Ill.

Dear Sirs:-
When may we expect your Mr. Will, we wish to place a large order for records and also the order for March.

It is not our policy to divide up our business with two or more dealers. We appreciate the treatment you have given us and the care you have used in handling our account and in handling our orders and no orders will be placed elsewhere unless it is absolutely necessary for us to do so.

We would like to take this opportunity also to commend you Mr. Will.

Yours very respectfully,
B. E. Anderson

J. W. B. B.

If You're Not One of Our Dealers—Be One
Sign coupon below, mail to us, and it will bring
you an interesting bit of news.



The Talking Machine Co.
(Wholesale Exclusively)
137 N. Wabash Avenue, Chicago, Illinois

THE TALKING MACHINE CO., 137 N. Wabash Ave. Chicago, Ill.

Gentlemen:—Please send us the interesting bit of news you speak of. Also enclose contract.

Name.....
Address.....

FROM OUR CHICAGO HEADQUARTERS.

(Continued from page 36.)

mous size and the number of large mercantile establishments that are thriving at the expense of the unwary out-of-town customer and his own striving local storekeeper is steadily increasing. Mr. Plume has realized that the only way to combat the mail order proposition is to use as a weapon against the mail order houses the same means they use in securing their following—that is, advertising. With that end in view he has originated a service of newspaper salesmanship for the country merchant, and in speaking of his plan he says:

"Without it you cannot hope to win or hold your own against such mighty odds. By ignoring it you are hastening the day when smaller town stores will be a rarity, when post offices will have to employ express wagons to carry the rural mails laden with orders filled by the great mail order concerns who will flourish on the business you are now permitting to slip from you."

The E. C. Plume Co. also manufacture the Pyro single incandescent bulb electric street light, which is an effective but inexpensive advertising feature for the country dealer.

SPRING RUSH IN MILWAUKEE.

Talking Machine Dealers Much Pleased with the Outlook—Crop Conditions Excellent—Collections Show Improvement—Dealers Preparing for Summer Resort Business—Lawrence McGreal Joins Junket of Merchants and Manufacturers Association—Activities of the Various Dealers—Recent Visitors of Record—Other Interesting News.

(Special to The Talking Machine World.)

Milwaukee, Wis., May 10, 1912.

The spring business has opened with a rush in Milwaukee and about the State, and talking machine dealers and jobbers believe that the result will be one of the most successful seasons in the history of the trade. While conditions in some lines, particularly in the iron and steel industry here, are hardly satisfactory, the talking machine situation is indeed bright. People seem to be buying just as many machines and records as though the country was not in the throes of a big political campaign, with a Presidential election only a few months away.

Conditions about the State are especially hopeful. It has been many seasons since the crop outlook has been so good as it is this year. The heavy snow of the past winter put the soil in excellent condition, and a heavy yield in all lines is predicted by crop experts. Money is plentiful in all the smaller cities and town about the State, and talking machine dealers believe that they ought to get their share of the prosperity.

Collections in Milwaukee are showing considerable improvement and very few repossession of instruments are reported. Conditions in general are taking on new life with the spring revival, and money is not quite so "tight" as it has been. Dealers say that the demand for high grade machines is still strong.

Talking machine dealers all over Wisconsin are now busy in their preparations for the big summer resort business that is anticipated this season. Wisconsin and Michigan are both well-known summer resort States, both being dotted with hundreds of attractive little lakes. Dealers have been pushing along this trade each season, educating the people to the enjoyment that may be gained from taking a talking machine with them on their outings. The result has been that this phase of the business has shown a remarkable growth, and the prospects all point to a larger trade this season. One enterprising young dealer has conceived the plan of selling people a smaller Victrola to be taken on the summer outings, in order that a fine collection of records need not lie idle during the hot summer months, just because the owner does not like to cart his big Victrola to his summer home or into the wilderness.

Miss Gertrude F. Gannon, head of the Wisconsin

Talking Machine Co., jobber for the Victor line in Milwaukee and about the State, sailed from Liverpool on May 3, and is expected to arrive in Milwaukee some time before the middle of the month. Miss Gannon, in company with a party of friends, has been spending several months in touring the Holy Land, Egypt and other countries, returning through Europe, where she visited England, Ireland and Scotland.

Friends of A. G. Kunde, Columbia jobber and retailer, will not know his downtown store at 516 Grand avenue, after the work of remodeling the establishment has been completed. The entire store is being redecorated and enlarged, and several new sound-proof booths are being installed. Seven booths will be in readiness for the trade within a few days. It is only a few months ago that Mr. Kunde erected a new store front, and, when the improvements now under way are completed, the establishment will be one of the finest in the downtown section.

Mrs. A. G. Kunde, wife of the Columbia jobber and retailer, who is associated with her husband in the business, spent a few days at the Chicago office of the Columbia company recently.

George D. Ornstein, sales manager of the Victor Talking Machine Co., stopped over in Milwaukee a few days recently while on his way to the Pacific Coast. Milwaukee is the old home of Mr. Ornstein, and two of his sisters live in this city. Mr. Ornstein reports that the prospects are bright for a good spring and summer trade in the Victor field.

Lawrence McGreal, president of the National Association of Talking Machine Jobbers and Edison jobber for Milwaukee and Wisconsin, will again be a prominent member of the party of Milwaukee business men, members of the Merchants and Manufacturers' Association, who will enjoy the annual junket of the organization. This year's trip, which will be taken from June 3 to 9, will cover the leading trade centers in Southern, Central and Northern Wisconsin and points in Northern Michigan. Mr. McGreal, as usual, will take several machines and a large supply of records with him on the trip, and will make himself one of the most popular members of the party as a result. Mr. McGreal will call on his dealers and he expects that the trip will be a successful one for him from the standpoint of both business and pleasure.

Among the recent visitors in the Milwaukee trade were Roy J. Keith, of The Talking Machine Co., of Chicago, and Daniel G. Williams, of the Udell Manufacturing Co., well known cabinet concern of Indianapolis, Ind.

Miss Elsie Meiser is still in charge of the talking machine department of the Hoeffler Manufacturing Co., 306-8 West Water street. Miss Meiser, who was placed in charge of the department when J. H. Becker, Jr., resigned to accept the management of the new Victor store at 1120 Walnut street, is making a big success of the business.

Emil O. Schmidt, 310 Grand avenue, the "one price" piano dealer of Milwaukee, who took over the agency for the general Victor line some months ago, is still without a manager for his talking machine department. Otto F. Leidel, former manager, resigned some time ago to become connected with the Milwaukee branch of the F. G. Smith Piano Co. Mr. Schmidt reports several good Victrola sales.

Harry W. Krienitz, enterprising young talking machine dealer, carrying the Edison and Victor lines, 439 National avenue, is planning on moving into new quarters at 326 Grove street. The entire interior of the new store will be remodeled, and he will have one large salesroom and three sound-proof booths.

J. H. Becker, Jr., in charge of the new Victor store at 1120 Walnut street, is paying particular attention to the sale of Victrolas IV and VI for installation in summer homes of Milwaukeeans. Mr. Becker has found that many Victor records lay idle during the summer months, while the owners were at their summer homes, and he came to the correct conclusion that it was because owners of Victrolas XIV, XVI and other large machines did not like to move them to their summer residences. Now

he is finding that these people are willing and anxious to buy the Victrolas IV and VI to take along with them to the country. Mr. Becker believes that this is an opportunity for good business that every Victor dealer should make use of. Mr. Becker is not neglecting the Victrola XVI, however, and reports the sale of several of these large instruments during the past two weeks.

Mr. Becker is following his plan of window exhibits, with which he made such a success at the Hoeffler store. Just at the present time Mr. Becker has an attractive window, advertising the "Dawg Song," while the new Victor card, depicting the stage setting of the "Tales of Hoffmann," is attracting much favorable attention. Mr. Becker has arranged a new flashlight illumination in his windows that will be sure to bring him much new business.

Joseph Gannon, assistant manager of the Wisconsin Talking Machine Co., Wisconsin jobber for the Victor line, is ill at the home of his father in Dixon, Ill., where he went for a few days' visit. His condition is not regarded as serious.

William P. Hope, traveling representative of the Thomas A. Edison, Inc., in Wisconsin and Upper Michigan territory, spent a short time in Milwaukee recently while on his way to Western Wisconsin.

The William A. Kaun Music Co. has finally decided to drop the talking machine line with the view of paying particular attention to the sheet music and musical merchandise departments. Mr. Kaun carried Victor machines and records.

Some good Victrola sales are reported by Joseph Flanner, who now carries a complete stock of Victor machines and records.

VICTOR RECITALS MAKE GOOD.

Plan Worked Out by the O. K. Houck Piano Co. for the Purpose of Demonstrating Victor Goods Proves Successful.

(Special to The Talking Machine World.)

Louisville, Ky., May 15, 1912.

That the Bluegrass policy of phonographic demonstrations is being enthusiastically advocated further in the Southland is evidenced by news recently received in this city from Nashville, Tenn., where the O. K. Houck Piano Co. has been featuring the Victor line through periodic concerts. The Houck Company, one of the best-known in the Tennessee capital, has been using the Victor operatic stage in presenting scenes from well-known grand operas, accompanied by corresponding selections upon the Victrola. Two concerts per day at regular intervals during the past month have been given, admission being secured only through coupons appearing in the Houck newspaper ads. The demonstration stunts have proved to be thoroughly practicable in boosting Victor business for the Nashville dealers.

CARRYING A BIG LINE OF SUPPLIES.

One of the important distributors of talking machine supplies is Mermod & Co., 505 Fifth avenue, New York, who sell spring motors, turntables, tone arms, sound boxes and original constructions for inside and outside horn types, its specialty being to furnish these materials to houses who want to build their own talking machines. This company guarantees the quality of its goods to be A-1 in every respect, even to the motors, which is an unusual thing for a supply company to do and shows its faith in Mermod specialties. The head of this house is Marc K. Mermod, who has been in and about the talking machine arena for years, and to those who are large enough and are interested in building their own machines, Mr. Mermod will be glad to send some information that will show how to be a talking machine builder.

The Whitney Central Trust & Savings Bank and W. C. Soria, receivers of the National Automatic Fire Alarm Co., of Louisiana, who handle Victor talking machines and Edison phonographs in New Orleans, report total liabilities of \$65,129.98 and total assets of \$46,559.98. These figures are based on the appraisal of the appraisers appointed by the court.

DEALERS!

LET US ASSIST YOU

In increasing your sales by giving
the very best service in the country.

V
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N

A few reasons why our co-operation will enable you to make **promises** and **keep them**:

1—Our stock consists of over 150,000 records together with a complete assortment of the various styles of machines;

2—All records are guaranteed fresh and in the very best of condition, just as received from factory;

3—A trained and efficient corps of clerks and order fillers is always ready to attend to your demands; no orders too small and none too large to get immediate attention;

4—A separate shipping-room which handles talking machines and records exclusively, insuring you against delays;

Write today for our proposition. Our special terms will interest you.

*World's Largest Combination
Talking-Machine Distributors.*

LYON & HEALY
CHICAGO



Each Columbia instrument you sell means dividends and investments simultaneously. They who buy come back for new records—and to-day the best records are being made by the Columbia exclusive artists.



**Columbia Phonograph Co., Gen'l
Tribune Building, New York**

ACTIVITY RULES IN CINCINNATI.

Business During April Keeps Up to Mark Set by Preceding Months—Joseph Krolage Co. Opens Talking Machine Store in That Arcade—What the Various Department Managers Have to Report—Better Grade Machines Have the Call—The News of the Month.

(Special to The Talking Machine World.)

Cincinnati, O., May 4, 1912.

The members of the trade appear to be in a very good frame of mind. Business during April, according to accounts, was a repetition of the good results obtained in March. The houses are spending more money in newspaper advertising than has been customary. It appears to be a case of one firm trying to tell the public that it has talking goods for sale in just a little better tone than the other fellow. It's just like a continuous show.

One of the prospective important developments of May may be an announcement by the Joseph Krolage Co., on Race street, of the opening of a talking machine store in the Arcade. The concern has secured an option on a store there and has until June 1 to exercise the same. As it is known that the company has been buying pretty heavy in the Victor and Edison lines there is every reason to believe that the deal will go through. Mr. Krolage said it was impossible to sell a record at the same time a customer was trying out a piece of sheet music on a piano. Then, too, the talking machine department is now in a basement, which is not a satisfactory arrangement.

The R. Wurlitzer Co., in chatting of trade conditions, said: "The month of April showed a big increase over the same month of the past year. The business was rather light in the beginning of the month, and the latter part of the month extremely heavy. Outfits for summer homes are already being sold and from the present outlook the Victor Victrola is going to be an essential requisite in every well-equipped cottage and summer camp. The demand for the May records was the heaviest in local history, and judging from the number of active record buyers the record season will run through the summer with very little diminution. Shipments of Victrolas are not as yet any way near equal to the demand, but they are coming through in better shape and have brightened the outlook very considerably. It will still be some time, however, before the shipments will be equal to the demand."

Manager Ahaus, of the Victor department of the Aeolian Co., made the following statement: "We had an exceptionally good month and found it quite a task to keep stocked up, particularly in records. Our feature sales were to several public schools. Mr. Robinson, of this department, devotes two afternoons each week at the various schools and we are getting the results. The educational campaign of the Victor Co. has been of great assistance to all our salesmen."

The Columbia Phonograph Co. reported a continuance of their very large and satisfactory March business in April, Manager R. J. Whelen stating: "The arrival of new goods continually keeps both

retail and wholesale departments stirred up and alive to the fact that they have to keep busy to be up to date. The 'Princess Regent' at \$75 has made the decided hit of the season and it met with immediate favor, as there is no other reproducing instrument that stands on the floor independent of a separate base that sells for less than \$100, and this \$100 instrument is the famous Columbia Grafonola 'Mignonette.' Special records have been more than interesting, the new records by Weber & Fields attracting unusual attention from all Columbia customers. Post card announcements of these records have been sent out to the trade. New records are also on sale by Zenatello, Alice Nielson and Pasquali, which have been enjoyed and appreciated by our music loving patrons. The May Festival in Cincinnati May 7 to 11 was the usual gorgeous musical treat. Ellison Van Hoose and Alessandro Bonci, two of the Columbia Co. popular singers, appeared.

The Dictaphone department came in for its share of a satisfactory month's business in April, C. M. Beckett, of Springfield, placing a number of Dictaphones with the American Seeding Machine Co. of that city, while the Cincinnati manager has placed a large number in several departments of the Big Four railroad offices of this city.

A. W. Roos, one of the Columbia Phonograph Co.'s auditors, was a welcome visitor at the Cincinnati store this month.

NEW AGENCIES IN BALTIMORE.

Rosenstein Piano Co. and the Hub Piano Co., Both Newcomers in the Field, Handle the Full Columbia Co. Line—Governor of Maryland Buys a Victrola—Various Houses Making a Strong Bid for Business—General Happenings of the Month.

(Special to The Talking Machine World.)

Baltimore, Md., May 6, 1912.

Two things characterized the talking machine trade in this city during the past month. The first was the establishment of two new Columbia agencies with two new comers in the talking machine and piano field and the fact that the sales for the month of April showed up better than for the same period last year. The new comers into the local field are the Rosenstein Piano Co. and the Hub Piano Co., who have just gotten started in a business way during the past month. Both of these firms are carrying a full line of Columbia machines and records and are making attractive displays with them.

That the trade as a whole has been in excellent shape during April is shown by the general statements made by all of the dealers. Each and every one of them report good sales and a heavy demand for both the Red Seal and popular air records.

One of the best sales recorded during the month was that of a \$200 Victrola to Governor Goldsborough, of Maryland, by the H. R. Eisenbrandt Sons Co., Inc. Charles E. Stran is in charge of the talking machine department, and he also reports that the Chief Executive of Maryland made an elaborate purchase of Red Seal and popular

records along with the Victrola. Mr. Stran also reports a nice demand for Victrolas from the Naval Academy at Annapolis, Md.

Wm. Knabe & Co. is making a big effort in the talking machine field with its line of Columbia machines and records, and thus far it has had pretty good results. This week one of the most attractive displays consists of thin streamers fluttering around the window display of Columbia machines by means of an electric fan. The arrangement is such as to attract the curiosity of all passers by. S. A. Butler, who possesses considerable artistic ability, is the one who arranges these displays and he is now making preparations to have a miniature camp life display with all the necessary equipment that goes in connection with camp life.

S. A. Dennison, manager of the local branch store of the Columbia Phonograph Co., believes in boosting, and he now offers a fine new hat to each and every one of his salesmen who make sales of \$300 and over within a specified time. All of the men on Mr. Dennison's staff are working hard for these hats and the indications are that all of them will be sporting new head gear before long at the expense of their manager. Mr. Dennison reports a good steady trade for April in all branches of the Columbia line.

E. F. Droop & Sons Co., Victor and Edison representatives, is making enthusiastic reports as to the local trade for April. Manager Roberts says that as far as he can see there are no indications of a let up and he has every reason to believe that a steady demand will be in progress all during the summer. He says that Baltimoreans want talking machines and all the latest records and that they are not bothering very much whether they get them in the summer or in the winter time.

A good month with the Victor line was also experienced by Cohen & Hughes. Manager M. Silverstein states that things have been moving along nicely from a sales standpoint and that he has no complaints to make. He declares that everything looks good for a splendid late spring trade and that he has reasons to believe that there will be more doing than usual this summer.

Thomas Gordon, manager for the talking machine department of the Kranz-Smith Piano Co., and Albert Bowden, manager for this department for Sanders & Stayman, both of which firms handle the Victor and Columbia lines, speak well of trade conditions during April and make similar predictions to those of the other dealers as to the prospects for the late spring and summer season.

A GOOD IDEA OF THE SQUARE DEAL.

I believe in paying for overtime in taking stock, but not for trimming a window or working one or two nights. I had six people out sick at one time and yet I paid them all. It amounted to a great deal of money and I believe that something should be done to regulate the length of the sick period, says a merchant. One stenographer worked for me twelve years and has not been out sick for one day during all this time. I think this sort of service should be rewarded.

POINTERS ON RECORD SELLING.

Some Valuable Suggestions Based on Long Experience, the Basis of a Very Interesting Talk by Raymond Stotler, Manager of the Milner Musical Co. of Cincinnati.

(Special to The Talking Machine World.)

Cincinnati, O., May 9, 1912.

Manager Raymond Stotler, of the Milner Music Co., who is one of the live wires in the Cincinnati talking machine colony, has some views on the selling of talking machines which might be of interest to the general trade. In this connection he said yesterday:

"The realization of the seriousness of the record end of the talking machine business usually comes to a dealer abruptly. He finds that the placing of orders left to intelligent but incapable employes has resulted in far too healthy a stock of records remaining on hand, that is, records least in demand, usually there is a shortage on the popular ones. To eliminate this unsatisfactory condition two things are necessary: First, to reduce the stock on hand, and second, to place the future orders intelligently.

"The solution of the first problem lies with the record salesman, referring to the record sales force as distinct from the talking machine force. The average talking machine salesman is too impatient to sell records—the proposition looks too small and takes too much time, taking the amount of the sale into consideration. He may be right, for time is required to sell records. When a customer has selected a machine let him be turned over to

a skilled record salesman or saleslady, one who has studied the supplement and other data; one who can by intelligent suggestions sell good substantial selections; one who knows what and where your overstock is.

"Every customer should be handed the latest supplement and list of records (not the general catalog), for invariably when the customer turns to the selecting of records he asserts that he wants the 'very latest.' By thus indicating his willingness to assist in this selection the salesman inspires instant confidence. Of course it is necessary to have a complete stock of the latest records, that is, records included in the newest supplement, on hand; for nothing disappoints a customer more than to be informed that some record he imagines he would prefer is 'out' and he is liable to become skeptical. It is an easy matter to keep an entire stock of at least one month's records.

"When a certain selection is called for the salesman should play it. There are then two openings for suggestions that will appeal strongly to the customer. One is the rendition of the particular selection itself and the other is the artist or artists making the record. Victor record No. 17055 (May Supplement) is a good sample. This piano rendition of 'The Rosary' is a 10-inch D. F. record. When called for it offers a splendid opportunity to play three 10-inch S. F. records of the same selection and a splendid chance to sell a \$3 R. S. record. It also offers an introduction to Paderewski, Bachaus, LaForge and others. The salesman who interests his trade in the higher-priced records is usually favored

with the steadiest increase in business. He should be able to explain every record and awaken an interested, intelligent anticipation in his customer before playing the record. The hearing of the \$3 Red Seal record of 'The Rosary' acquaints the customer with that splendid artist, Mme. Schumann-Heink. The salesman then has this interesting singer and all of her beautiful records in the limelight. The customer will get a splendid value in any of them. Does the salesman know where the over-stock is in this series? In order to make the above effective the new supplements must be studied by every clerk each month and all records suggested by the new list noted.

"By going carefully over past sale records and reorders the demands of your trade can be learned. You have, no doubt, been surprised already to find that the largest portion of your records sales has been confined to comparatively a few selections. Do you sell mostly minstrel and march song records? Does your trade prefer standard instrumental and vocal numbers? Which artists do they call for most? These are things that should be known.

"Before placing a new order it is not bad policy to visit the sheet music departments in several stores in your city and learn from the sales people there what the 'hits' are, which ones they are pushing, how the sales on certain 'hits' are holding up, etc. You will find that in each sheet music department the big sheet music publishers who control them concentrate and push one 'hit' at a time, furnishing the theaters with slides, singers with professional copies, etc. This might be a good suggestion for the record department in advertising and pushing the new records each month; it would certainly help solve the problem for the talking machine dealer.

"The artists and theatrical attractions that are to visit your city the coming month must also be considered. They mean an unusual opportunity to attract customers and to aid in anticipating a demand. If these few things are carefully remembered you will find not only the good sellers in stock in the middle of the month when the demand comes, but also at the end of thirty days an even and well-balanced stock of new records."

INDIAN MUSIC FOR HISTORY CLUB.

The City History Club of New York held its annual meeting at the Colony Club last Wednesday evening at 8 o'clock. Mrs. A. Barton Hepburn, Mrs. Malcolm Stuart, Dr. George F. Kunz and Reginald Pelham Bolton reported the year's work. Dr. Joseph K. Dixon, leader of the expeditions sent out by Rodman Wanamaker to study and record the manners and customs of the North American Indians, delivered an illustrated lecture on "The Farewell of the Chiefs." Incidental Indian music was played on the talking machine.

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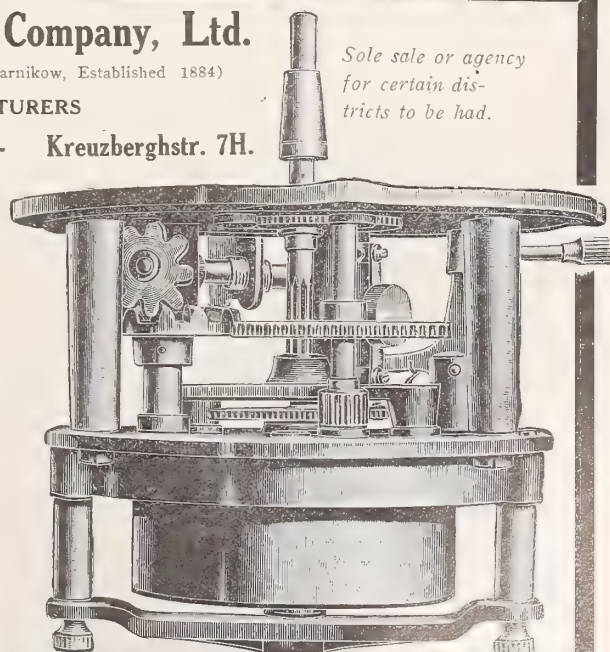
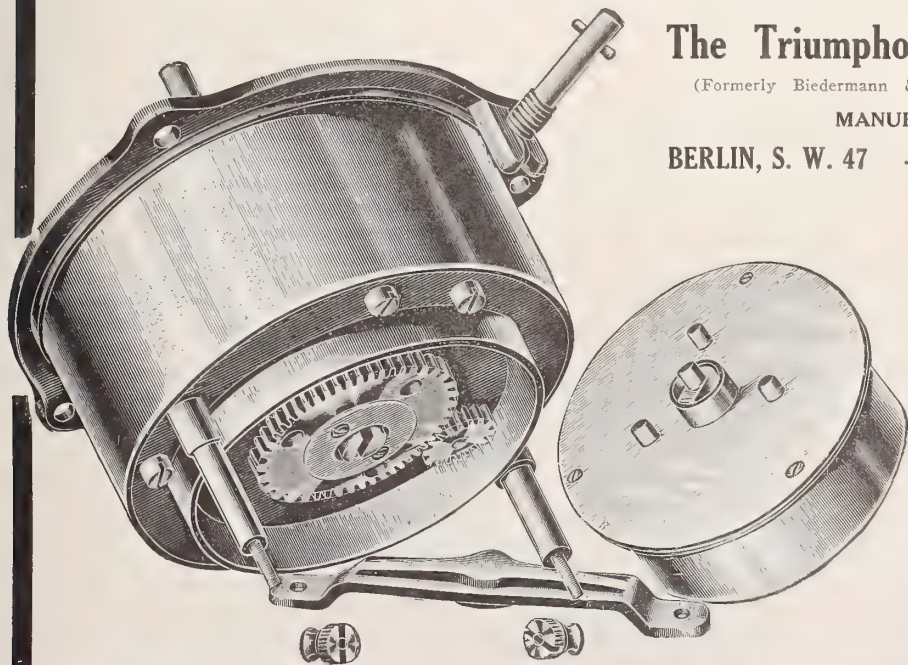
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FROM OUR EUROPEAN HEADQUARTERS

1 GRESHAM BUILDINGS, BASINGHALL STREET, LONDON, E. C., W. LIONEL STURDY, MANAGER.

While the Coal Strike Troubles Are Over Business Is Still Dragging Somewhat Throughout Great Britain—Manufacturers Planning to Spend Large Sums in Publicity During the Next Few Months—If the Dealers Co-operate This Should Act as a Great Stimulus in Opening Up Trade—Columbia Phonograph Co.'s London Factory Totally Destroyed—Bulk of the English Record Matrices Saved—Factory to Be Rebuilt—Regulations of Copyright Law—Gramophone Co. Urging Dealers to Develop Summer Trade—Great Demand for Columbia-Rena Ragtime Music—German Patent Law Changes—News of the Month Chronicled by Our Correspondent.

(Special to The Talking Machine World.)

London, E. C., May 5, 1912.

Fortunately the coal strike is now a thing of the past, but it has left with us a sufficiently unpleasant state of things to warrant the belief that its trade-disturbing effect will be noticeable throughout the next month or so, particularly in relation to commodities other than those which constitute absolute necessities. But all circumstances considered, and given an absence of labor disputes in the immediate future, I believe that talking machine sales, while perhaps not up to the average of last summer, will, however, make a fair showing; this in view of the optimistic and energetic spirit which seems to pervade the ranks. The leading manufacturers, too, have planned to spend a substantial sum in publicity during the next few months, and things will doubtless shape out not unsatisfactory, especially if dealers and factors co-operate and adopt the many excellent suggestions propounded by the manufacturers.

Columbia Co. Factory Burned.

As reported elsewhere, the Columbia Co. has unfortunately experienced perhaps the most disastrous fire known in the history of the trade this side. Practically the whole of their up-to-date factory was razed to the ground. But even a disaster of such magnitude has its silver lining, for it must have been a source of keen gratification to the Columbia officials to be the recipients not only of sympathy from the whole trade, but to receive practical offers of assistance from their competitors. It is eloquent testimony of the fine spirit of camaraderie which exists among record manufacturers, despite the keenness of competition. The cause of the fire, by the way, is unknown. Elsewhere is published a statement as to the damage to matrices, etc.

Final Phase of Copyright Act.

The Board of Trade Statutory rules and orders concerning the collection of royalties have now been issued, and an advance verbatim report is given hereunder. Leading members of the record manufacturing fraternity have accepted the official plans with equanimity, confident in the belief that the protective measures which they have adopted will effectively safeguard their interests.

It is asserted that some of the clauses embodied in the following regulations will need to be interpreted liberally, and not always in conformity with the strict letter of the law. But as to that time alone can determine. Here is the official memorandum which I received from the Board of Trade:

Preliminary.

1. These Regulations may be cited as the Copyright Royalty System (Mechanical Musical Instruments) Regulations, 1912, and shall come into operation on

NOTICE.

2. The notice required by Section 19 (2) of the Copyright Act, 1911, shall contain the following particulars:

- (a) The name and address of the person intending to make the contrivances.
- (b) The name of the musical work which it is

intended to reproduce, and a description sufficient to identify it.

(c) The class of contrivance on which it is intended to reproduce the musical work (e.g., whether discs, cylinders or music rolls).

(d) The ordinary retail selling prices of the contrivances; the maximum number which, until further notice, it is intended to make for sale at each price and the amount of the royalty payable on each contrivance in respect of the musical work.

(e) The earliest date at which any of the contrivances will be offered for sale.

(f) If any other work is to be reproduced on the same contrivance with the musical work specified in accordance with paragraph (b), the name of such work.

3. The notice shall, not less than 14 days before any contrivances on which the musical work is reproduced are offered for sale, be sent by registered post or published by advertisement as follows:

(a) If the name of the owner of the copyright, or his agent for the receipt of notice, is known or can with reasonable diligence be ascertained, the notice shall be sent to such owner or agent at his address, if known (if such address is not known and the musical work has been published) at the address of the publisher.

(b) In any other case the notice shall be advertised in the London Gazette; such advertisement shall give the particulars required by paragraphs (a) and (b) of Regulation 1 and shall also state an address from which a copy of the notice described in Regulation 1 may be obtained.

4. If at any time it is desired to make additional copies of the contrivances in respect of which notice has been duly given in accordance with Regulations 1 and 2 further notice shall be given in the same manner, but as regards the particulars required by paragraphs (a), (b), (c) or (f) of Regulation 1, it shall be sufficient in such further notice to refer to the previous notice and to state that the particulars given herein remain applicable, if such is the case.

Payment of Royalties.

5.—(a) Unless otherwise agreed, royalties shall be payable by means of adhesive labels purchased from the owner of the copyright and affixed to the contrivances.

Adhesive labels of the required denominations shall on demand be supplied by the owner of the copyright, from some place within the United Kingdom, at a price equal to the amount of royalty represented thereby, and subject to these regulations no contrivances shall be delivered to a purchaser until such label or labels denoting the amount of royalty payable have been affixed thereto.

(b) If the owner of the copyright neglects or refuses to supply within a reasonable time after demand adhesive labels of the required denominations in cases where royalties are payable by means of labels, the contrivances specified in the notice may be delivered to purchasers without having labels affixed thereto, and the amount of the royalties shall be a debt due from the person making the contrivances and payable on demand made by the owner of the copyright.

(c) When royalties are by agreement payable in any other mode than by means of adhesive labels, the time and frequency of the payment shall be such as are specified in the agreement.

(d) The adhesive label supplied as aforesaid shall be an adhesive paper label, triangular in shape, each side being not greater than $\frac{3}{4}$ inch in length.

Ordinary Retail Selling Price.

6. The ordinary retail selling price of any contrivance shall be calculated at the marked or catalogued selling price of single copies to the public, or, if there is no such marked or catalogued selling price, at the highest price at which single copies are ordinarily sold to the public.

Inquiries.

7. The inquiries referred to in Section 19 (5) of the Copyright Act, 1911, shall be made by letter sent by registered post to the owner of the copyright at his ordinary address and containing:

(a) A statement of the name of the musical work in respect of which the inquiries are made, and a description sufficient to identify it.

(b) A statement of the name and address of the person making the inquiries.

(c) An allegation that a contrivance has previously been made by means of which the musical work may be mechanically performed, with a description of such contrivance.

(d) An inquiry whether the contrivance so described was made with the consent or acquiescence of the owner of the copyright.

8. The prescribed time for reply to such inquiries shall be 14 days after the date when the letter making the inquiries would be delivered in the ordinary course of post.

Interpretation.

9. In these Regulations the expression "owner of the copyright" has the same meaning as in Section 19 (2) of the Copyright Act, 1911.

Universal Copyrights, Ltd.

As the outcome of the meeting of talking machine manufacturers, previously reported in these columns, a new company has been formed, having for its object the protection of the rights and interests of those who are responsible for the payment of the royalties. The company, which is a private one, is registered under the title of Universal Copyrights, Ltd., with a nominal capital of £10,000 in £1 shares, and its registered office is at 32, Poultry, E.C. The subscribers, who comprise practically all the record manufacturers, have appointed Sir George Croydon Marks, M.P., chairman, and Paul H. Cromelin (National Phonograph Co., Ltd.), and Louis Sterling (Columbia Phonograph Co., General), as directors. Hugh Cumming Rabbidge is the secretary.

In the memorandum of association a summary of the objects of the company as set forth are in part:

3.—(A) To acquire copyrights, musical, dramatic, artistic, etc., and to sell, lease, or deal with the same.

(B) To enter into agreement with any person or firm in any part of the world for dealing with or exploiting the right of production anywhere.

(C) To act as publishing agents and to undertake the collection of royalties, etc.

(D) To act as agents between publishers or authors and mechanical, etc., reproducers.

(E) To publish and produce any literary, etc., work.

(F) Foreign registration.

(G) To protect members against infringement of copyright, etc.

(H) To procure information for members.

(I) To consider questions relating to copyright, and to promote and oppose legislation, etc.

International Copyright.

In the House of Commons, in reply to Sir G. Baring, Mr. Buxton said that the Berlin Copyright Convention of 1908 had not yet been ratified by his Majesty's Government. Of the 16 countries which were members of the Berne Copyright Union at the date of the International Conference held at Berlin in 1908, 12 had up to the present ratified the Berlin Copyright Convention.

Dealers Form Society Against Price Cutting.

The query as to whether a trader is entitled to sell goods below the price stipulated by the manufacturer remains to all intents and purposes a matter of opinion, and sometimes a matter of circumstances. There are those who hold that freedom in this regard is imperative to commercial existence, because while not always desirous of

(Continued on page 43.)

underselling, it is a matter of necessity when the trade locally is not cut up by competitors as to render maintenance of full prices absolutely useless. Many straight-dealing talking machine retailers are in this unhappy position. They have to stand by and see their trade decline, and pass to the benefit of local competitors who do not hesitate to offer the public records at prices which leave little or no margin of profit, hoping, however, to make good on other lines. A sprat to catch a mackerel, a kind of fishing which, figuratively speaking, more often than not destroys the net in the finish. In the meantime your hard-working dealer finds his endeavors to maintain prices impossible. He, too, must cut in order to save the fast departing vestige of what was once a prosperous business. It is a really deplorable situation, and the remarkable thing is that the manufacturers' efforts, such as they are, do not indicate the slightest check on this ever-growing evil.

Things have reached such a serious, not to say grave, aspect that certain of the dealers themselves have moved in the matter, with the result that a society has been formed under the style and title of the British Gramophone and Phonograph Dealers' Protective Association.

The chairman is W. E. S. Wilcox, 33, Oxford street, W., and Henry Seymour, Kelvin House, 1, Richmond Crescent, London, N., has been appointed honorary secretary and treasurer pro tem.

As set forth in the provisional memorandum, the objects and rules are as hereunder:

Objects.—To vindicate the principle of price maintenance in the sale of gramophone and phonograph goods; to prevent "cutting" and other forms of unfair competition, and to protect the interests of the trade generally.

What May Be the Real Object.

Doubtless the real object of the association, always providing that the membership is sufficiently strong, is to bring pressure upon the manufacturers

with a view to forcing them to take more vigorous action against known price-cutters. Alone, I have no great hopes of the association ever reaching that strength and influence so necessary to the successful carrying out of their plans, but if they can only obtain the active co-operation of the manufacturers then their future should be a brilliant one. The manufacturers are the fountain source of supply, and as such they and they alone should devise and put into effect measures of sufficient practicability to ensure control of their output. Perhaps something of this nature may result from the action of the little gallant band of dealers, who have at any rate shown earnest recognition of the necessity for immediate action against those who if allowed to continue their operations unhampered much longer will surely drive all respectable dealers out of the business.

Details of the Columbia Co. Fire.

An exciting and destructive fire broke out on Saturday morning, April 20, in the factory of the Columbia Phonograph Co. at Bendon Valley, Earlsfield, London. The firm occupy a range of buildings of two or three floors, covering an area of something like 150 feet by 150 feet, and fortunately, when the alarm was given, all the men and girls on the premises, numbering about 200, were able to get safely out. A grinder named William Cole, however, was unfortunately burned on the face and arms, but this was the only case of injury. The outbreak was first discovered in a room known in the works as the "Black Hole," where mixing and grinding processes were carried on. Spreading quickly to the inflammable materials used in the manufacture of records, the fire developed too rapidly for the staff to cope with, and the alarm was given. On the arrival of the brigade in strong force, hydrants and steamers were set to work at every possible point, but the fire had by this time gained such a hold that the whole place seemed doomed. By strenuous work the firemen were able

to restrict the area of the damage to about two-thirds. In the remaining portion effective work was performed by the members of the London Salvage Corps. The loss of valuable machinery and materials, it is said, will run into many thousands of pounds sterling.

Statement by the Company.

We are glad to learn from the company that they believe the bulk of the English record-matrices were saved. They have issued a notice to the trade saying that pending the rebuilding of the factory, they are making temporary arrangements for manufacturing and hope to be in a position in a fortnight or so to start delivering records again. It will, however, be some weeks before any machine deliveries can be made.

Spurring Dealers to Summer Activity.

"A word in time" is the slogan of the Gramophone Co.'s initial appeal to their dealers regarding the opening-up of summer trade. They promise dealers an extra amount of advertising support and many other advantages. And there is little doubt but that, given normal conditions in the land, they will conjointly make things hum.

If the excellent bill of fare offered each month has any bearing in this regard, and who can doubt it? there can be no question but that the program for May is extra special and will considerably assist to stimulate dealers to renew their efforts towards ensuring a record trade this coming summer. Signor Franz, the leading tenor of the Paris Opera House, is the newest acquisition. He has signed an exclusive contract to record only for "His Master's Voice." The complete list of titles for May is as follows:

"Egmont Overture" (Beethoven), New Symphony Orchestra; "La Bohème" fantasia (Part I) (Leoncavallo), and "La Bohème" fantasia (Part II) (Leoncavallo), Mayfair Orchestra; "Mickey's Birthday," two-step (Joyce), and "Dreaming,"



To T. M. the KING and
QUEEN OF SPAIN



To H. M. the KING
OF SWEDEN



To H. H. the KHEWIVE
OF EGYPT



To H. M. the KING
OF ITALY

'His Master's Voice'

Trade Mark is recognized
the world over as the

Hall Mark of Quality



To H. M. the SHAH
OF PERSIA



BY APPOINTMENT
TO H. M. QUEEN ALEXANDRA

AUSTRIA: Oesterr. Grammophon-Gesellschaft, m. b. H., 8, Krugerstrasse, Vienna.
BELGIUM: Cie. Française du Gramophone, 51, Avenue de la Porte de Hal, Brussels.
DENMARK: Skandinavisk Grammophon-Aktieselskab, Frihavnen, Copenhagen.
FRANCE: Cie. Française du Gramophone, 15, Rue Bleue, Paris.
GERMANY: Deutsche Grammophon-Aktiengesellschaft, 35, Ritterstrasse, Berlin, S42.
HOLLAND: American Import Co., 22a, Amsterd, Veerkade, The Hague.
HUNGARY: The Gramophone Co., Ltd., IV. Kossuth Lajos-utca 8, Budapest.
ITALY: Compagnia Italiana del Gramofono, 5, Via S. Prospero, Milan.
SPAIN: Cia. Francesa del Gramophone, 56, Balmes, Barcelona.

RUSSIA: The Gramophone Co., Ltd., 33, Alexanderstrasse, Riga; 58, Fontanka, St. Petersburg; 9, Golovinsky Prospect, Tiflis; Warsaw.
SWEDEN: Skandinaviska Grammophon-Aktiebolaget, 52, Appelbergsgatan, Stockholm.
EGYPT: The Gramophone Co., Ltd., 13, Rue Stamboul, Alexandria; Rue Mousky, Cairo.
EAST AFRICA: Bayley & Co., Lourenço Marques, 8 Beira.
SOUTH AFRICA: Darter & Sons, Adderley St., Cape Town; Mackay Bros. & McMahon, 443 West Street, Durban; Ivan H. Haaburger, Maitland street, Bloemfontein.
INDIA: The Gramophone Co., Ltd., 139, Balliaghatta Road, Calcutta; 7, Bell Lane, Fort, Bombay.
AUSTRALIA: The Gramophone Co., Ltd., Hoffnungs Chambers, Pitt Street, Sydney.
GREAT BRITAIN: The Gramophone Co., Ltd., 21, City Road, E. C.

GREAT BRITAIN

The Gramophone Co., Ltd.

21 CITY ROAD
LONDON, E. C.



FROM OUR LONDON HEADQUARTERS—(Continued.)

waltz (Joyce), Joyce's Famous Orchestra; "Bronze Horse Overture" (Auber); "America-Egyptian Serenade" (Lincke); "A Southern Wedding" (Part I), and "A Southern Wedding" (Part II) (Adolph Lotter), Band of H. M. Coldstream Guards; "Large"—"Rest" (Handel), Mdme. Kirkby Lunn; "The Distant Shore" (Sullivan), John Harrison; "Molly Brannigan" (Stanford), Percy Whitehead; "Because" (Cowen), Thorpe Bates; "Reuben Ranzo" (Eric Coates), Harry Dearth; "Nymphs and Shepherds" (Purcell), Miss Ada Forrest; "Douglas Gordon" (Killie), Mdme. Edna Thornton; "The Last Watch" (Pincuti), Miss Ruby Helder; "Chanson Meditation" (R. Cottenet) (violin), Fritz Kreisler; "Barcarolle" (Offenbach) (cello), W. H. Square; (a) "Etude—G Flat (Chopin), (b) "Bee's Wedding" (Mendelssohn) (piano), Miss Irene Scharrer; "Everybody's Doing It Now" (Irving Berlin) (from the "Empire Revue"), Robert Hale and Miss Ida Crisp; "Paper Bag Cookery" (H. E. Pether), Harry Fragon; "Lucia di Lammermoor" (Donizetti) (sextette), Grand Opera Company. Celebrity Records (12/6) "O Ma Charmante," Battistini; "Aida"—"O Celeste Aida" (Verdi), and "Carmen"—"Air de la fleur" (Bizet), Signor Franz; and (9) "Czardas Die Fledermaus" (Nightbirds) (Strauss), Mdme. Selma Kurz.

Gramophone Co. Dividend Declared.

An interim dividend at the rate of 10 per cent. per annum, less income tax, on the ordinary shares for the past quarter, has been announced by the Gramophone Co., Ltd.

New Offices for National Gramophone Co.

The National Gramophone Co., Ltd., has announced their occupation of new offices and recording rooms at 15 and 17 City Road, London, E. C.

New Company.

Whiner Record Co., Ltd.; capital £100 in £1 shares. Disc record manufacturers. Registered office, Willowbrook Grove, Camberwell, London, S.E.

Copyright Protective Society (Mechanical Rights), Ltd. Limited by guarantee. No address given.

A Tall Yarn.

An American lady who did not wish to receive a newspaper representative sent her gramophone to speak to him instead. This clever idea is not likely, however, to appeal here, as there is still a something in the timbre of a gramophone which does not adequately represent an English lady's voice.

Nevertheless, says the *Bystander*, there is a great deal to be said for substituting a gramophone for oneself on certain occasions. If some dull people are calling, for example, or the tax collector, and you don't personally want to meet them, but you want to say something to them that will prevent them calling again, what could be more useful?

There are lots of golfers we have met who would be far happier if they sent a gramophone to do a round for them instead of going themselves. The gramophones would, in some ways, be more effective, too, for you can't really always say what you want to when you are hot and annoyed.

Change in German Patent Law.

From time to time attention has been drawn to the fact that there is a need for alteration in the existing laws of this country, so that invention may be encouraged. It is also worth noting here that during the year a change was made in the German patent law, which now brings it into line with that existing in this country. A German patent can now be revoked if the working is being effected either exclusively or principally outside the German Empire or its colonies.

Announces Change of Address.

Dans Clarke, maker of the famous Flex diaphragm, announces a change of address. His new quarters are located at 14 Lorne Grove, Fallowfield, Manchester, England.

Feature "The Pink Lady" Records.

As a foreword to their supplementary list of titles for June the National Phonograph Co. refer to the records they have issued of selections from that successful musical comedy, "The Pink Lady," which is meeting with an exceptionally hearty reception at the Globe Theater, London. The selec-

INJUNCTION REFUSED TO NATIONAL PHONOGRAPH CO.

in Its Action Against the National Gramophone Co., Ltd., of Great Britain, to Restrain the Latter from the Use of the Name "National"—Defendant's Claim That They Only Desired and Intended to Trade in Gramophones, Upheld by Court—Some Interesting Points Raised in the Testimony Offered in Connection with the Trial of the Suit.

(Special to The Talking Machine World.)

London, Eng., May 6, 1912.

In the Chancery Division on Wednesday, 24th April, before Mr. Justice Eve, the action by the National Phonograph Co., Ltd., v. the National Gramophone Co., Ltd., was dismissed with costs. The plaintiffs claimed an injunction restraining the defendant company from carrying on under the name of the National Gramophone Co., Ltd., the business of manufacturing, selling, or dealing in talking machines and accessories thereto, or any other business carried or likely to be carried on by the plaintiff company. The defense was that they only dealt in and intended to deal in gramophones and gramophone records, in accordance with the Packman patents acquired by them, whereas the plaintiffs or the American company for whom they were agents, only dealt in phonographs and phonograph records. The defendants further denied that the plaintiff or the American company had commenced to manufacture or deal in gramophones or gramophone records. They declared that the plaintiff's goods were always known to the trade and to the public as Edison goods, and they denied that confusion was likely to arise.

The plaintiffs were represented by Mr. E. Clayton K.C., and Mr. Cyril Hartree (instructed by Mr. R. O. Reed) and the defendants by Mr. P. O. Lawrence K.C. and Mr. D. M. Hogg (instructed by Messrs. Roger Sadd & Stollard). The plaintiffs case occupied three days. Mr. E. Clayton K.C. opened the case. The plaintiff company, he said was registered by Messrs. Young & Sinclair, in 1902 without authority of the American Co., called the National Phonograph Co. of America. In 1902 Sir George Croyden Marks as attorney for the American Co. brought action against Messrs. Young & Sinclair to restrain them from using the name of National Phonograph Co., Ltd. In that action an affidavit was filed by Mr. Young, in which he swore that having heard other persons were about to register the company with the plaintiffs' title he wrote to the plaintiff company at Antwerp to know whether they had any objection to his registering the title of National Phonograph Co., Ltd., and said that unless he heard to the contrary by return, he would proceed to do so; and not receiving any reply after waiting a month, he registered the company for the protection of plaintiff company and that he was ready and willing to transfer to the plaintiff company the title and registration upon reasonable and proper

terms. That action was settled by the plaintiff company paying costs of action and registration and taking over the benefit of the company registered by Mr. Young.

The plaintiff company were now sole agents for the American company. The defendant company was registered in June, 1911, and Mr. Lewis Young became a party to the contract for sale to the defendant company, as trustee. Counsel suggested that the title of the defendant company was chosen at the instigation of Mr. Lewis Young and that this was a repetition of what had occurred in 1902.

Continuing plaintiffs' counsel stated that the plaintiff company was commonly called the National Co. Their goods were known as genuine Edison goods, but it was very common to speak of them as "National" goods. And he argued that if he was able to satisfy the court that the title of defendant company was chosen with intent to deceive or that the use of such title was calculated to deceive or probably lead to confusion, the plaintiffs were entitled to succeed.

Plaintiffs' counsel further explained that the plaintiff company had up to the present time only dealt in phonographs and phonograph records, but that for some time past they had been experimenting in gramophones and gramophone records and that in July, 1911, an announcement was made in the Talking Machine World that it was the intention of the American company to introduce into the market, gramophone disc records. And he suggested that the title of defendant company was adopted for the purpose of obtaining the benefit of the plaintiffs' good will.

Sir George Croyden Marks was called. He said that since 1902 he had been attorney for the American Co. The American Co. dealt in phonographs and cylinder records, but not in disc records. He explained that the only distinction between disc and cylinder records was the shape of the article and that Mr. Edison's patent covered both records. The words "phonograph" and "gramophone" had no particular meaning except in relation to talking machines and the words were interchangeable among the public. The American Co. had been manufacturing disc records ever since November, 1910, and in October, 1911, they were ready for the market.

By Mr. P. C. Lawrence K.C. cross-examining: The plaintiff company only supplied the trade and the trade knew the difference between phonograph and gramophone.

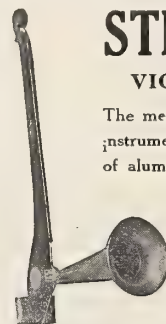
tions are "My Beautiful Lady," sung by Miss Elizabeth Spencer; "By the Saskatchewan," by Frederick Weld and chorus, and "The Pink Lady" selection, by the American Standard Orchestra.

Attention is also directed to the June Amberol Concert Records, which, by the way, have found much favor this side. In the list under notice two new and exclusive Edison artistes deserve mention. Eleonora de Cisneros has sung the contralto roles in almost every important opera, and the Hoffmann Quartet, which has acquired a very high reputation in the musical world, will be recognized as the representative instrumental quartet of Boston, U. S. A. The former artiste has recorded the famous "Ben Bolt," and the latter are responsible for "Molts Lento," quartet, Op. 17, No. 2 (Rubenstein). Other records in this supplement are as follows: *Edison Amberol Records*—"Regimental Marches" (No. 1, Brigade of Guards), National Military Band; "Meet Me To-night in Dreamland" (Friedmann), Glandon Roberts; "Keep on Toddlng Along" (Godfrey and Williams), Billy Williams; "God Save Ireland" (T. D. Sullivan), David Brazell; "See What Percy's Picked Up in the Park," Miss Rose Hayes; "When Your Luck Is In" (Ellerton and Mayne), Stanley Kirkby; "The Charge of the Light Brigade" (Lord Tennyson), (recitation), Bransby Williams; "March of the Cameron Men" (Campbell), T. F. Kinniburgh; "Silly Ass" (David and Arthurs), Jack Charman; "Selection from Iolanthe" (Sullivan), H. M. Irish Guards Band; "The Count of Luxemburg"—"Waltzes" (F. Lehar), American Standard Orchestra; "God Is Love, His Mercy Brightens" (C. Kreutzer), Miss Agnes Kimball, Reed Miller and Frank Croxton; "Happy Days" (A. Strelezki), Venetian Instrumental Trio; "Do You Remember the Last Waltz?" (Bennett Scott), Irving Gillette; "So So" polka (xylophone duet), (P. Fahrback, Jd.), Chas. Daab and William Dorn; "Say Au Revoir But Not Good-bye" (H. Kennedy), Will Oakland and chorus; "Boston Commandery March" (T. M. Carter), Edison Concert Band, and others.

Ragtime the Rage.

Abundant evidence of the present demand for

ragtime music is the issue of a special supplement of Columbia-Rena records embracing four new ragtime hits—and this exclusive of the double-record in the current monthly supplement which gives us the "Mysterious Rag" and the "Chanticleer Rag." The ragtime numbers on this special Columbia-Rena supplement include a band record of "Alexander's Ragtime Band" and "That Mysterious Rag," and a vocal record of the big ragtime number from which the Empire Theatre revue takes its name, "Everybody's Doin' It." Opportunity is taken to enumerate all the previously listed ragtime numbers on Columbia-Rena, and we may be sure that the dissemination of this timely supplement and the records it offers will only serve to intensify the ragtime boom.



One String Fiddle

STROH VIOLS

VIOLIN, VIOLA, ETC.

The mellow and matured tone of these instruments, which are constructed largely of aluminum, yet possess none of the characteristics of the gramophone or wind instrument, is only one of its many points which are fully set out in an illustrated booklet which will be mailed free on request to the sole makers.

GEO. EVANS & CO. 94 Albany St. London, Eng

OR
OLIVER DITSON CO.

150 Tremont Street
BOSTON
NEW YORK and PHILADELPHIA



Violin

He admitted that some hundreds of companies were registered with the word "National," but he claimed the exclusive right to the use of the word "National" in connection with talking machine goods. He would not object to a title, such as the National Talking Machine Co. Plaintiff company had never used the word gramophone in connection with their goods. The plaintiffs never referred to their goods as "National" goods.

They were emphasized as Edison goods, with the trade-mark "Thomas A. Edison." Counsel put in several advertisements and catalogs issued by the plaintiff company, in which their goods were described as Edison goods, and the company as the Edison Co. He also put in cylinder records upon which the name of the National Phonograph Co. did not appear at all, but the name Edison or signature "Thomas A. Edison" appeared on every record.

Sir George agreed that the gramophone could not be taken for the phonograph and that the gramophone records could not be used for the phonograph. He disagreed with the opinion of Mr. Justice Parker in the gramophone case and stated that the general public did not distinguish between gramophone and a phonograph. Witness' attention was drawn to the statement appearing in the Talking Machine News in September, 1911, where it was stated that any announcement as to the introduction of gramophone records by the plaintiffs was premature and unauthorized.

Sir George contended that Mr. Lewis Young registered the plaintiff company before there was any time for a reply to be sent to the letter he had written; the company, however, was not registered for a month after the letter. He did not make any affidavit in response to that filed by Mr. Young in the proceedings referred to and the action was settled by the payment of Mr. Young's costs and the expenses of registering the company.

Mr. Cromelin, managing director of the plaintiff company said that since May, 1911, he had known that the American Co. had been engaged in the manufacture of disc records. He had heard rumors to this effect before May. No samples had ever been shown in this country. The word "National" had become a distinctive part of their title. They had spent millions in advertising (presumably dollars) and not one per cent. of the public knew the difference between phonograph and gramophone and the only difference was that one was designed for a disc record and the other for a cylinder record.

Cross-examined by Mr. G. M. Hogg: The new departure in disc records was an interesting event in the trade. No notice appeared in any trade journals before July, 1911. His happening to know before that date was the result of making special inquiries. There were no disc machines or disc records manufactured by the American Co. anywhere on the market. He did not know that a "National" record was already on the market and had never seen before the "National" record, which was now shown to him in court. He had been in this country since June, 1911.

Plaintiffs advertised their goods as Edison goods and he could not give any instance where the goods were advertised as "National." The dealers also advertised as the National Phonograph Co., and being the only company with the word "National" it had become convenient to call the company the National Co. Witness believed that the plaintiffs were entitled to the exclusive right to use the name "National." The plaintiffs' records were known to the public as "Edison Records" and nothing else and that was what they wished. The trade generally understood the difference between the gramophone and the phonograph and were familiar with the plaintiffs' goods. They were not genuine unless the signature "Thomas A. Edison" appeared thereon.

Mr. J. G. Murdoch, managing director of J. G. Murdoch & Co., Ltd., Farringdon Road, E.C., said they always referred to the plaintiff company as the "National Co." They always called their goods the "Edison product." They were not called by any other name that he was aware of. He first heard of the defendant company at Leipzig Fair in March last. Many months before May, 1911, Mr. Graf told him that the American Co. were manufacturing disc records. This had been discussed for two years, but he had not seen any on the market yet.

Cross-examined: He had never heard the plaintiff company called the Edison Co.

Mr. A. Ficker, manager of the new Polyphone Supply Co., Ltd., of 2 Newman street, said he had ten years experience with the plaintiff company. In talking of plaintiff company he would simply say "National People" or "National Goods." He had heard in September, 1910, that plaintiff company were bringing out a disc machine. He did not think it had been widely discussed, because there were no such goods to offer to the public.

Cross-examined: He knew what an Edison record was; and that no goods were genuine without the trade-mark "Thomas A. Edison." The goods of the company were described as Thomas A. Edison or Edison goods. If a dealer ordered Edison records he would inquire if the dealer meant an Edison Bell record, Thomas A. Edison record, or a National record. Edison goods were confused with Edison Bell goods. He had never seen any document in which plaintiffs' goods were described as National goods. They advertised them as Thomas A. Edison goods.

Mr. A. W. Gamage, of A. W. Gamage & Co., Ltd., said

his company dealt in all the different makes of gramophones and phonographs and they had dealt with the National Phonograph Co. from the beginning. He had got to know it as the National Phonograph Co. He also knew it as the Edison Co. The goods were generally spoken of as the National Phonograph goods or National goods. The word phonograph was not always put with the title as it was rather a long word. If he heard the National Co. mentioned he would think it referred to the National Phonograph Co. with reference to Edison products.

Plaintiffs' goods were spoken of a "National" to distinguish them from "Edison Bell." He heard of defendant company some months ago.

Cross-examined by Mr. P. O. Lawrence. He did not sell in the shop himself, except that he might do so occasionally. He knew Edison goods, but the words "National" generally appeared thereon. He would not be surprised if his salesman did not know what record was referred to if he were asked for a "National" record. The gramophone was more popular than the phonograph. His firm sold more of the former.

Mr. R. J. Ross, manager for Messrs. Stockalls, Clerkenwell Rd., E. C., also gave evidence in support of plaintiffs' case.

Cross-examined he did not read the Talking Machine News, but agreed it was a well-known paper. Messrs. Stockall always used the word "Edison" in their advertisements relating to Edison goods. They did not use the words "National" and their factors and dealers advertised in the same manner. It was also well known to the trade and to anyone who dealt in plaintiff company's goods that no goods were genuine unless they bore trade-mark "Thomas A. Edison." He invoiced Edison goods as standard or Amberol records. He knew the distinction between gramophones and phonographs and that the plaintiff never supplied gramophones.

Mr. Wilcox, 23 Oxford street, retail dealer, and Mr. Dawson, manager of Messrs. Brown Bros., gave similar evidence, as did Mr. Brian, of Croyden, and C. B. Woolton.

Mr. A. I. Paskell, carrying on retail businesses as Paskell's & Key's, gave evidence to the same effect.

Mr. Cyril Hartree having addressed the court in support of the plaintiffs' case.

Mr. P. O. Lawrence, K.C., submitted that there was no case for the defendants to answer. In his argument he pointed out that no evidence had been given in support of the allegation that Mr. Lewis Young had improperly registered plaintiff company in 1902, or that the registration of the defendant company was a repetition of what had occurred in 1902. He pointed out that Mr. Young had given notice to the American Co. of his intention to register the National Phonograph Co., Ltd., for their own protection and did not proceed to register it for a month, after notice was given. After the action was brought against Mr. Young the latter offered to give the plaintiffs' the benefit of registration, which was accepted, the plaintiffs' paying costs of the action and of the registration.

Mr. Lewis Young had no connection whatever with the defendant company and took no part in its incorporation. He was a stranger to all the parties interested in the defendant company, except Mr. Packman, the patentee. The only evidence connecting Mr. Young with the defendant company was that he acted in a nominal capacity, and he so acted on a request of Mr. Packman and no other person could so act.

Dealing with the allegation that the defendants were aware that the plaintiffs intended to introduce gramophone records upon the English market, and adopted the title National Gramophone Co., Ltd., with the object of acquiring the plaintiffs' good will, counsel pointed out that defendant company was registered in June, 1911, and the title must have been fixed some time before that date. While the first intimation of the plaintiffs' intention to use gramophone discs appeared in an American paper, in the following July. The plaintiffs up to the present time had not introduced gramophone discs to the market and it was not known whether such records were to be introduced at all. Counsel further pointed out that the plaintiff company were referred to in the trade journals as the Edison Co.; that they were known in the trade as the Edison Co., and that the records were always advertised both by the plaintiffs and their dealers as Edison records and were not genuine unless the trade-mark Thomas A. Edison was upon them, while the defendants' records were prominently marked with the title National Gramophone Co., Ltd., and the trade name Marathon had been applied for with the object of placing it upon their goods. Finally plaintiffs only dealt in phonographs and phonograph records, while the defendants only dealt with gramophone records, and the products of one company, not possibly be mistaken for the goods of the other company.

Mr. Justice Eve intimated that whatever his opinion might be of the plaintiffs' case, having regard to the view of the Court of Appeal, he was not prepared at the present stage to withdraw the case; but thought the defendants should proceed.

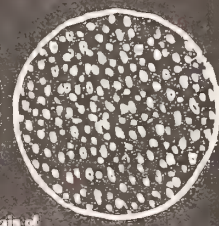
Mr. Lawrence then called Mr. P. J. Packman, the inventor of the patent gramophone record acquired by the defendant company. In the course of his evidence he

(Continued on page 46.)

Don't Buy Needles That Damage Records



Bad Needles



Grain of

Condor Needles

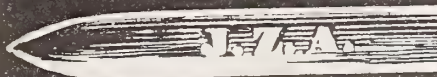
When a needle is running a record, the friction causes the polished surface of the needle to be taken off, while its interior (grain) is exposed and touches the sound waves.

Consequence:

The poorer the polishing and rougher the grain, the more the sound waves are injured!

Only *Condor Needles* are warranted to have always the highest and most perfect polish, smoothest grain. Using them means:

Finest Reproduction, No Ruin of Record.



Sole Manufacturer

JOS. ZIMMERMANN

Needle and Pin Works

AACHEN, GERMANY

CHEMISCHE
FABRIK

E. SAUERLANDT

FLURSTEDT
bei Apolda i. Th., Germany

The largest manufacturing plant in the world devoted exclusively to the manufacture of Master-Waxes and Master-Blanks for

Gramophone and Phonograph Recording

Sole Manufacturer of **Wax "P,"** the best recording material for Berliner-cut.

stated he was one of the vendors of the company of the improvements of the patent. He said that gramophones were more popular than phonographs, and larger sales replaced this preference. The witness proceeded to explain that the title of defendant company was fixed in April, 1910, by himself and his co-vendors, and he told how the title came to be decided. The word gramophone was chosen instead of the general term talking machine, as the former denoted the class of goods to be dealt in by the new company. First of all he suggested "International" but this was objected to by the other parties interested, because it was the intention to sell the foreign rights and it was thought more appropriate to use the word "National." The witness stated that he knew Mr. Young about 9 years ago, but had only seen him six or seven times during the nine years. Mr. Young had taken no part whatever in fixing the name of the defendant company, or in its registration. At this stage Mr. Clayton, K.C., intervened and stated that his clients had instructed him that raving regard to the views expressed by the learned judge, they did not desire to continue the action and accordingly withdrew.

Mr. Justice Eve thereupon directed that the action should be dismissed with costs.

National Co. to Change Its Name.

As a direct result of this case I am given to understand that the National Phonograph Co., Ltd., will trade under a new name in the near future. It has in contemplation the adoption of some such title as the Thomas A. Edison Co., Ltd.

GRAND RAPIDS DEALERS ORGANIZE.

Talking Machine Men Form Association for Mutual Protection.

(Special to The Talking Machine World.)

Grand Rapids, Mich., May 5, 1912.

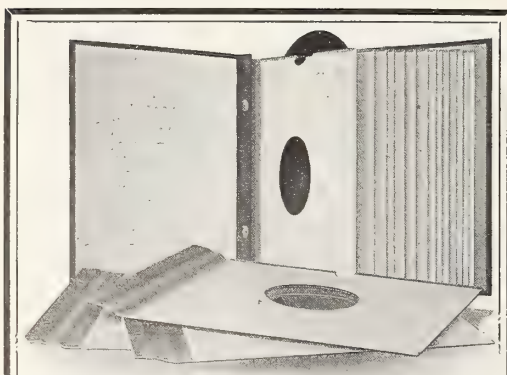
Talking machine dealers of the city met at the Livingston one evening recently and formed a talking-machine association for the purpose of mutual benefit and protection. The Friedrich Music house will be headquarters of the association and J. A. J. Friedrich will act as temporary chairman, with John Bodbyl secretary.

A collection system and exchange bureau for machines will be installed with the following firms affiliated: J. A. J. Friedrich, Young & Chaffee Furniture Co., Heyman Co., John Bodbyl, Winegar Furniture Co., L. E. Phillips, Herrick Piano Co. and M. M. Marrin & Co. Meetings will be held monthly.

REPOINTING OLD NEEDLES.

Ten thousand dollars will be put into the business of repointing worn talking machine needles by a Japanese firm at Los Angeles, Cal. Yoichiro Sugimura and Y. Teraoka are in receipt of letters patent on a new invention for this purpose and the company will be incorporated immediately with the above mentioned capital.

Take the Trouble—It Will Pay You. One of the secrets of the success of this business is the general willingness to "take the trouble"; to do each detail in the best, possible manner.



PATENT APPLIED FOR.

Standard Loose Leaf Holders for Disc Records

Each leaf affords a separate compartment for the perfect protection and preservation of the record. By our loose leaf method records can be arranged to suit the user, making them easy and quick to find. Leaves can be added at any time, and in any quantity desired. Name of record read at a glance. Write for dealers' terms and discounts.

Adams, Cushing & Foster
168 Devonshire Street BOSTON, MASS.

THE SOUTHERN CALIFORNIA TRADE.

General Reports of Trade Conditions Most Satisfactory—Columbia Grafonolas for Pasadena Music Co.—New Company to Manufacture Device for Illustrating Disc Records Automatically—An Instance of Chinese Politeness—News from the Smaller Towns.

(Special to The Talking Machine World.)

Los Angeles, Cal., May 5, 1912.

Many dealers in the city and the surrounding country report that trade for the month of April was very gratifying in all grades of machines and records. The new Columbia Princess is showing itself to be a good seller for such a short time on the market.

Los Angeles can be proud of the fact that it is again the chosen city for the great gathering of Shriners, who are now gathering and whom we so cordially welcome.

Ed. Borgum, who has spent many years along the coast in the talking machine line, is now engaged in the manufacturing business of the new improved lift and force pump.

The Pasadena Music Co. has recently installed a complete line of Columbia Grafonolas. Mr. Campbell, who is in charge, is an enthusiastic admirer of the table grafonola. He and his chief assistant, Harry Vejer, have already sold quite a number of these instruments in Pasadena.

The San Diego branch of the Southern California Music Co. is enjoying an excellent boom in the talking machine line. This is due to the untiring energy and hard work of Mr. Dible, who is manager of this department. His courteousness and endeavors to please commend themselves to all who meet him.

A. Friedman, distributor of the Hiles & Thahammer automatic electric record-stop, reports a good demand for this specialty.

The Eilers Music Co. has added several more sound-proof rooms to its talking machine department, thus being able to accommodate more customers.

W. A. Voltz, the representative of the Thomas A. Edison (Inc.), is making calls on dealers of the suburban towns, both in the valley and along the coast.

A new company has been incorporated under the laws of California called the International Phonoscope Co., to manufacture an instrument that can be attached to any disc talking machine for the purpose of illustrating disc records automatically by means of colored or plain film slides, made up on the order of the moving picture film. This instrument has aroused a great deal of interest among all who have seen it operated, which gives it the name of a perfect song illustrator. It will be moderate in price. Henry Seeman is the inventor.

C. W. Phillips, representing the Thomas A. Edison (Inc.), was in Los Angeles for several days demonstrating the Edison Home Kinetoscope, which he had no trouble convincing dealers of its merits as to popularity and success.

H. B. Hinman, the well known manager of J. B. Brown's talking machine department, has engaged the services of Mr. V. B. Chatter, formerly of Fletcher Bros. of Vancouver, B. C. He is well versed in both Victor and Columbia lines.

The Southern California Music Co. has been successful in securing the jobbing agency for the Edison Home Kinetoscope. A department has been fitted up with dark rooms with all the comfort possible for the demonstration of this special machine. O. A. Lovejoy, manager of the talking machine department, also has charge of this new department, for which he predicts a most wonderful trade in this line, which opens up entirely a new field for the dealers.

Messrs. Shireson Bros., of Los Angeles, relate a story which well illustrates the inherent politeness of the sons of the Celestial Empire, or, should we say republic. A vigorous advertising campaign has lately been undertaken by Shireson Bros. in the Chinese newspapers, and the results have been extremely profitable. In addition to the numerous applications for machines and records, the follow-

ing answer was received one morning (written in Chinese, of course):

"Esteemed Ones—It is my great and never-dying hope that you will ever live in happiness and prosperity, etc., etc. I have read your gratifying advertisement in the newspaper and admire it beyond praise. I unfortunately already own a talking machine, so will not need to buy one.

(Signed) "Ting Lee Hop."

The above is a free translation, but shows the true spirit. Were advertising results ever more gratifying?

SOME STRIKING PUBLICITY

On Behalf of Landay Bros., Inc., in the New York Papers Wins High Praise.

Some of the most remarkable retail advertising in promotion of Victor talking machines and records is that which has been running and is now appearing in the New York papers over the name of Landay Bros., Inc. This copy is bringing good results to that house, as indeed good copy should. The illustration at the top always fits in admirably with the headline of the text, and the selection of type faces is pleasing to the trained eye and easily seen by the readers of the papers. For clean-cut modern retail advertising of the Victor, the Landay publicity is worthy in every respect of great praise. These advertisements are prepared under the direct supervision of Max Landay of this company, at the uptown offices and warerooms, 563 Fifth avenue, New York. The other Landay stores, as the trade know, are at 400 Fifth avenue and 27 West 34th street.

RECORDS BY CELEBRITIES

Just Issued by the Columbia Phonograph Co. Should Interest the Trade.

The June supplement of Columbia Double-Disc records is out and in the hands of the dealers. Featured in this latest supplement to the Columbia catalog of January, 1912, are many of the famous artists of the present day. Among those to whom special space in the supplement is devoted is Georgette Leblanc Maeterlinck, who has won much fame since her entree into American operatic affairs. The first two Maeterlinck records are from Carmen and Thais. New records by David Bispham, Olitzka, Barron Berthald and the popular comedians, Weber and Fields, are listed.

ADVERTISE FOR IT, OF COURSE.

"Will you allow me to ask you a question?" interrupted a man in the audience.

"Certainly, sir," said the lecturer.

"You have given us a lot of figures about immigration, increase of wealth, the growth of trusts and all that," said the man. "Let's see what you know about figures yourself. How do you find the greatest common divisor?"

Slowly and deliberately the orator took a glass of water.

Then he pointed his finger straight at the questioner. Lightning flashed from his eyes, and he replied, in a voice that made the gas jets quiver:

"Advertise for it, you ignoramus!"

The audience cheered and yelled and stamped, and the wretched man who had asked the question crawled out of the hall a total wreck.

See the point?

Talking Machine Manager Wanted.

Talking Machine Manager to take charge of a very large Victor retail business located in one of the largest cities in the country. In answering give present employer, references and details about personal habits, etc. State salary desired. Excellent opportunity for advancement. Address V.E.C., care of The Talking Machine World, 373 Fourth Ave., New York.

TRADE CONDITIONS ACTIVE

In Cleveland and Locality—Hart Piano Co. Buys Stock of Talking Machine Co.—Manager Madsen Makes Cheery Report Regarding Conditions with Columbia Co.—B. Dreher's Sons Co. to Have Larger Quarters on Euclid Avenue—Buescher & Sons Co. to Locate in the New Swetland Building—Dealers Well Pleased with Present Conditions and Prospects.

(Special to The Talking Machine World.)

Cleveland, O., May 7, 1912.

With the advent of beautiful spring weather a livelier aspect is presented in the talking machine stores and sales are multiplying rapidly. Distributors of Victor goods complain that they are still unable to obtain sufficient of some kinds to meet the demand; however, they are handling a large volume of business and are hopefully looking forward to the time when supplies will be ample for all requirements.

The gratifying volume of trade during April, and which has continued without abatement since the first of this month, is very satisfying to the dealers, who have reason to be pleased with the business now in evidence. There is a very satisfactory percentage of gain reported compared with the same period last year, while the prospects are of the most flattering character, from the fact that general business is good.

A notable feature in talking machine circles has been the removal of the B. Dreher's Sons Co. from the old-established quarters in The Arcade to the new and elegant store on Euclid avenue, and the heads of departments are now busy arranging the goods in the various departments.

On the first of June the W. H. Buescher & Sons Co. will move to the new Swetland building, 1016 Euclid avenue, a few doors from the present location. The rooms are now being fitted up and it is claimed will be as fine as any in the country. When the company has moved the talking machine business will be largely centered in that locality.

Charles I. Davis has remodeled his store, putting in new and enlarged show windows, show cases and shelving, making a most attractive and useful improvement. He now has three large demonstration rooms and is strenuously pushing the talking machine department of his music business.

The Hart Piano Co. has purchased the stock of the Talking Machine Co., 42 The Arcade, and has moved the goods across the way into the piano store. The company has fitted up two fine demonstration rooms and will handle Victor and Edison goods.

Conditions at the Columbia store are very satisfactory. "Business," said Mr. Madsen, "is fine and is increasing every month. April showed the largest volume of business since the opening of the Cleveland branch. We credit the increasing business to the elaborate advertising campaign of our house, and the new types of Grafonolas, which keep up the dealers' enthusiasm and simply makes them hustle for business." There are several new faces in the Columbia store, among which is Sig. Olindo Marscylla, a talented young musician, with a thorough knowledge of operatic music, who is in charge of the retail department, and Miss M. A. Brown, saleswoman formerly with the U-S Phonograph Co. Mr. Madsen says business throughout Cleveland is excellent, new dealers being signed up each month.

The Eclipse Musical Co. reports business continues, as it was throughout April, of the most prosperous character. Mr. Towell, manager, stated the volume of business was constantly expanding and would be much larger if supplies could be more promptly obtained. The company is busy in both the wholesale and retail departments.

Phil Dorn, manager of the talking machine department of the Collister & Sayle Co., stated that business was very good, fully up to normal at this season of the year, in both the wholesale and retail departments. He said the demand at present was largely for the Victor IV and the cheaper



SOLID WOOD (NOT VENEERED)

Mr. Dealer!

The MUSIC MASTER is still in demand.

Music
Master
Solid Wood Horn



All the
Name
Implies

**"OF ALL MY DREAMS OF EARTHLY BLISS
THERE IS NONE THAT SEEMS SO REAL AS THIS"**

The magic of the Music Master Solid Wood Horn is it is built right—its shape, its dimensions are the result of universal public approval, the most costly shape to manufacture, but the public prefer it and it produces the best results of any wood horn or hornless machine on the market to-day.

Have you got samples to demonstrate?

Isn't it a fact that you do not know a good horn until you hear one?

It is the only horn guaranteed.

Should your jobber be unable to supply you, write us.

SHEIP & VANDEGRIFT, Inc.
PHILADELPHIA, PA.

styles of Victors and that the record sales were good.

The H. E. McMillin & Son Co. are doing an excellent business in the talking machine department. The company features the entire Edison line as well as the Victor and are building up a nice, large business. The company's store was entered on the night of April 28 by a burglar, who broke open the safe and took \$100. He over-looked \$275 right at hand.

Business is moving along prosperously with the local Edison distributor, Lawrence A. Lucker. A good, steady demand for machines and records, both locally and from the outlying districts, keeps the manager and force busy six days a week.

The W. F. Frederick Piano Co. is doing a remarkably fine business in its talking machine department. N. H. Cook, manager, is pleased with the patronage already secured and in prospect, both here and at the Canton store. The Victor department is now in full operation and has opened under the most flattering auspices.

All the retail dealers in the city are making daily

satisfactory sales of both machines and records and express themselves pleased with the business they are doing.

TALKING MACHINE EXPORTS.

The Figures for March Presented—Reports Show Falling Off for the Month.

(Special to The Talking Machine World.)

Washington, D. C., May 8, 1912.

In the summary of exports and imports of the commerce of the United States for the month of March (the latest period for which it has been compiled), which has just been issued by the Bureau of Statistics of the Department of Commerce and Labor, the following interesting figures relating to talking machines and supplies are set forth:

The total exports of talking machines, records and supplies for March, 1912, amounted to \$176,369, as compared with \$224,456 for the same month of the previous year. The nine months' exportation of talking machines, records and supplies amounted to \$2,019,873.

Every time a Weber and Fields record is played somebody laughs—and a Columbia dealer capitalizes the laugh. What do *you* make on that laugh?



Columbia Phonograph Co., Gen'l
Tribune Building, New York

GO THOU AND DO LIKEWISE.

The Letter Sent by M. J. Roth Protesting Against the Changes in Patent Laws Affecting the Fixing of Retail Prices Contains an Excellent Resume of the Situation from the Dealer's Standpoint—Worth Simulating.

Talking machine dealers have been earnestly urged by manufacturers to communicate with their representatives in the Senate and in Congress with the object of protesting against the passage of hasty laws prohibiting the fixing of retail prices on patented articles.

A very excellent letter in this connection was sent Senator O'Gorman and Congressman Kindred by M. J. Roth, talking machine dealer and general merchant at 1495 Third avenue, New York. It is a model well worth simulating and covers the various points at issue in a very exhaustive and interesting way. Mr. Roth is to be congratulated for his good work in this connection. The letter follows:

"Dear Sir—I am informed that several bills are before Congress affecting our patent laws. Among these are House Bills No. 23192 and 23193, introduced by Congressman Oldfield, to prevent manufacturers and patentees from fixing selling prices on their products.

"As one of many retail merchants directly affected by such restrictions, I must respectfully request you to use your personal influence towards preventing any hasty and radical changes which may have far-reaching and retarding effects on our commercial prosperity. The matter requires consideration and thorough study by the hearing of all parties interested pro and con. Our patent laws may need revision to suit modern conditions, but hasty action by our legislative bodies is liable to cripple or ruin many lines of industry without benefiting anybody in particular.

"The wonderful progress of our country is directly traceable to our liberal patent laws, which put a premium on human ingenuity and its exploitation. The great bulk of articles now sold at fixed prices have gained their popularity by unremitting energy and perseverance on the part of their manufacturers. They have become the standard of their kind through the law of 'survival of the fittest.' Vast capital is at work to keep them at the top. The very fact that they have a fixed value and are sold at the same price to all, maintains their standard (the same as our dollar represents 100 cents and not 79). Articles retailed at fixed prices are continually in the public's eye and must meet its final judgment as to their quality and value.

"A patentee or manufacturer marketing his product at a fixed price can count on a fair and certain percent of profit. He will constantly endeavor to improve his goods or reduce his production cost and selling price to gain new fields for his output. He not only benefits himself, but more so his employes by being able to pay liberal wages and by opening new channels for their ambition. He benefits his selling agents, distributors and dealers handling his goods, which may number thousands scattered all over the country, by

giving them protection against price cutting and illegitimate competition, securing them a living profit tending towards general prosperity. He benefits the consumer by giving him a standard article, the best that can be produced, with the manufacturer's guarantee, at a price which he can well afford and is willing to pay. He gives the public intelligent, expert service, through interested selling agents. Unrestricted imitations and cheaper substitutes act as a constant check against unreasonable profits and exorbitant prices.

"Take off restrictions and make the fixing of retail prices by the manufacturer unlawful and you open the valve wide for illegitimate competition. Big concerns, combination of retailers and mail order houses will seize the opportunity to slaughter standard, popular articles for a while, using them as cheap advertising mediums, the profit loss on which the public has to pay for otherwise. Small dealers, not able to sell at a loss, will gradually be driven out of business. The manufacturer, finding his output diminishing on account of the false standard of value created in the minds of the public through price cutting and the crippling of his channels of distribution, will soon find himself at the mercy of these big retailers and will be compelled to market his wares at their terms.

"Another step towards favoring concentration of merchandising against which these measures are supposed to be aimed. Another step towards suppressing individuality. Another step towards reducing the army of small, independent merchants, who constitute a great part of the intelligent middle class, the strength and sinews of the nation.

"Arguments for the maintenance of fixed prices on articles of merchandise could be multiplied indefinitely, far outweighing the doubtful temporary benefits which a few consumers may gain by prohibiting price protection. I therefore ask your special interest for the subject and the dangers of any law that may prove a serious check on profitable industries and commercial progress."

NEW HEARING TUBE SUPPORT.

A Progressive Feature of the Edison Dictating Machine.

As if to prove that their limit of mechanical perfection is never reached, the Edison people at frequently recurring intervals add some brand new improvement to their dictating machine, which seems for the time being to complete the measure of usefulness and attractiveness of that most excellent office appliance.

Their latest addition, while not so much of an invention, is without question a great convenience and as such will be appreciated by transcribers, for whose exclusive comfort it has been designed. It is a support for the improved aluminum hearing tube.

The new device removes whatever "drag" of the tubes on the transcriber's ears there may have formerly been. This will unquestionably insure the popularity of the improved metal hearing type design, which it is already recognized possessed features that recommended it to instantaneous popularity.

The new hearing tube support, as the accompanying illustration shows, consists of a support arm of brass (attached in a bracket in the machine), which acts as a sound conveyor and takes the place of the same length of rubber tube. It carries twelve inches of rubber tube at the machine end where it connects with the sound modifier and reproducer, and at the end toward the transcriber eighteen inches of tube which connects the arm with the hearing tube.

An ingenious little spring support extending from the support arm into the rubber tube at the transcriber's end prevents the tube from closing, even slightly, and thus insures an unobstructed passage for the reproduction at all times.

The new device will be appreciated by transcribers



Support for Hearing Tube.

not alone because it removes practically the entire weight of the tubes from the ears, but for its convenience in other directions. The support permits the tubes to be dropped from the ears and to hang within easy reach, where they can be taken up again with no trouble, or it can be pushed up, as shown in the dotted lines of the illustration, and out of the way until wanted, obviating entirely the possibility of breaking the aluminum tubes.

The support, following the idea of universality which obtains in each and every improvement to the Edison machine, can be applied to machines now in use. Any regular hearing tube can be divided into the lengths mentioned (18 and 12 inches) and attached to the support. It will hereafter be supplied, at no additional cost, with transcribing outfits where regular hearing tubes are ordered.

MAIL ORDER TRADE IN RECORDS.

The Will A. Watkin Co., Dallas, Tex., writes The World that the Southwestern Talking Machine Association has announced that the four most popular records in Texas are "Red Wing," "Dixie," "Rainbow" and "Turkey in the Straw." In this connection we may say that the Watkin house is carrying on a great post card campaign and in this way an immense mail order trade for talking machine records has been built up. This emphasizes afresh the fact that the men who are going after trade energetically and persistently are winning out.

"If you must blow your own horn, don't use too much hot air."

TRADE IN INDIANAPOLIS.

Slight Slowing Up in Business—The New Edison Kinetoscope Being Featured by the Kipp-Link Co.—Daily Papers Giving More Attention to Talking Machine Records, Thus Helping the Local Dealers—Activity with the Columbia Co.—Other Trade Gleanings.

(Special to The Talking Machine World.)

Indianapolis, Ind., May 10, 1912.

The replenishing of the coal pile may be responsible for the slight slump in the talking machine business in Indianapolis; at any rate, the talking machine men here are wishing that the man in charge of the weather would not prove so tardy in his spring delivery. Business is good, but April did not measure up, with one or two exceptions, to the record set in February and March, even though the weather has been of the kind that is dealt out in those months.

The local talking machine houses, and also those throughout the State, are appreciating a monthly feature introduced by the Indianapolis Star, one of the daily papers. Each month this paper gives more than a half column of space to the new records in the different talking machine houses. The readers of the paper look forward to the announcement of the new records each month. While the companies are not backward in their use of the advertising columns of the papers, they appreciate the value of space in the reading matter columns.

With the coming of spring the talking machine companies are paying more attention to the lighter ballads. The Kipp-Link Co., State agent for the Edison machine, announces three new I. O. O. F. records. The first of these gives the opening and closing odes, the second the initiation and installation odes and the third the funeral ode. They are given by a male quartet, accompanied by the organ.

The kinetoscope, the invention of Thomas A. Edison, has been on exhibition at the Kipp-Link store, and the interest resulting from the exhibition leads the local Edison house to believe that a large number of the machines will be sold. The machine on exhibition is the only one, so far, that has been brought to Indiana. A. G. Buck, of New York, had charge of the machine. The exhibitor emphasized the educational value of the machine. Mr. Buck explained that pictures have been made to be used in connection with public school text books up to the high school grade. The machine, Mr. Buck said, would bring the motion picture into the home.

Thomas Devine, manager of the local branch of the Columbia Co., has recovered from the injuries received in the traction wreck recently, and is now in charge of the store again. Mr. Devine says the store has had a good trade in the last month, but that business was not quite as good as it was in February and March.

A. W. Roos, assistant auditor of the Columbia Phonograph Co., paid his first official visit to Indianapolis recently. Mr. Roos has been with the Columbia Co. for a number of years, having been stationed at St. Louis, Chicago and Rochester.

H. H. Meyers, formerly with the Columbia and Victor companies, but who is now selling land in Louisiana, was in Indianapolis not long ago and visited the local talking machine men and talked over the prospects. Mr. Meyers has not lost his interest in the talking machine business.

Reed Miller and Harold Jarvis, tenor soloists, who sing for the Columbia Co., gave a recital in Indianapolis recently and the local store made a special display of their records, boosting their sales considerably.

Mr. Devine has just received a stock of Weber and Fields records. They are proving to be big sellers.

Albert Janpolski, who sings for the Victor Co., visited the Victor department of the Wulschner-Stewart Music Co. recently. W. S. Barringer, of the retail department, reports a good retail business. The sales of April this year exceeded considerably the sales of the same month last year. Mr. Barringer says the Victor department of the Wulschner-Stewart Co. has grown wonderfully in the last year or so.

Willis M. English, traveling representative for the Victor Co. in Indiana, says that the summer and fall trade will be good. Mr. English has been pleasing the local house by turning in large orders from all parts of the State.

H. O. Socy, of the Victor Co., Camden, N. J., visited the talking machine department of the Aeolian Co. recently. Miss Wiltsie, in charge of the department, says that the Aeolian Co. had a better talking machine business in April than in the preceding month.

Harry H. Nagle, who has had charge of the library of the Aeolian Co., has been transferred to the Victor department and will look after outside prospects.

NEW USES FOR FILM SHOWS

Taken Up by Preachers, Teachers, Railroads and Clubs.

A Louisiana teacher changed the entire character of picture shows in her town by asking the manager to co-operate with her in class work. When her pupils in literature were reading "The Vicar of Wakefield" the manager exhibited a picture film of that classic. When the geography class began to study about Switzerland the manager secured films showing Alpine climbing.

The Iowa Federation of Women's Clubs has started a movement to induce moving picture managers to show Red Cross films and other hygienic subjects throughout the State. The senior class of the high school at Florence, Colo., has made the introduction of high grade films into the local picture houses their year's work in civics.

The Woman's Municipal League of Tecumseh, Neb., made an arrangement with the manager of the Lyric Theater of that city to give them a percentage of one day's receipts each week, and exhibit certain films illustrating the civic needs and work of the city, according to the Woman's Home Companion. This has brought manager, patrons and social workers closely together for the city's good.

The president of the Great Northern road is encouraging immigration to the Northwest by sending out twenty thousand feet of special films showing industrial and agricultural life along its route. These are displayed in cities where congestion should suggest the slogan "Back to the Farm." The Tarrant County Medical Society, Ft. Worth, Tex., has started an educational campaign by showing in moving pictures how to keep food clean and pure, the care of milk, sanitary dairies, etc.

The New York State Board of Charities wished to interest the public in the work and methods pursued in various State institutions. It had a film company take moving pictures in orphanages, reformatories, hospitals, schools for the blind and the crippled, homes, etc. These are now exhibited in commercial clubs and at conventions and county fairs.

The Rev. Walter Burr, pastor of the Congregational Church at Olathe, Kan., found that he could not induce people to come to his church during hot weather. On summer Sunday nights he rented the local airdome, showed religious films and talked to enormous gatherings. C. B. Vickery, general secretary of the Missionary Educational Movement, is doubling and trebling the attendance at his meetings by introducing films showing phases of foreign life which missionaries aim to alleviate.

TEACHING AIDED BY PHONOGRAPH.

Keeper at Milwaukee's Zoo Has Great Hopes for His Class of Ten Chattering Birds.

Teaching magpies to talk is one of the pleasant tasks Keeper Edward H. Bean, of the Washington Park Zoo, in Milwaukee, Wis., has taken upon himself. Ten of the birds were donated to the aviary recently by the Washington Park Zoological Society, and for experiment Mr. Bean will endeavor to teach at least a few of them to speak.

Mr. Bean proposes to use phonograph records. By leaving the talking machine in the cage for a few weeks he hopes he will be able to develop several magpie linguists.



Our flag is nailed to the mast

We're after the business of every Victor dealer who wants "real" service.

We have one hard and fast rule that always insures his getting it—all goods shipped the same day the order is received.

That's why we never fail our customers; why we get more customers all the time.

What about your jobber? Is he delivering the goods and keeping you in right with your customers?

If not, you know the answer. Whatever your needs in Victors, Victor-Victrolas, Victor Records, record cabinets, needles, repair parts, fiber cases, horns and other accessories, we have them right here all the time and a call from you will bring them on the jump.

Give us a trial order and you'll say "Fine," for you'll get the goods as fast as wheels can turn.

A card brings our booklet, "The Cabinet That Matches," and our latest catalog.

New York Talking Machine Co.

Successors to
Victor Distributing and Export Co.

83 Chambers Street

New York



LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

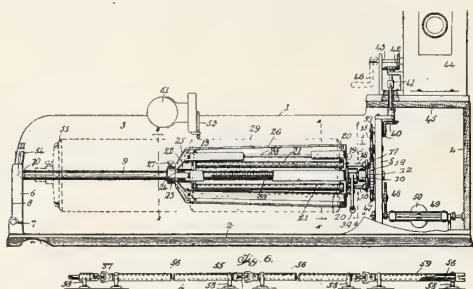
(Special to The Talking Machine World.)

Washington, D. C., May 7, 1912.

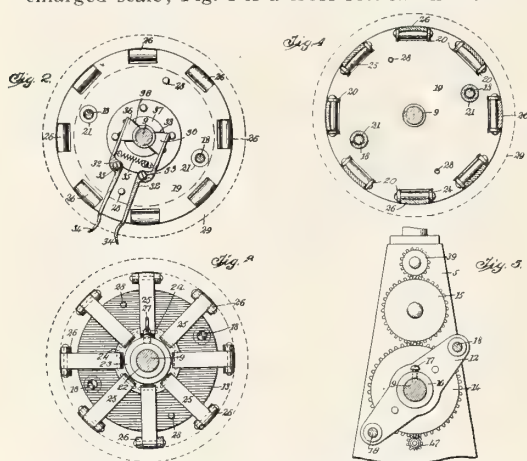
PHONOGRAPH ATTACHMENT FOR KINETOSCOPE. Peter John Mukautz, Kansas City, Mo. Patent No. 1,020,362.

The invention relates to record holders for phonographs used in connection with kinetoscopes, the phonograph supplying the lines for the actors in the pictures projected by the kinetoscope.

Fig. 1 is a side elevation of the machine, certain parts of which are shown in section and broken



away; Fig. 2 is a cross section on the line 2-2 of Fig. 1 and upon an enlarged scale; this view illustrates especially the construction of a clutch by means of which the record holder is thrown in or out of operation; Fig. 3 is a section on the line 3-3 of Fig. 1 and further illustrating the construction of the record holder; this view is also upon an enlarged scale; Fig. 4 is a cross section on the line



4-4 of Fig. 1 and further illustrating the construction of the holder; this view is upon an enlarged scale; Fig. 5 is a cross section on the line 5-5 of Fig. 1; this view is upon an enlarged scale, and Fig. 6 is a side elevation illustrating a shaft connection which is employed where the phonograph is located at a distance from the kinetoscope; this view is upon a reduced scale, and certain parts are broken away and shown in section.

PHONOGRAPH. Harry B. McNulty, East Cleveland, O., assignor by Mesne assignments to the United States Phonograph Co., Cleveland, O. Patent No. 1,020,151.

The object of the invention is the provision of a phonograph that will be adapted to operate, as desired upon records having threads of different fineness, as for instance, upon records having 100 and 200 threads to the inch, or as they are commonly known "two minute" and "four minute" records. Such adaptation involves a change in the rate of the movement of the sound-box along the record to correspond with such thread-fineness, and a corresponding shifting of the stylus, since a stylus suitable for playing or cutting one thread, as for example, the finer thread, will not work satisfactorily in the case of the coarser thread, and vice versa. The present invention is designed to supply simple and conveniently operable means for correlating and simultaneously effecting these two adjustments.

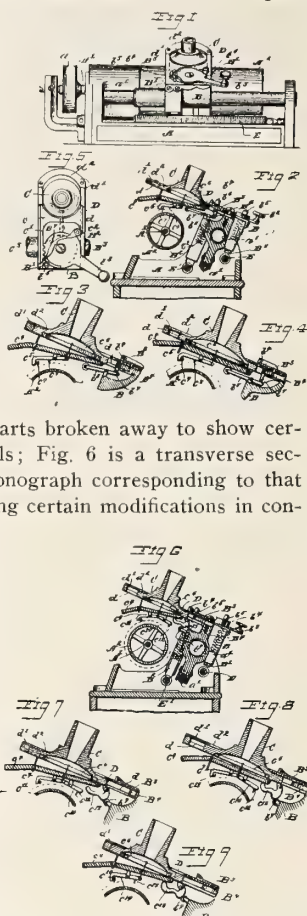
The annexed drawings, certain mechanism embodying the invention, such disclosed means constituting, however, but one of various mechanical forms in which the principle of the invention may be used.

In said annexed drawings: Fig. 1 is a front elevation of a phonograph embodying the several improvements; Fig. 2 is a transverse sectional view thereof with parts appearing in elevation; Fig. 3 is a similar transverse sectional view of a part only of the device, the sound-box and adjacent parts alone appearing and being shown in a different operative position from that of Fig. 2; Fig. 4 is a view similar to Fig. 3, but showing the parts in question in yet another operative position; Fig. 5 is a plan view of the sound-box carriage with parts broken away to show certain operating details; Fig. 6 is a transverse sectional view of a phonograph corresponding to that of Fig. 2, but showing certain modifications in construction; Figs. 7 and 8 are similar sectional views, showing the sound-box and adjacent parts only, such latter appearing in different operative positions from that of Fig. 6; and Fig. 9 illustrates, by a corresponding section, the adaptation of the invention to a slightly different type of sound-box.

PHONOGRAPH REPRODUCER. Thos. A. Edison, Llewellyn Park, West Orange, N. J., assignor to Thos. A. Edison, Inc. Patent No. 1,020,485.

This invention relates to phonograph reproducers and has for its object the provision of an improved mounting for the stylus lever in order that the same may have great freedom of movement in tracking the grooves of the sound record, and in order that the defects due to inertia of the moving parts may be obviated.

More particularly, the object of the invention is to provide a mounting for the stylus, which shall permit the latter to be used in connection with records having two hundred threads to the inch, and track the same faithfully and without injury to the record or the stylus. While the stylus mounted in the manner of the invention is equally well adapted for use in connection with records having one hundred or some other number of threads per inch, the requirement of great facility of movement of the stylus lever both in a direction parallel to and transverse to the record groove, is particularly important in the case of the two hundred thread record or other record having a great number of threads per inch, owing to the thin walls between the record grooves, which might be broken down or jumped across by a stylus, the parts moving with which have considerable inertia, and owing to the character of the record grooves generally. Accordingly, a stylus mounting of the greatest freedom of lateral movement and the least possible inertia is very desirable. This is provided for in the invention by mounting a comparatively light member pivotally on or in a recess in the floating weight, so that the said member may be free to rock upon its pivot in a plane nearly parallel with that of the diaphragm, the said pivotally mounted member carrying the stylus lever pivoted thereto on a horizontal pivot. The stylus lever is thus free to oscillate in a plane at right angles to the plane of the diaphragm in response to the undulations of the record groove, and also is free to move laterally with the member to which it is



pivoted with the very slight inertia belonging to the very light pivot member above referred to. It is to be noted that the floating weight to which this member is pivoted is itself mounted for a limited movement in planes substantially parallel to and crossing at right angles the plane of the diaphragm, as is common in the art. It is preferable to pivotally mount the member which carries the stylus lever at a point not far distant from the pivotal point of the floating weight.

A further object of the invention is to provide yielding means by which the pivot member and the stylus lever carried thereby may be normally held in a central position axial to the record groove tracked by the stylus.

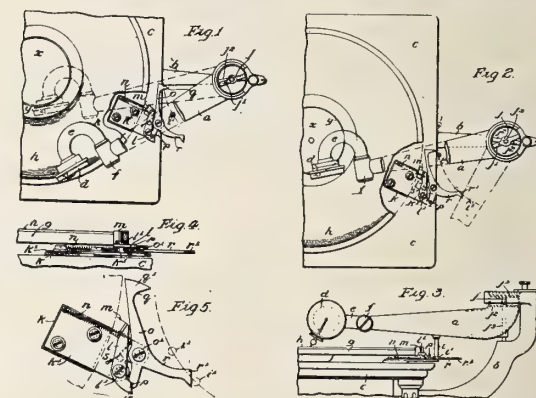
Fig. 1 is a central vertical section through a reproducer equipped with the invention. Fig. 2 is a bottom view thereof.

AUTOMATIC BRAKE FOR TALKING MACHINES. Theodore Birnbaum, London, England, assignor to the Victor Talking Machine Co., Camden, N. J. Patent No. 1,021,756.

The present invention relates to an improved automatic brake for talking machines.

According to this invention a brake is provided which will automatically stop the machine when the selection has been played and the brake may either be operated by putting sidewise pressure on the sound arm as it reaches the end of the selection, in the manner proposed with other known constructions of automatic brake, or this sidewise pressure may be dispensed with and the record furnished with an auxiliary spiral, in well known manner, running from the end of the sound line to a circular track around the center of the record.

A further feature of the invention is that the

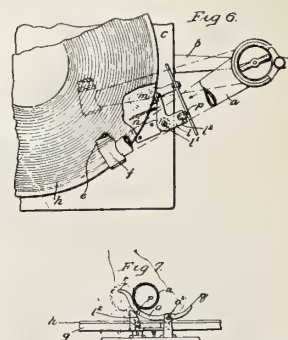


brake can be taken off, so as to start the machine running, by bringing the sound arm back to the starting position, that is, the position which will bring the reproducing needle to the commencement of the sound line.

This invention is illustrated in one form in the accompanying drawings.

Fig. 1 is a plan view of part of a disc talking machine fitted with the improved brake, the brake being shown in the off position. Fig. 2 is a similar view, but with the brake on. Fig. 3 is a side elevation of Fig. 2. Figs. 4 and 5 are side elevation (partly in section) and plan, respectively, of the brake on an enlarged scale. Fig. 6 is a top plan view of a modified form of this invention, and Fig. 7 is a fragmentary front elevation of a portion of the same, looking in the direction of the arrow in Fig. 6.

PROCESS FOR MAKING SOUND RECORDS. Frank L. Dyer, Montclair, N. J., assignor by Mesne assign-

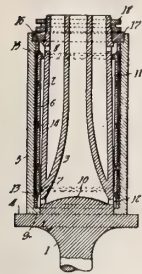


ments to Thos. A. Edison, Inc., West Orange, N. J. Patent No. 1,021,973.

This invention relates to phonograph records and more particularly to processes for manufacturing the same, and the object is to provide an inexpensive and efficient form of record in a novel and efficient manner.

This invention is an improvement on the invention disclosed in an application of Jonas W. Aylsworth, filed June 5, 1909, Serial Number 500,415, entitled "Phonograph record and methods of making the same," this invention differing in certain details from that of said Aylsworth.

The improvement is particularly directed to the provision of a secure connection between the outer or record film and the inner or backing cylinder.



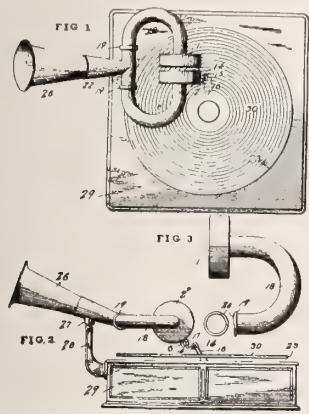
Attention is hereby directed to the accompanying drawing, forming part of this specification and representing a vertical longitudinal section through a form of apparatus in which the improved process may be carried out, a record being shown in position therein.

REPRESSING DISC SOUND RECORDS. Thomas H. Macdonald (deceased), Bridgeport, Conn., assignor to the American Graphophone Co., same place. Patent No. 1,022,100.

This invention relates to disc sound-records and has for its object to utilize old disc records. In the manufacture of disc records by the American Graphophone Co., two materials are employed known, respectively, as ingredient No. 1 and ingredient No. 2. These ingredients consist of the ordinary material or stock employed in making such articles, namely, earthy matter and a binder consisting of a gum or gums. What we call ingredient No. 1 contains a considerable amount of shellac, which is desirable for giving the proper surface to the sound record; whereas ingredient No. 2 contains little or no shellac, but has the equivalent therefor in the form of a cheaper gum or gums as the binder. Ingredient No. 2 is employed for the main body of the disc, and ingredient No. 1 constitutes the surface.

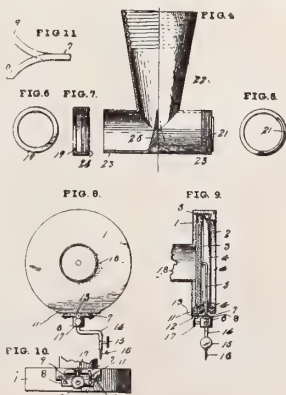
TALKING MACHINE. John B. Browning, Camden, N. J., assignor to the Victor Talking Machine Co., same place. Patent No. 1,022,180.

The objects of this invention are to provide in a talking machine a plurality of sound boxes arranged to reproduce either simultaneously or separately the same tones from a single record, and to arrange the said boxes so that the operator is enabled to change the volume and quality of the sound at will, by raising one box while the other continues playing; to provide means whereby a pair of independent sound boxes may be supported by a single sound tube, and to provide other im-



provements, as will appear hereinafter.

In the accompanying drawings Fig. 1 is a plan view of a talking machine constructed in accordance with this invention; Fig. 2 a side elevation of the same; Fig. 3 an enlarged plan and partial end view of a detail of the same; Fig. 4 an enlarged top plan view one-half in longitudinal central section of a detail of the same; Fig. 5 a side elevation of one portion of Fig. 4; Figs. 6 and 7



are a side elevation and a longitudinal central section, respectively, of a detail of the same; Figs. 8, 9 and 10 are a rear, a fragmentary central sectional and a fragmentary bottom view, respectively, of an improved sound box forming a part of this invention, and Fig. 11 is a diagrammatic view of a detail of the same.

POSITIVELY-FED DISC GRAPHOPHONE. Thomas H. MacDonald, Bridgeport, Conn., assignor to the American Graphophone Co., same place. Patent No. 1,008,605.

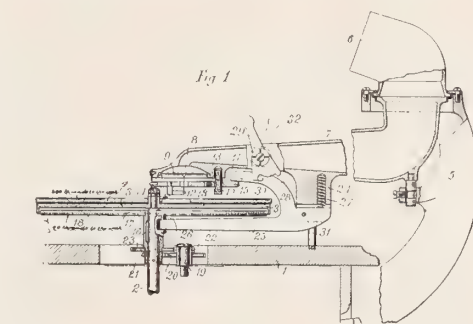
This invention relates to talking machines employing a sound record in the form of a disc, and preferably having the record groove of the up-and-down type rather than of the usual zigzag type.

The object of the invention is to provide for such talking machine, positive means for feeding the sound box across the face of the record disc, sound record having double, or more than, the usual number of convolutions to the inch.

With the ordinary form of disc sound-record, where the record-groove is of the so-called "zigzag" type, of substantially uniform depth, the side walls of the groove serve to propel or feed the sound-box, besides vibrating the stylus and its diaphragm; but a record-groove of the vertically undulatory type, with varying depth, owing to the comparative shallowness of the groove, and the comparatively gentle slope of its side walls, would not suffice to feed the sound-box with certainty. Again, by providing a positive feed, the machine may be employed, with a suitable recording-stylus, for making the original recordings upon a tablet of suitable material; and such recording-stylus may be mounted to vibrate either longitudinally of its axis (to and from the tablet) or laterally, to produce either the vertically-undulating or the laterally undulating type of sound-record.

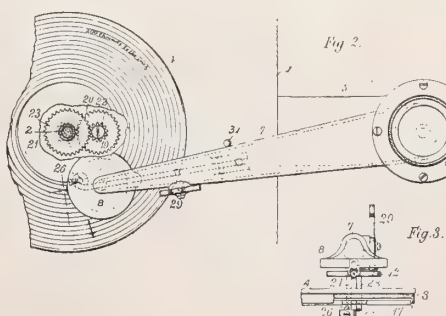
One feature of the invention consists of providing a spiral thread or feed-screw beneath the turntable that carries the disc record and concentric therewith, and in co-operation with said screw a guide-pin on an arm connected to the sound-box, whereby the feed-screw will propel the sound-box (substantially radially) across the face of the record-disc.

Another feature of the invention consists in locating the spiral feed-screw upon an independent disc separate from the record-carrying disc, and giving the feed-screw a comparatively coarse pitch, while providing reduction-gearing whereby the comparatively-slow rotation of the comparatively-coarse feed-screw will feed the sound-box at the proper rate across the face of a record-disc provided with a comparatively-large number of convolutions per inch.



Still another feature of the invention consists of means for disengaging the reproducing-stylus from the record-groove, and for disengaging the feed-arm from the spiral feed-screw, the two actions being preferably performed simultaneously.

The invention consists of one or more of all of the foregoing features, and also of the vari-

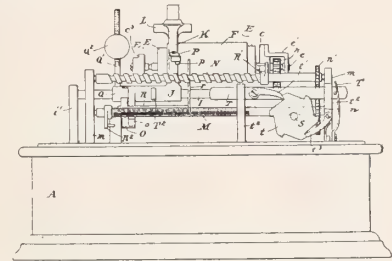


ous details of construction and arrangement to be hereinafter pointed out and claimed.

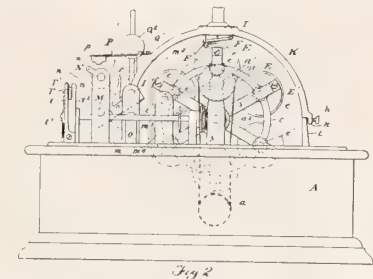
In the drawings Fig. 1 is a vertical section through a portion of a disc graphophone, illustrating a preferred embodiment of the invention; Fig. 2 is a plan view of the same, partly broken away, and Fig. 3 is a detail, viewed from the left in Fig. 2.

MULTIPLE-RECORD PHONOGRAPH. Richard B. Smith, Sydney, N. S. W., Australia. Patent No. 1,023,047.

This invention relates to phonographs wherein is employed means for carrying a plurality of records, say, four, six or more, each of which is adapted to be brought into co-operative relation to a reproducer in such manner that the record will remain in place and be rotated axially while the reproducer travels along said record, after which the next record is brought into position with relation to the reproducer, so that the aforesaid operations may be repeated, and so on throughout the number of records used in the machine.



The machine embodies a carrier for the desired number of records, means for holding the carrier at rest, means for rotating one record while the carrier is at rest, a reproducer, and means for imparting traversing motion to the producer.



One feature of novelty of the new machine consists in an automatic feed mechanism for the record carrier. This mechanism includes a shaft geared to the record-carrier, a sliding member, a pawl and ratchet device actuated by the sliding member for operating the aforesaid shaft and means for moving the sliding member. In connection with the shaft and the record carrier there is provided a locking mechanism which holds the carrier at rest, but which is releasable automatically at the period of moving the carrier, so as to present a new record to the reproducer.

Another feature of this apparatus is a means for returning the reproducer automatically to its starting position after said reproducer shall have traversed one of the records. In addition to the common feed screw, this machine is equipped with a coarse thread feed screw which is suitably driven, and the traveler is equipped with two nuts or nut sections which are adapted to respectively engage

60 YEARS' EXPERIENCE

PATENTS

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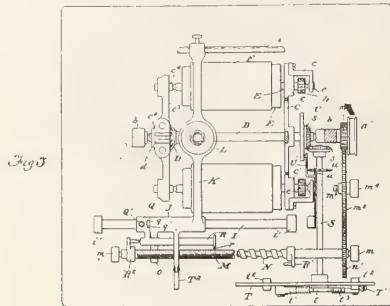
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with the feed and return screws. A shiftable tension arm is associated with the traveler so as to hold it in one position or the other, in order that the feed nut or the return nut may have engage-



ment properly with the feed screw or the return screw, according as one or the other is in operation. Combined with this tension arm are tripping devices, one on the feed screw and the other on the return screw, said devices being so related to the arm as to automatically shift the same when the traveler reaches the limit of its motion in one direction or the other.

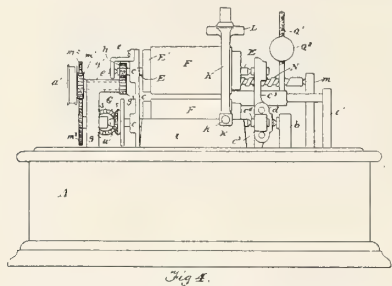


Fig. 1 is an elevation looking at the rear of a multiple record phonograph, constructed in accordance with the invention; Fig. 2 is an end elevation looking at the right hand end of the machine shown by Fig. 1; Fig. 3 is a plan view of the invention, parts being broken away and in section, in order to more clearly represent other parts, and

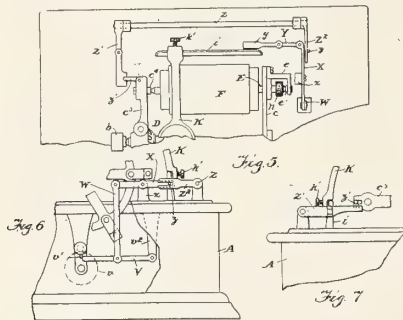


Fig. 4 is an elevation looking at the front side of the machine; Fig. 5 is a plan view of a part of the machine illustrating automatic stop devices by which the record carrier may be arrested at the end of the reproduction on each record or at every record or third record; Fig. 6 is an elevation looking at one end of the devices shown by Fig. 5, and Fig. 7 is a view looking at the other end of Fig. 5.

AMPLIFIER FOR SOUND-REPRODUCING DEVICES. John C. English, Camden, N. J., assignor to the Victor Talking Machine Co., same place. Patent No. 1,022,582.

This invention relates to sound reproducing devices and particularly to those devices which are used to augment or amplify the sounds which are being reproduced from a record of sound, the present application being a division of a prior application, Serial No. 326,827, filed July 19, 1906.

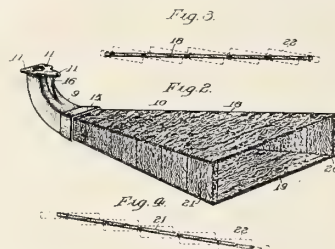
One object of the invention is to dispense with the ordinary megaphone, sound amplifying trumpet or horn which is usually used to amplify the sound reproduced by talking machines and the like and to increase the volume of the tones by means of an amplifier having sounding boards which are caused to vibrate in sympathy with the air inclosed by the same to which the sound waves are conducted from the reproducer of a sound reproducing machine.

A further object of the invention is to provide the amplifier with a portion or section, whereby the vibrations are conducted from the swinging arm or conveyer and are amplified to some extent and to allow said vibrations to emerge from said portion or section between sounding boards.

A further object of the invention is to provide an amplifier with a rigid hollow portion or section which shall also act as a rigid support for the vibratory portion, whereby the vibratory portion is rigidly supported from one end only and whereby the sounding boards, by means of which the sound is further amplified, are free to vibrate substantially throughout their entire area and to vibrate in sympathy with the waves of sound conducted in proximity with the same.

A further object of the invention is to make the sounding boards or sounding surfaces used in connection with the sound amplifying device resonant or capable of being readily set into vibration by sound waves.

In the accompanying drawings forming a part of this specification in which similar parts are referred to by the same reference characters, Fig. 1 illustrates a sound reproducing device or talking machine provided with improved amplifier, the main portions of the same being shown in cross section; Fig. 2 is a perspective view of the improved sound augmenting device; Fig. 3 a diagrammatic view of the method employed to make the sounding boards of the sound amplifying device resonant, and Fig. 4 is a view similar to Fig. 3, showing the method of constructing the sides of the vibratory portion of the amplifier.



NEEDLE FOR SOUND-REPRODUCING MACHINES. Benard Tendler, Schulenburg, Tex. Patent No. 1,022,515.

This invention relates to improvements in needles for sound reproducing machines, and relates more especially to needles used in connection with the gramophone type of reproducing machine.

The object of this invention is to provide a needle which will, when turned for adjustment at various positions within its socket, produce tones of any desired volume.

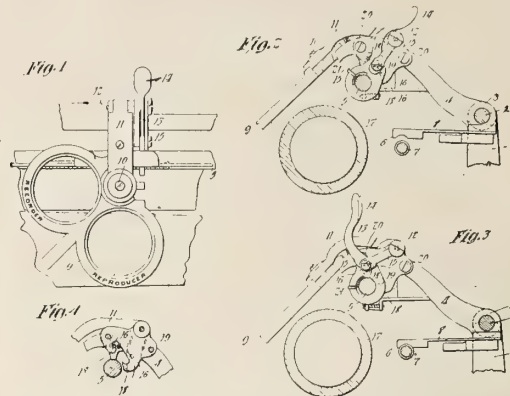
A further object is to provide a needle which will give a true, clear toned reproduction free from objectionable, harsh, mechanical noises made by most of the needles now in use.

Figure 1 is a side elevation of a socket with one of the needles in place within; Fig. 2 is a side elevation of the needle, on an enlarged scale; Fig. 3 is an edge view of a needle on an enlarged scale; Fig. 4 is a sectional view taken on the line 4-4 of Fig. 2; Fig. 5 is a longitudinal sectional view of the needle within the socket; Fig. 6 is a sectional view taken on the line 6-6 of Fig. 5, and Fig. 7 is a view similar to Fig. 1, except that the needle is shown in a different position.

PHONOGRAPH. Charles L. Hibbard, East Orange, N. J., assignor by Mesne assignments, to Thomas A. Edison, Inc., West Orange, N. J. Patent No. 1,023,250.

This invention relates to phonographs and more particularly to phonographs of the general type shown in United States patent No. 772,485, granted October 18, 1904, to Weber and Hibbard.

This invention has for its object the provision of improved means for raising and lowering the arm which carries the reproducer or recorder or both. This arm is lowered to bring the reproducer or recorder stylus into contact with the record and is raised to remove the same therefrom in order that the record may be changed.



By this invention a simple and effective lifting device is provided, which is self-locking in each of its extreme positions, and which is thrown by gravity into either extreme position without the necessity of using springs.

Referring to the accompanying drawings disclosing one embodiment of the invention, Fig. 1 represents a plan view of a portion of a phonograph equipped with the invention. Fig. 2 is an end elevation of so much of a phonograph as is necessary to disclose the invention, the carrier arm being shown in raised position. Fig. 3 is a similar view of the carrier arm, the same being shown in lowered position, and Fig. 4 is a detail view showing the various positions of the stop and locking pin on the lifting arm corresponding to the movements of the latter.

THE VICTROLA AND THE FLOOD.

Interesting Story of the Flooded West Appearing in an Omaha Paper.

An interesting story from the flood districts of the West recently appeared in the World-Herald of Omaha and told of an unique sale of a Victor-Victrola as follows:

"Many sidelights on the flood condition of the Union Pacific are given by Assistant General Passenger Agent W. K. Cundiff, who was at Fremont during the big congestion of trains there.

"Mr. Cundiff tells of a Milwaukee millionaire, John E. DeWolf, who had been called to his home office from California on a very important piece of business. Mr. DeWolf tried in every way to get out of Fremont to Omaha, but finding it impossible, settled down to make the best of a bad bargain. He was a great entertainer. He bought a handsome Victrola from J. C. Acton and had handbills printed advertising a big show in the observation car of his train in the Fremont yards, all delayed passengers being invited. The program was given Tuesday night and lasted four hours, swarms of marooned travelers streaming in and out of the car, where refreshments were served at Mr. DeWolf's expense. Mr. DeWolf is in the investment and bond business at Milwaukee. His fellow-passengers gave him a vote of thanks."

COLUMBIA LINE IN PROVIDENCE.

Among the more recent piano houses to install the Columbia line are the John Shepard Co., Providence, R. I.; Heidleberg Piano & Organ Co., New Orleans, La.; Hub Piano Co., Baltimore, Md.; Pasadena Music Co., Los Angeles, Cal., and the Craft Piano Co., of Richmond Va. All of the above have placed a large initial order for machines and records.

Polish your sales organization. They are the point of contact between your establishment and the buying public. Smooth them down so that friction between your store and your public will be at the minimum.

RECORD BULLETINS FOR JUNE, 1912

COLUMBIA PHONOGRAPH CO., GEN'L.

- 12-IN. SYMPHONY DISC RECORDS.
- Double
A5379 Le Cid—Pleurez, pleurez mes yeux (Now let me weep)—Massenet. Contralto solo in French, orch. accomp. Rosa Olitzka 30839
Orfeo—Che Faro Senza Euridice (I have lost my Euridice)—Gluck. Contralto solo in Italian, orch. accomp. R. Olitzka 30847
A5377 Oft in the Stilly Night—Words by Thomas Moore. Baritone solo, orch. accomp. David Bispham
The Banks of Allan Water—Arr. by Chas E. Horn. Baritone solo, orch. accomp. David Bispham
- 10-INCH SYMPHONY DISC RECORDS.
- A1153 Carmen—Air des Cartes (Card Scene)—Bizet. Soprano solo in French, orch. accomp. Georgeette Leblanc Maeterlinck
Thais—L'Amour est une vertu rare (Love is a virtue rare)—Massenet. Soprano solo, in French, orch. accomp. Georgeette Leblanc Maeterlinck
- 10-IN. DOUBLE-DISC BLUE LABEL RECORDS.
- A1144 The Minstrel Boy—Keene. Tenor solo, Orch. accomp. Reed Miller
Come Back to Erin—Claribel. Tenor solo, orch. accomp. Charles W. Harrison
A1145 Baby Mine—Johnston. Counter-Tenor solo, orch. accomp. Will Oakland
Peek-a-Boo—Scanlan. Counter-Tenor solo, accomp. Will Oakland
A1151 Rustling of Spring—Sinding. Piano solo. Hans Hanke
Butterfly (Papillon)—Grieg. Piano solo. Hans Hanke
- 12-INCH DOUBLE-DISC BLUE LABEL RECORDS.
- A5380 Martha—Vocal Gems—Flotow—Arr. by C. A. Prince. Operatic selection, orch. accomp. Columbia Light Opera Company
Martha—Selections—Flotow—Prince's Orchestra
A5381 Faust—Trio and finale, Act IV—All 'erta, all 'erta (Hasten! or I Leave You)—Gounod Soprano, tenor and baritone trio in Italian Italian, orch. accomp. Irma Wright-Heims, Carlo Carica, Cesare Alessandrini
Faust—Selections—Gounod
Played by Prince's Orchestra
A5382 Lohengrin—Lohengrin's Farewell—Mein Lieber Schwan (Swan Song)—Wagner. Tenor solo in German, orch. accomp. Barron Berthald
Die Walkure—Introduction and Siegmund's Love Song—Winter sturme wichen den Wonnemond (Now winter storms are waning)—Wagner. Tenor solo in German, orch. accomp. Barron Berthald
- 10-INCH DOUBLE-DISC RECORDS.
- A1146 Brass Band Ephraim Jones—George W. Meyer. Tenor and baritone duet, orch. accomp. B. G. Harlan & A. Collins
Way Down East Where I Belong (Rube Song) Wm. McKenna. Tenor solo, orch. accomp. Byron G. Harlan
A1147 Rum Tum Tiddle — Madden and Schwartz. Baritone solo, orch. accomp. Arthur Collins
Trolley Car Swing—Young and Grant. Baritone solo, orch. accomp. Ed. Morton
A1148 A Life on the Ocean Wave—Henry Russell. Baritone solo, orch. accomp. Andrea Sarto
Dublin Bay—Barker. Vocal quartet, male voices, orch. accomp. Columbia Quartet
A1149 Red Pepper Rag—Lodge. Xylophone solo, orch. accomp. El Cota
The Gaby Glide—Hirsch. Prince's Orchestra
A1150 They Gotta Quit Kickin' My Dawg Aroun' Cy Perkins. Tenor solo, orch. accomp. Byron G. Harlan
King Chanticleer—Nat D. Ayer. Prince's Band
A1152 Dolores—Waltz. Accordion solo. Guido Deiro
La Spanola—Waltz. Accordion solo. Guido Deiro
- 12-INCH DOUBLE-DISC RECORDS.
- A5378 Hery Girl's Dream—Labitzky. Violin, flute and harp, trio. G. Stehl, M. P. Lufsky and Chas. Scheutze
A La Bien-Aimee (To My Best-Loved)—Waltz—Edward Schutt. Prince's Orchestra
A5384 Oh, Holy Night (Cantique de Noel)—Adam. Baritone solo with quartet chorus, orch. accomp. R. Dadman and Columbia Mixed Quartet
Silent Night—Christmas Carol—Tyrolese Hymn). Trio, mixed voices. Metropolitan Trio

THOMAS A. EDISON, INC.

AMBEROL CONCERT RECORDS.

- 28917 Ben Bolt Eleonora de Cisneros
28018 Molto Lento—Quartet, Op. 17, No. 2 The Hoffman Quartet
28019 My Dreams Thomas Chalmers
- AMBEROL RECORDS.
- 1015 Buffalo Bill's Farewell March.....N. Y. Military Band
1016 The Chambermaid Irene Franklin
1017 Texas Tommy Swing.....Bily Murray and Chorus
1018 Do You Remember the Last Waltz?.....Irving Gillette
1019 Seated Around An Oil Stove.....Murry K. Hill
1020 The Darkies' Ragtime Ball.....Collins and Harlan
1021 "So So" Polka—Xylophone Duet.....Charles Daab and William Dorn
1022 Say "Au Revoir" but Not "Good-Bye".....Will Oakland and Chorus
1023 They Gotta Quit Kickin' My Dawg Aroun'.....Byron G. Harlan and Chorus
1024 Jimmy Trigger—Soldier.....Golden and Hughes
1025 Pucker Up Your Lips, Miss Lindy.....Campbell and Gillette
1026 Boston Commandery March.....Edison Concert Band
1027 Golden Deer.....Metropolitan Quartet
1028 Bring Back My Lena to Me—"He Came from Milwaukee".....Maurice Burkhardt
1029 I Long to See the Girl I Left Behind. Manuel Romain
1031 Everybody's Doing It Now.....Premier Quartet
1031 A Woodland SerenadeEdison Concert Band (reed only)
1032 Gypsy Love Song—"The Fortune Teller".....Frank Croxton and Mixer Chorus
1033 Never the Maiden Dreamed—"Mignon".....Charles W. Harrison
1034 Long, Long Ago—with variations (flute song).....Julius Spindler
1035 (a) Recompense; (b) Roses in June.....Reed Miller
1036 Dreams of GalileeEdison Mixed Quartet
1037 The Ameer—Selection. V. Herbert and His Orchestra
1038 A Song of Love.....Charles R. Hargreaves
1039 Carmena—Vocal Waltz.....Frank Croxton Quartet

STANDARD RECORDS.

- 10556 Our Band MarchNew York Military Band
10557 AbsentElizabeth Spencer
10558 Good-Night, Mr. Moon.....Campbell & Gillette
10559 They Gotta Quit Kickin' My Dawg Aroun'.....Byron G. Harlan
10560 Ragtime ViolinPremier Quartet

VICTOR TALKING MACHINE CO.

BLACK LABEL RECORDS.

- No. Size.
- 17047 Nothing to Do Until To-morrow (Drislane-Meyer)Billy Murray 10
Matrimonial Troubles—Darky Comedy.....Golden and Hughes 10
17058 Here's to the Friend in Stormy Weather (Elk's Song) (Havez-Botsford).....Harry Macdonough and American Quartet 10
Elk's Reunion March (Shafer).....Arthur Pryor's Band 10
17069 Harbor of Love—Medley Waltz (for dancing) (Blake-Schmid)Arthur Pryor's Band 10
Head-Lights Medley Overture (Arr. by Schulz) Victor Military Band 10
17070 I Would Like to Try It (But I'm Just a Bit Afraid) (Brown-A. Von Tilzer)American Quartet 10
Don't Leave Me Now (Dillon-H. Von Tilzer) Collins and Harlan 10
17071 Lingering Love (Reed-Armstrong).....Ada Jones-Billy Murray 10
The Last Shot Got Him (The Great Blooie Song) (Mack-Smith)Ed. Morton 10
17072 Listen to Me, from "The Opera Ball" (Clare Kummer)Edna Brown 10
Good-Bye, Rose (Burkhart-Ingraham).....Walter Van Brunt 10
17073 Your Smile (Simpson-Forster).....Elsie Baker 10
Since Lassie Went Awa' (Strickland).....R. Miller 10
17074 The Honeymoon (Kiburz) (Piccolo with Pryor's Band).....John F. Kiburz 10
Cousinchen Waltz (Hollaender) Whistling.....Guido Gialdini 10
17075 Snap Your Fingers. (H. Von Tilzer).....Al Jolson 10
I Want to be in Dixie (Berlin-Snyder).....Collins and Harlan 10
17076 Take Me Back to the Garden of Love (Goetz-Osborne)Walter Van Brunt 10
Oh, Mr. Dream Man, Please Let Me Dream Some More (Manaco).....Ada Jones 10
17077 The Gaby Glide (Pincer-Hirsch).....Billy Murray 10
Baboon Baby Dance (Oppenheim-Cooper).....Collins and Harlan 10
17078 My Rose of the Ghetto, from "Louisiana Lou." (Donaghey-Burkhart-Jerome) Maurice Burkhardt Lead Me to that Beautiful Band (Goetz-Berlin) Billy Murray 10
17079 King Chanticleer—March—Two-Step. (Ayer).....Arthur Pryor's Band 10
Texas Tommy Swing, from "Ziegfeld Follies" (Harris-Brown).....American Quartet 10
35223 Lucia Sextet—Transcription. (Pianoforte).....Ferdinand Himmelreich 12
Caprice Espanol (Moszkowski) (Pianoforte).....Charles Gilbert Spross 12
35224 Fortune Teller. Selection (Victor Herbert).....Arthur Pryor's Band 12
Auld Scotia—Selection of Lauder Songs "Bonnie Leezie Lindsay," "There's a Wee Bit Land," "When I Get Back Again to Bonnie Scotland," "Stop Your Tickling, Jock," "I Love a Lassie.".....Arthur Pryor's Band 12
31861 Song Medley No. 3—"Weber-Fields Winners" (The Hits from the "Weber-Fields Jubilee") By Victor Mixed Chorus.....Smith-Stromberg 12
Rosario Bourdon, "Cellist."
31862 Nordische Romanze Op. 329.....Bohm 12
Lucy Isabelle Marsh, Soprano—Purple Label.
70071 Messiah—I Know that My Redeemer Liveth.....Handel 12

RED SEAL RECORDS.

- Frances Alda-Josephine Jacoby-Enrico Caruso-Marcel Journet—12-in.—In Italian.
95207 Martha—Siam giunti, o giovinette (This is Your Future Dwelling). Scene from Act II, Part I.Flotow
95208 Martha—Che vuol dir Cio (Surprised and Astonished) Scene from Act II, Part II.Flotow
95209 Martha—Presto, presto (Spinning wheel quartet) Scene from Act II, Part III.Flotow
95210 Martha—Quartetto notturno (Good Night Quartet) Scene from Act II, Part IV.Flotow
Alma Gluck, Soprano—Louise Homer, Contralto 10-in.—In English.
97107 Whispering Hope.....Hawthorne
Mischa Elman, Violinist. Piano accomp by Percy B. Kahn. 12-in.
74292 Air for G String.....Bach
Vladimir de Pachmann, Pianist. 12-in.
74293 Nocturne Op. 15, F. Major.....Chopin
John McCormack, Tenor. 12-in.—In English.
74296 Like Stars Above.....McDonald-Squire
Alma Gluck, Soprano. Violin Obligato by Efreim Zimbalist. 12-in.—In French.
88358 Le NilFernand-Levoux
Fritz Kreisler, Violinist.—10-in.
64202 Aubade ProvencaleCouperin 12-in.
74294 ScherzoDittersdorf
Margarete Matzenauer, Mezzosoprano. 12-in. In Italian.
88363 Favorita—O, mio Fernando (Oh, My Ferdinand!) Donizetti
88365 Robert le Diable—Robert, o tu che adoro (Oh, Robert, My Beloved) Act IV.....Meyerbeer
Johanna Gadske, Soprano—Otto Goritz, Baritone. 12-in.—In German.
88369 Magic Flute—Bei Männern, welche Lieben fühlen (La dove prende) (Smiles and Tears) Act IMozart
Margarete Matzenauer, Contralto—Pasquale Amato, Baritone, with Metropolitan Opera Chorus. 12-in.—In Italian.
89062 Favorita—Ah! l'alto ardor. (Oh! Love) Act II. Donizetti
John McCormack, Tenor—Red Seal, 12-in.—In English. Directed by Victor Herbert.
74295 Natoma—Paul's Address (No Country Can My Own Outvie) Act II.....Redding-Herbert
Reinwald Werrenrath, Baritone—Purple Label, 10-in.—In English. Directed by V. Herbert.
60072 Natoma—Serenade (When the Sunlight Dies) Act IRedding-Herbert
- VICTOR ROUMANIAN RECORDS.
(10-in., double-faced.)
63634 (a) Foaié Verde de Tulpina (Piano accomp.)... S. Silverbush 10
(b) La Fântana (piano accomp.)... S. Silverbush 10
63635 (a) Mesterul Manole (piano accomp.)... S. Silverbush 10
(b) Ciobanul Nenorocit (Piano accomp.)... S. Silverbush 10
63636 (a) Ardeleanca (Piano accomp.)... Dr. Jozsef Kalman 10
(b) Stii tu? (Piano accomp.)... Dr. Jozsef Kalman 10
63637 (a) Fetito din ael Sat. (Piano accomp.)... Dr. Jozsef Kalman 10
(b) Vezi Raudunciele se duc (Piano accomp.)... Dr. Jozsef Kalman 10
- BOHEMIAN RECORDS.
(10-in., double-faced.)
63644 (a) "Bai-Kai-Lai"—Pochod (Pospisil)Victor Kapelou 10
(b) Cardas (z Opéry Netopyr) (Johan Strauss) (s pruvodem orkestru)Hanna Foerstrova 10
63645 (a) Sokol's Triumfal March (vitezny Pochod Sokolu) (Turner's Triumfal March) (Dvořák)Kryl's Bohemian Band 10
(b) Laska a zivot ve Vidni (Love and Life in Vienna Waltz) (L'Amour et la vie à Vienna (Karl Komzak)Kryl's Bohemian Band 10
- GERMAN RECORDS.
(Double-faced; 10-in., and 12-in.)
63635 (a) Heinrich der Vogler—Op. 56, No. 1 (Carl Loewe) (piano accomp. by Charles Albert Baker)Arthur Van Eweyk 10
(b) 1. Unglück liche Liebe (Arr. by Reiman), 2. Der Kuss—ariette Op. 128 (Beethoven) (piano accomp. by C. A. Baker) A. Van Eweyk 10
63639 (a) 1. Hab' mein Wagen vollgeladen; 2. Bonn—Op. 37, No. 6 (Bungert) (piano accomp. by Charles Albert Baker).....Arthur Van Eweyk 10
(Continued on page 54.)

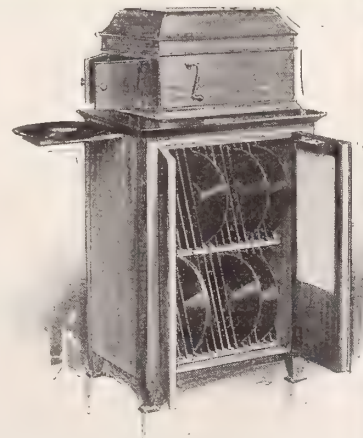
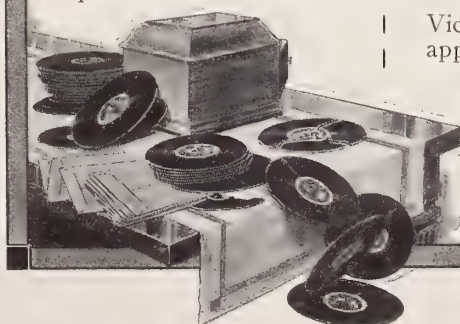
WHEN YOU HAVE SOLD THE MACHINE AND THE RECORDS WHAT NEXT TO MAKE A PROFIT?

A **Cabinet**, of course, to set that beautiful machine on and to file those expensive and fragile records in.

The illustrations show the result of **not** having a Cabinet and the ideal way to take care of both machine and records.

The Udell Line of Cabinets and Table Cabinets, Guaranteed as to Workmanship and Finish, should by all means be represented on your floor.

You get the necessary range of price and pattern in the Udell line.



Victrolas IV. to XI. are all provided for with appropriate designs.

Udell service rendered the dealer includes advertising matter to be distributed among his good prospects and newspaper cuts that we supply free of charge. A postal addressed to

THE UDELL WORKS
Catalog Dept Indianapolis, Ind.
will bring all the necessary information.

RECORD BULLETIN FOR JUNE 1912.

(Continued from page 53.)

- (b) Hinunter (Drinking Song) (Karl Schnabel)
(piano accomp. by Charles Albert Baker).... 10
68327 (a) Die beiden Grenadiere—Op. 49, No. 1 (Schumann) (piano accomp. by Chas. Albert Baker) 12
(b) Das Erkennen—Op. 65, No. 2 (Carl Loewe)
(piano accomp. by C. A. Baker)....A. Van Eweyk 12
VICTOR CROATIAN-SERBIAN RECORDS.
(10-in., double-faced.)
63631 (a) Onam, Onamo (uz pratnju Tamburice).... 10
Andras Tavik-Ilkic Draga
(b) Serajevski Kolo (uz pratnju Tamburice).... 10
Andras Tavik-Ilkic Draga
63632 (a) Miletic (uz pratnju Tamburice).... 10
Andras Tavik
(b) Pesmuti Pjevam (uz pratnju Tamburice).... 10
Andras Tavik
63633 (a) Di Si, Di Si (uz pratnju Tamburice).... 10
Andras Tavik
(b) Sto se cuje (uz pratnju Tamburice).... 10
Andras Tavik

SWEDISH RECORDS.

- (10-in., double-faced.)
63646 (a) Sten Stenstson Stéen (1 akt—8 scen) (af John Wigfors)Elis Olson-Ellis 10
(b) Sten Stenstson Stéen (1 akt—14 scen) (af John Wigfors)Elis Olson-Ellis 10
68328 (a) Sten Stenstson Stéen (2 akt—3 scen) (af John Wigfors)Elis Olson-Ellis 12
(b) Sten Stenstson Stéen (2 akt—15 scen) (af John Wigfors)Elis Olson-Ellis 12
68329 (a) Vartan—Skansk Ballad (Olson-Ellis) (piano accomp.)Elis Olson-Ellis 12
(b) Det gjorde mamma nar mamma var flicka. (Gustave-Olson-Ellis) (piano accomp.)Elis Olson-Ellis 12

VICTOR RUSSIAN RECORDS.

- (10-in., double-faced.)
63642 (a) Asra (piano accomp.).....Misha Ferenzo 10
(b) Diwnyje otshi (piano accomp.)Misha Ferenzo 10
63643 (a) Rashbitioje serdze (piano accomp.)Misha Ferenzo 10
(b) Lubit nie Lubit (piano accomp.)Misha Ferenzo 10

VICTOR SLOVAK RECORDS.

- (10-in., double-faced.)
63640 (a) Isol bi ja dovas (piano accomp.)....A. Losinski 10
(b) Ja do Lésa, ne idzem (piano accomp.)....A. Losinski 10
63641 (a) Zazenaj, zazenaj (piano accomp.)....A. Losinski 10
(b) Na Havrane (piano accomp.)....A. Losinski 10

POLISH RECORDS.

- (10-in., double-faced.)
63647 (a) I ta, co smy cskiem (Kuplety) (Millöcker) (piano accomp.).....(S. Smoczinski) 10
(b) O! zegnaj Lube Slonce.....Chopin Conservatory Male Quartet 10
63648 (a) Abos my to jacy tacy (Klonowski).....Chopin Conservatory Male Quartet 10
(b) Hejze ino! fijoletzku lesny (Piesn Ludowa) (J. Gall) ..Chopin Conservatory Male Quartet 10
(12-in., double-faced.)
68330 (a) Sny Milosci Walz (Kratzer).....Roza Kiolbassa Kwasigroch 12
(b) Mazurko z Op. Duch Wojewody (Grossman) ..Roza Kiolbassa Kwasigroch 12

U-S PHONOGRAPH CO.

FOUR MINUTE.

- 1307 Celebrated Minuet and Fairy Tales.....Florentine Quintet
1402 My Sweetheart When a BoyGeo. Wilton Ballard
1405 The Day Is Ended.....Henry McClaskey
1412 Please, Oh, Please.....Ada Jones
1432 Lingering Love—A Conversational Song.....Ada Jones and Walter Van Brunt
1435 In Maytime (and) The Red, Red Rose, John B. Wells
1443 Air by Bach.....J. Louis von der Mehden, Jr. and His Orchestra
1449 Heaven Is My Home.....Edmund A. Jahn
1450 Brass Band Ephraim Jones.....Collins & Harlan
1467 Take Me Back to Babyland.....Lillian Homesley
1476 Violets—Waltz (Frühlingsskinder)J. Louis von der Mehden, Jr. and His Orchestra
1479 Haviland's Happy Hits, No. 2....U-S Military Band
1486 March of the Men of Harlech (Welsh National Hymn)Peerless Quartet with orch. accomp.
1498 Gee, But I Like Music with My Meals....Bob. Roberts
1515 That Society Bear....W. Van Brunt (orch. accomp.)
TWO MINUTE.
442 In Old Quebec—March (Vivela Canadremre and O Canada)U-S Military Band
451 "Serefade"Wm. Edw. Foster
452 The Rolling Stone.....Chas. E. Wheeler
466 Driving Home the Cows from Pasture.....Geo. Wilton Ballard and Wm. H. Thompson
472 Who Wants to Meet Me After School Lets Out? Mabel Howard
481 Capitol City—March, Two-Step (Xylophone Solo) Albert Benzier with orch. accomp.

UNIVERSAL TALKING MACHINE CO.

ZON-O-PHONE DOUBLE RECORD DISCS.

- 10-Inch.
Zon-o-phone Concert Band
5902 A—Last Dream of the Virgin (Andante Religioso) J. Massenet
B—Marche Militaire No. 1.....Franz Schubert
5903 A—The Gaby Glide—Two-Step. From the New York Winter Garden Success....Louis A. Hirsch
B—Valse "Dolores".....Emil Waldteufel
Zon-o-phone Orchestra.
5904 A—Angela—Intermezzo Two-Step.....Paul Durand
B—Soupirs d'Amour—Valse.....Jean Bouilly
Panjo Solos, with Orch. Accomp.
5905 A—Black Diamond—A Rag Sparkler (Fred Van Eps)Henry Lodge
B—The Lambs' Gambol—Dance Characteristique (Fred Van Eps)Theo. Dendix
Miscellaneous Vocal Selection, with Orch. Accomp.
5906 A—My Sumurun Girl (Walter Van Brunt) ..L. Hirsch
An introduced in the great Winter Garden success, "Whirl of Society."
B—When I'm With You (Mrs. Edith Chapman Gould and Wm. Wheeler)Geo. A. Nichols
5907 A—Oh, Mr. Dream Man, Please Let Me Dream Some More (Ada Jones)J. Monaco
B—I'll Share All My Play Toys with You (B. G. Harlan)Art. Lindeman
5908 A—A Winter Lullaby (Miss Jennie Kerr)R. de Koven
B—Dear Old Rose (Harvey Hindermeyer).....Geo. W. Meyer
5909 A—When You're Married (Billy Murray).....Bryan-Gumble
B—Cradle Song (Miss Elsie Baker)....Kate Vannah
5910 A—Beans! Beans!! Beans!!! (Arthur Collins)....Chris Smith
B—If I Only Had the Nerve (W. Van Brunt) Vincent Bryan

- 5911 A—Do You Remember the Last Waltz? (Harry McClaskey)Bennett Scott
B—Florian's Song—Chanson de Florian (Miss Florence Ethel Smith).....Benjamin Godard
5912 A—A Wee Little Drop o' the Cruiskeen Lawn (W. H. Thompson)J. Fred Helf
B—Maloney and the Brick, "Did Maloney Strike McCarty with His Fist or with a Brick?" (Steve Porter)M. F. Carey
5913 A—I'm Afraid, Pretty Maid, I'm Afraid (Ada Jones and Billy Murray).....Irving Berlin
B—Adopted Child (Rob Roberts).....Tom Lemonier
5914 A—That Precious Little Thing Called Love—The Riddle Song (Arthur Collins and Byron G. Harlan)Smith-Mack
B—My Ain Folk—A Ballad of Home (J. F. Harrison)Laura G. Lemon
5915 A In Jaytown, Ohio—Country Sketch (Byron G. Harlan and Steve Porter).....Geo. Botsford
B—Clover Blossoms (Henry Burr).....Floyd Thompson

EDISON HOME KINETOSCOPE.

The Famous Inventor Has Perfected a Tiny Machine with Non-Inflammable Film, Which Throws a Picture 2 x 11-2 Feet—Would Use It in the Schools—In This Way Many Topics Like Geography Would Become More Interesting and Innumerable Stories Could Be Told in An Effective Way.

Thomas A. Edison, the veteran inventor, sent over two of his assistants to the Astor House last week to demonstrate for the instruction and edification of a group of experts and reporters the actual workings of his very latest—the Home Kinetoscope. This invention, which is the product of a great deal of labor and a great deal of money, is simply a miniature moving picture machine, a biograph that a child can handle, and that an ordinary living room can hold. Its chief difference from the ordinary commercial kinetoscope lies in the fact that it is very simple, very compact and that its films are non-inflammable.

Parlor L in the old downtown hostelry was devoted to the demonstration, and the little machine, about as large as a talking machine, was set up about twenty feet from an aluminum screen, a film, not much larger than a narrow typewriter ribbon, was adjusted, the connection was made with the nearest chandelier socket, and off started the story on the screen.

The pictures shown vary in size, according to the strength of the lens used, the size of the machine and the distance from the screen. The ones produced were about two feet by a foot and a half. The machine will project a picture on your visiting card, held close. It will project on a screen sixty feet away. The best home results, however, are obtainable at a distance ranging from fifteen to twenty-five feet, but a perfectly distinct and satisfactory series can be run off with the machine and the screen only ten feet apart.

The films, both as to their size and their material, presented the most knotty problem Mr. Edison had to deal with. So far all those prepared for demonstration, have been made by reducing from films already prepared for commercial use. Mr. Edison has a system of reversing the ordinary photographer's process of enlargement, and his result is a tiny, thin ribbon of film, eighty feet at the longest, which carries in infinitesimal proportions the material for moving pictures that take sixteen minutes to operate.

This reduction is brought about, both by a contraction of the actual pictures on the film and a tripling of the pictures on a given film length, for each film has three rows of pictures which are run off successively. A tiny white spot appearing on the picture, and therefore on the screen, is the

warning to the operator that one row is nearly finished, and that it is time to reverse the course of the turning.

The three rows are run off without an objectionable break, and the space saving is considerable, for a single foot of the Home kinetoscope film will contain 210 pictures, seventy in each row. The eighty feet of film corresponds to a thousand feet of commercial film. The reversing process needed for this space-saving enables the facetious operator to have a vast amount of amusement by reversing the film at the wrong time so that the reporters were diverted by the sight of whirling, agile people falling into, instead of out of, trolley cars, and particularly by the vision of Niagara Falls falling toward the sky.

According to Mr. Phillips and Mr. Gill, the two demonstrators who showed the invention, the films have withstood all tests of their non-inflammability and their non-explosiveness.

But Mr. Edison's great dream is one of education by moving pictures, and, according to Mr. Phillips, the children in Public School 155 are saving up to buy one of the new machines for their own edification. A text book publisher is already on the road looking into the possibilities, and he is arranging to have scenarios made from school books.

SIGNS FOR COLUMBIA DEALERS.

Publicity Plans Perfected by Columbia Phonograph Co. in Order to Help Their Dealers—Opportunity of Securing an Army of Silent Salesmen.

The Columbia Phonograph Co., General, New York, is launching a new departure in up-to-date advertising. In a letter and circular mailed to the trade on April 23 the company outlines a sales promotion plan for the benefit of its dealers. The plan in brief is this: The Columbia Co. will supply one hundred steel signs, printed in colors, of the "Roadside" variety, the dealers name and town will be printed on each sign. The signs are made of the best government thirty gauge steel and are good for at least three years. The wording is lithographed directly onto the steel and embossed, and each sign is punched so it can be wired to any fence or nailed to any suitable surface.

This plan offers the dealer an opportunity of securing an army of hustling silent salesmen. The signs well posted on the highways will constantly impress the dealer's name, business and location upon the minds of the purchasing public. The arrangement should appeal particularly to the dealers who are desirous of reaching suburban trade.

The offer of one hundred signs, printed and ready for posting for \$10.75, is worthy of much serious consideration. The company announces that May 25 is the last day which they will accept orders for the signs. They will be shipped about June 25.

COLUMBIA LINE WITH KESSNER.

The talking machine adjunct of the large department store of the J. L. Kessner Co., Twenty-third street and Sixth avenue, New York, has added the Columbia line of talking machines. The Victor is also carried.

Leading Jobbers of Talking Machines in America

Paste This Where You Can Always See It!

MR. DEALER:

We refer all Talking Machine inquiries coming from towns where we are represented by dealers to the dealer or dealers in that town.

Lyons & Healy

VICTOR and EDISON JOBBERS

CHICAGO

Leading Jobbers of Talking Machines in America

HARGER & BLISH
JOBBER
VICTOR
EDISON

It's worth while knowing we never substitute a record. If it's in the catalog we've got it.

Dubuque, Des Moines and Sioux City
IOWA

Try Our Hurry-Up Service
on VICTOR,
EDISON and
REGINA.

We make a specialty of getting the order out on time—every time.

The Rudolph Wurlitzer Co.
Cincinnati and Chicago

Two points of supply; order from the nearer

CHASE & WEST
Eighth Street, between Walnut and Locust
DES MOINES, IA.

Victor Distributors
Talking Machines, Records and Supplies.
Everything in stock all the time.

The best service in **IOWA**

SOLE JOBBER OF ZONOPHONE GOODS
IN GREATER NEW YORK

Greater New York Phonograph Co.
Phone, 3425-3426 Orchard 308-310 Grand St., N. Y.
Repairs and Parts For Dealers in All Lines A Specialty

IF YOU'RE IN WESTERN MICHIGAN
it will be money in your pocket to order
Victor Machines and Records
... of ...
JULIUS A. J. FRIEDRICH
30-32 Canal Street, Grand Rapids, Michigan
Our Motto: Quick Service and a Saving
in Transportation Charges

PERRY B. WHITSIT L. M. WELLER
PERRY B. WHITSIT CO.,
213 South High Street, Columbus, Ohio.

Edison Phonographs and Records **JOBBER** Victor Talking Machines and Records

OLIVER DITSON COMPANY
BOSTON

Largest VICTOR Talking Machine Distributors East of Chicago.
Creators of "The Fastest Victor Service." Let us tell you more about our service.

Where Dealers May Secure Columbia Product

Ready, Full Stocks, and Prompt
Deliveries from Convenient
Shipping Centers all
over the United
States

Distributors

Atlanta, Ga., Columbia Phonograph Co., 82-84 N. Broad St.
Baltimore, Md., Columbia Phonograph Co., 204 W. Lexington St.
Birmingham, Ala., Columbia Phonograph Co., 2025 Second Ave.
Boston, Mass., Columbia Phonograph Co., 174 Tremont St.
Buffalo, N. Y., Columbia Phonograph Co., 622 Main St.
Chicago, Ill., Columbia Phonograph Co., 101 N. Wabash Ave.
Cincinnati, O., Columbia Phonograph Co., 117-119 W. Fourth St.
Cleveland, O., Columbia Phonograph Co., 913 Euclid Ave.
Dallas, Tex., Columbia Phonograph Co., 1403 Main St.
Denver, Colo., Columbia Stores Co., 505-507 Sixteenth St.
Detroit, Mich., Columbia Phonograph Co., 114 Broadway
Hartford, Conn., Columbia Phonograph Co., 719 Main St.
Indianapolis, Ind., Columbia Phonograph Co., 27 N. Pennsylvania St.
Kansas City, Mo., Columbia Phonograph Co., 1112 Grand Ave.
Livingston, Mont., Scheuler Drug Co.
Los Angeles, Cal., Columbia Phonograph Co., 422 S. Broadway
Louisville, Ky., Columbia Phonograph Co., 425 South Fourth St.
Memphis, Tenn., 91 South Main St.
Milwaukee, Wis., Albert G. Kunde, 516 Grand Ave.
Minneapolis, Minn., Columbia Phonograph Co., 424 Nicollet Ave.
New Haven, Conn., Columbia Phonograph Co., 25 Church St.
New Orleans, La., Columbia Phonograph Co., 333 Canal St.
New York City, Columbia Phonograph Co., 89 Chambers St.
Omaha, Nebr., Columbia Phonograph Co., 1311 Franklin St.
Philadelphia, Pa., Columbia Phonograph Co., 1109 Chestnut St.
Pittsburg, Pa., Columbia Phonograph Co., 101 Sixth St.
Portland, Me., Columbia Phonograph Co., 550 Congress St.
Portland, Ore., Columbia Phonograph Co., 371 Washington St.
Eilers Piano House, Portland, Ore.
Providence, R. I., Columbia Phonograph Co., 119 Westminster St.
Rochester, N. Y., Columbia Phonograph Co., 38 South Ave.
Sacramento, Cal., Kirk, Geary & Co.
Salt Lake City, Utah, Daynes-Beebe Music Co., 45 Main St.
San Francisco, Cal., Columbia Phonograph Co., 334 Sutter St.
Seattle, Wash., Columbia Phonograph Co., 1311 First Ave.
Eilers Piano House, Seattle, Wash.
Spokane, Wash., Columbia Phonograph Co., 818 Sprague Ave.
Springfield, Mass., Columbia Phonograph Co., 208 Worthington St.
St. Louis, Mo., Columbia Phonograph Co., 1008 Olive St.
St. Paul, Minn., Columbia Phonograph Co., 20 E. Seventh St.
Toledo, O., Columbia Phonograph Co., 229 Superior St.
Washington, D. C., Columbia Phonograph Co., 1210 G St., N. W.
Wilmington, Del., Columbia Phonograph Co., 610 Market St.

DEALERS WANTED—Exclusive selling rights given where we are not actively represented.
Write for particulars to the Columbia Phonograph Co., Wholesale Department, Tribune Building, New York.

Headquarters for Canada:
Columbia Phonograph Co., McKinnon Building,
Toronto, Ont.

You should
get this
sample package
of
Puritone Needles—
sent free

Puritone Needles should pay you a good profit. It costs nothing to sell them because you have your organization.

To help you we will print special envelopes with your name and business; every envelope gives you profits and free advertising.

You will be advertised, too, by the satisfaction-qualities of the needles; owners of machines will regard yours as the best needle store; this will build your business.

Get this sample package, telling us who's your jobber, and find out the goodness of Puritone Needles, built of experience, material and brains.

JOHN M. DEAN
PUTNAM, CONN.



PACIFIC COAST DISTRIBUTORS OF
Victor Talking Machines and RECORDS
STEINWAY PIANOS—LYON & HEALY
"OWN MAKE" BAND INSTRUMENTS
Sherman, Clay & Co. San Francisco Portland
Oakland Los Angeles

NEW ENGLAND
JOBBER HEADQUARTERS
EDISON AND VICTOR
Machines, Records and Supplies.
THE EASTERN TALKING MACHINE CO.
177 Tremont Street BOSTON, MASS.

Edison Phonograph Distributors
for the SOUTHWEST
All Foreign Records in Stock
Houston Phonograph Co., HOUSTON, TEXAS

STANDARD TALKING MACHINE CO.
PITTSBURGH, PA.
Exclusive Victor Distributors
"If it's made we ship it the same day order is received"

Every Jobber in this country should be represented in this department. The cost is slight and the advantage is great. Be sure and have your firm in the May List.



This is the
Opera
Model
of

The EDISON PHONOGRAPH

A type which has leaped to immense popularity because it embodies all the mechanical excellence and finished beauty of the Amberola, but sells for only \$85.00 in Oak and \$90.00 in Mahogany.

The demand for the Opera model is running neck and neck with its production. This means two things to you—that you can place several Edisons of this type in your locality *at once*, and that your order for them ought to go forward to your Edison jobber today.

Thomas A Edison
INCORPORATED

59 Lakeside Ave., Orange, N. J.

The TALKING MACHINE WORLD

AND
NOVELTY
NEWS

Published Each Month by Edward Lyman Bill at 373 Fourth Avenue, New York, June 15, 1912



The world's greatest singers make records only for the Victor

The world's *greatest* singers! The greatest tenors; the greatest sopranos; the greatest contraltos; the greatest baritones; the greatest bassos.

These famous artists—universally acknowledged *the* greatest, and commanding the highest salaries—make records *only for the Victor* because *only the Victor* brings out their voices as clear and true as life itself.



ZON-O-PHONE

Double Record Discs

10-Inch, 65 Cents

THE WORLD'S GREATEST OBERCANTOR TENOR

This great tenor
has made
Records
for the
Zon-o-phone
so that
**His Wonderful
Voice**
may be heard
all over the world

Fifteen new double side records of this great singer are ready for shipment. The price of these records is 75 cents. Send for catalogues.



Mr. Kwartin is the Cantor of the Kaiserin Temple of Vien, the largest and most beautiful in the world. This temple was built by a Kaiserin after hearing him, as a fit setting for his marvelous voice, and he has been Cantor there ever since.

His voice is of such texture as to place it on a level with the best in the world, and his records should be in the home of every music lover. Any Talking Machine dealer will gladly play them for you.

SAWEL KWARTIN

Universal Talking Machine Mfg. Co.
Fourth and Race Streets PHILADELPHIA, PA.

WHERE YOU CAN OBTAIN THE ZON-O-PHONE PRODUCT:

ARKANSAS

Hot Springs.....Joe Hilliard, 216 Central Ave.

FLORIDA

Tampa.....Turner Music Co., 604 Franklin St.

ILLINOIS

Chicago.....Joseph Jiran, 1838 West 18th St.
Chicago.....W. H. Sajewski, 1011 Milwaukee Ave.
Chicago.....Tresch, Fearn & Co., 78 Fifth Ave.

MARYLAND

Annapolis.....Globe House Furn. Co.
Baltimore.....C. S. Smith & Co., 641 W. Baltimore St.

MASSACHUSETTS

Boston.....Katz & Hoffman, 9 Portland St.

MICHIGAN

Detroit.....J. E. Schmidt, 836 Gratiot Ave.

MISSOURI

St. Louis.....Knight Mercantile Co., 211 N. 12th St.
St. Louis.....D. K. Myers, 8889 Finney Ave.

NEW JERSEY

Hoboken.....Eclipse Photo. Co., 208 Washington St.

NEW YORK

Brooklyn.....R. G. Warner, 1218 Bedford Ave.
New York.....Greater New York Phonograph Co.,
310 Grand St.
New York.....S. B. Davega Co., 126 University Place

OHIO

Cincinnati.....J. E. Poorman, Jr., 689 Main St.

PENNSYLVANIA

Allegheny.....H. A. Becker, 601 Ohio St.

TEXAS

Beaumont.....K. B. Pierce Music Co., 608 Pearl St.

WISCONSIN

Milwaukee.....G. H. Eichholz, 553 13th St.
Milwaukee.....Hoeffler Mfg. Co., 306 W. Water St.

The Talking Machine World

Vol. 8. No. 6.

New York, June 15, 1912.

Price Ten Cents

MONTALVO REMODELS STORE.

Live New Brunswick, N. J., Dealer Makes Special Arrangements for Handling His Rapidly Increasing Business—Believes in Advertising.

(Special to The Talking Machine World.)

New Brunswick, N. J., June 5, 1912.

Ramon Montalvo, Jr., the prominent and successful talking machine dealer of this city, has just



Montalvo Boosting New Brunswick Week.

completed the remodeling of his quarters at 209 Neilson street, where he has installed two new sound-proof booths for demonstrating records at the convenience of his customers. Mr. Montalvo held a special opening on May 25, which was continued during the following week, which was set aside as "Boost New Brunswick Week," and attracted much attention to the event through live advertising, part of which took the form of a number of boys in white uniforms, who were sent about the city on various errands. Mr. Montalvo, who handles typewriters and vacuum cleaners in addition to Victor, Edison and Columbia talking machines, is a firm believer in advertising, to which he owes much of his business success.

EASTERN DEALERS ELECT OFFICERS.

David Switky Assumes the Presidency of the Eastern Talking Machine Dealers' Association—Other Officers Elected.

The annual meeting of the Eastern Talking Machine Dealers' Association was held at 330 Sixth avenue, New York, on May 28, when the following officers were elected: President, David Switky; vice-president, John G. Bremner; treasurer, J. Lasus, and secretary, J. Henry Dodin. Considerable business was transacted in the way of developing plans for an active campaign to enlarge the membership of the association and to consider several questions of vital interest to the future of the industry as far as the retailing end is concerned. It is planned to hold several meetings of the executive board to develop these plans.

THE MAKING OF THE SALESMAN

A Problem the Solution of Which Rests with the Salesman Himself—A Broad Knowledge of Business Necessary to Win Success.

One's job is what he makes it. He can either do barely enough to hold it, or he can, by self-development, raise the importance of his place to prominence and profit. It lies in the "I will" in a man, and in the concentration of his mind applied continuously to the work in hand. The will to do comes first because conscious effort requires the whip and spur.

The salesman performs one of the necessary functions of business. He has the biggest opportunity of any man to make his place whatever he will. Salesmanship keeps business going. It is an art with the glib and superficial, and both an art and a science to the ear-

nest, the thoughtful and the industrious.

Efficiency of mind increases by use. Mind asks little of body except that body be kept in health, and depends not at all upon the size of stature or confirmation of the physique. The measure of a man, therefore, is not in the size of his biceps, nor in the number of pounds drive at the end of his fist, but the deep gray convolutions inside his skull.

To be a Class A salesman is to be a big man in mental stature—to have a broad knowledge of business—to know commercial customs—to know something of forms and accounts—to keep up with the current thought of the day—to be alive—to be generous—to have charity and sympathy—to have a sense of humor—to have cheerfulness, determination, philosophy, in defeat as well as in victory; and finally, essentially, one must know his goods, not superficially, but thoroughly, as they apply to the business of the prospective customer. More than this, the salesman must know the competitor's goods in order that he may intelligently prove to his customer that his own goods have points of superiority which should give them the preferred place.

The best salesmen are the broad men, the big men—not those whose entire horizon is narrowed down to one set of ideas. These men are originators and producers.

The time to make plain to a salesman your wants and wishes regarding him and his work is when you hire him. It is much easier to object to certain habits before the employe has shown that he possesses them.

INTEREST ON INSTALMENT SALES.

Talking Machine Dealers of Los Angeles Resolve to Charge and Collect Interest at the Rate of Seven Per Cent. on Time Sales Other Than Those Sold on 30 Days' Time.

(Special to The Talking Machine World.)

Los Angeles, Cal., June 6, 1912.

At a meeting of the talking machine dealers of this city, held recently, the following important resolutions were adopted and signed by the leading houses, bearing upon interest charges on instalment sales of talking machines—a move which the local dealers hope will be put in practice universally throughout the country:

"We, the undersigned talking machine dealers of Los Angeles, Cal., believing it for the best interests of the business, do hereby agree and bind ourselves that from this date on we will charge and collect interest at the rate of seven (7) per cent. per annum on all instalment or time sales of talking machines other than those sold on 30 days' time open account.

"We pledge the honor of our respective firms that this agreement be faithfully lived up to in letter and in spirit hereafter. Southern California Music Co. (per C. H. Rundel), the Wiley B. Allen Co. (E. P. Tucker, manager), J. B. Brown Music Co. (by B. J. Everest, secretary), Smith Music Co. (per E. E. Smith), Boston Piano Co. (per J. H. Montgomery, secretary), Max A. Schiresohn, Baxter-Nothup Co. (by H. V. Baxter), the Bender Piano Co. (C. C. Bender), T. J. Johnson (T. J. Johnson), E. J. Brent (per F. F. Foley), George J. Birkel Co. (A. E. Geissler, vice-president and secretary), Andrews Talking Machine Co. (J. W. Andrews), Eilers Music House (E. O. Johnston, manager), Angeles Talking Machine Co. (per A. Pfaff), Fitzgerald Music Co. (J. T. Fitzgerald), Pasadena Music House (by W. R. J. Campbell), Crown City Music & Piano Co. (Z. M. Meyers, manager), Wilson Music Co. (C. R. Wilson), Schireson Bros. (J. Schireson), The Talking Machine Shop (Albert D. Wayne)."

CLEVER VICTROLA PUBLICITY.

New Form of Advertising Carried on by a Live Dealer in New Jersey—Copy That Should Arouse Interest and Bring Results.

The following is the manner in which a talking machine dealer in West New York, N. J., calls attention to his stock of Victrolas and late records through the columns of the local papers. It is an idea that should arouse interest and bring real results:

OVERHEARD ON A PALISADE TROLLEY CAR.

John—Say, Bill, that there song of Champ Clark's is a hummer; everywhere you go you hear it; gee, it's great, "You Gotta Quit Kickin' My Dawg Aroun'!" You know I was in George's last night, and, by Jove, he was playing it on one of his Victrolas.

Bill—That so?

John—Yep; and not only that, but he had an orchestra selection called "The Gaby Glide" that was some glide, all right; jest couldn't make my feet behave, and a couple of others—oh, yes, two songs by a fellow named Bill Murray; his name made me think of you. One was "Gee! But I Like Music With My Meals," and the other was a corker, "Take a Tip From Father."

Bill—Here, here, what are you raving about? Where is the show, anyway? What's it all about?

John—Why, I thought you knew. George Stabel's new Victrolas, and the records that he played for me were some of the new ones that just came in. I'd have stayed longer to hear more, but my car came along just then. You can bet your life I'm going to save up and get one of those machines just as soon as I can. They're all right.

GREATER NEW YORK PHONOGRAPH COMPANY

SOLE JOBBERS OF

Zon-o-phone Machines and Records

IN GREATER NEW YORK

Best and promptest delivery in the country. Also Jobbers in Cabinets and Needles. Prices which will surprise you. Before buying any goods call to see our line.

GREATER NEW YORK PHONOGRAPH COMPANY, 308-310 Grand Street, NEW YORK, N. Y.

TELEPHONE: ORCHARD 3425

CONDITIONS MOST FAVORABLE

As Far as It Affects the Talking Machine Trade in Cleveland and Vicinity—U-S Phonograph Co. Busy—Opening of the B. Dreher's Sons Co.'s New Store—Hart Piano Co. Installing Several Demonstration Rooms—Large Manufacturing Concerns Order Dictaphones—High Class Machines Have the Call—The News of the Month in Detail.

(Special to The Talking Machine World.)

Cleveland, O., June 7, 1912.

Reports generally touching conditions in the local talking machine trade are of a very favorable character, and both jobbers and dealers are optimistic regarding future business. The steamers and yacht clubs have contributed largely to the expansion of sales of machines and records this season, as also have the numerous summer resorts. The first half of the present year has developed a volume of business in excess of the corresponding months of last year, and the prospects are of the most encouraging nature.

The United States Phonograph Co. is very busy these days, orders showing a daily increasing demand for both machines and records. The company is adding numbers of fine new selections to its already extensive catalogs.

The Hart Piano Co. has fitted up several demonstration rooms in its quarters, No. 33, The Arcade, and the talking machine department is in full operation. Succeeding to the Talking Machine Co.'s business, which the Hart Company recently purchased, it has stepped into an established trade, which is reported very satisfactory.

The Columbia Phonograph Co. reports very prosperous conditions, and a profitable trade for the past month. Manager Geo. R. Madson said: "The month of May closed very satisfactorily for us, showing a large increase over the same period in 1911, in both the wholesale and retail departments. The marked call for the more expensive types of Grafonolas as well as for our symphony records, at this time of the year is very gratifying.

The Eclipse Musical Co. reports business during the past month has been fair. "Our record trade," said Roscoe R. Gorham, in charge, "is holding up remarkably well, and is especially marked for the Red Seal list. Recently there is an increasing demand for the small Victrolas, for camp, yachting and out-of-door use. There has not been so much demand for the large Victrolas though we are making many sales of them."

Mrs. Frances E. Clark, head of the educational department of the Victor Co., attended a playground convention here June 6. She is greatly pleased with the success she is meeting with.

The W. H. Buescher & Sons Co. is moving into its new quarters on Euclid avenue. Business

is being continued at the old stand while the moving is in progress, and Mr. Roberts says it is remarkably good. He claims the new store will be unsurpassed in design and beauty. The new location is across the street from the Columbia Co., next to the B. Dreher's Sons Co. building, a few doors from the Eclipse Musical Co., and a stone's throw from the W. F. Frederick Piano Co., H. E. McMillin & Son Co., and the Caldwell Piano Co. They are all pleasantly situated in the new "Talking Machine Quarters" of the city.

The B. Dreher's Sons Co. had an opening of the new store, Nos. 1028-30 Euclid avenue, May 24 and 25, which was the event of the week in musical circles. The five-story building and basement is occupied by the company. The first, second, fifth and basement floors are devoted to the display of pianos, player-pianos and music rolls. The third floor contains the general and private offices. The entire fourth floor has been set apart for the talking machine department, and under the supervision of F. B. Guyon, manager, has been artistically arranged with a view to its practical use. There is a lobby a large reception room and several sound-proof demonstration rooms, the furnishings vying with the Victrolas in beauty. Mr. Guyon stated that notwithstanding the interference occasioned by moving, business had continued remarkably good, and that with the superior location and greatly improved facilities, he expects to do a largely increased business.

Business in the talking machine department of the Caldwell Piano Co. compares favorably with that of the piano trade. The new manager of the department, Earl Wagar Bachert, who has succeeded H. D. Scroton, who has returned to Buffalo, said business was fairly good, and had been very good for two months past. Mr. Bachert is making strenuous efforts to introduce Victor machines in the public schools and believes he will be successful.

G. F. Probeck, manager of the Dictaphone department of the Columbia Phonograph Co., is highly pleased with the condition of business in his line, and well he may be, for he has just installed a number of Dictaphones with some of the large manufacturing concerns of the city. Among others, the Printz-Biederman Co., large cloak manufacturers, have purchased twelve machines. The Atlantic Refining Co., prominent competitors of the Standard Oil Co., have also had fifteen machines installed, while sales have been negotiated with a number of smaller users.

Manager Norman H. Cook, of the talking machine department of the W. F. Frederick Piano Co., reports the demand for high class machines and records holding up to the high standard fixed by the company at the installation of the depart-

ment here and more recently at the Canton store. "Judging from our very successful business in May," he said, "and thus far in June I begin to think there is no such thing as a 'dull season' in the talking machine line. In several instances our every resource was exhausted to enable us to obtain Victrolas sufficient to supply our waiting patrons, numbers of whom we are daily adding to our list."

"You may truthfully state," said A. O. Peterson, manager of the Lucker Edison distributing house, "that considering the season of the year orders are coming in remarkably good. There is a normal demand for both machines and records, and dealers generally are doing an excellent business, judging from the number of orders we are in daily receipt of. The Amberola No. 3, both in beauty of design and absolutely correct tonal qualities, is a musical marvel. Everybody is pleased with it, and I have already booked a number of orders. Notwithstanding it is a Presidential year I predict we are going to have a good year's business."

The talking machine department of the Bailey Co. is one of the busy places in that establishment. Mr. Friedlander, manager, said he was selling some \$200 machines and a good many of the cheaper grades, and that the record demand was fine. "We are having a good trade in our small musical goods line," he stated. "The business is improving and we are enlarging the department. We are now doing quite a mail-order business and shall materially extend it this year."

Miss Ethel M. Volk, manager of the phonograph department of the Macy Co., said: "Business is quite good. We are having an excellent trade in machines and records, in both the Victor and Edison lines. The Edison June list contains many exceptionally attractive Amberol records. That of Eleonora de Cisneros, 'Ben Bolt,' is fine, both in the words and music, and 'My Dreams,' by Thomas Chalmers, is attracting many buyers. The prospects are very encouraging."

Sam Goldsmith, the urbane and popular district manager of the Victor Talking Machine Co., spent several days in Cleveland during the past few weeks. He is an earnest seeker for and winner of business.

The H. E. McMillin & Son Co. is doing an all-around fine piano and musical instrument business, and not the least busy portion of the establishment is the talking machine department. An excellent demand for both Victor and Edison machines and records was reported.

If you consider advertising a gamble, you will be wise to leave it alone. It should be treated as an investment which will pay the store regular dividends.

WRITE US FOR INFORMATION AND PRICES NOW

EDISON

Headquarters for
NEW ENGLAND
MACHINES
RECORDS AND SUPPLIES

Sound Box Controller for Victor Record Albums at Right Prices. A New Oak Disk Record Cabinet at a Very Attractive Price for Victrolas IV., VI. and VIII. :: :: ::

AND ABOVE ALL

VICTOR

Distributors
Largest, Most Complete Stock
East of the Factory

YOU SHOULD KNOW ALL ABOUT OUR
NEEDLES... "Grand Opera"... NEEDLES

EASTERN TALKING MACHINE COMPANY

177 TREMONT STREET

BOSTON, MASS.

FOR SIXTEEN YEARS AN EXCLUSIVE TALKING MACHINE HOUSE



Victor-Victrola

Music dealers have seen the Victor-Victrola take foremost place among the world's musical instruments.

They have seen prestige and profits come to dealers from their association with this greatest of all musical instruments.

They have seen the Victor-Victrola elevate this branch of the musical industry from comparative insignificance to a position of dignity and refinement, and become the most profitable part of the entire retail music trade.

And backed by the tremendous resources of the Victor organization, the influence of the Victor-Victrola grows bigger every day, constantly enlarging the field and profits of dealers everywhere.

Victor Talking Machine Co., Camden, N. J., U. S. A.

Berliner Gramophone Co., Montreal, Canadian Distributors.

Always use Victor Records played with Victor Needles—there is no other way to get the unequalled Victor tone.

VICTOR DISTRIBUTORS

Albany, N. Y. Finch & Hahn.
 Atlanta, Ga. Elyea-Austell Co.
 Phillips & Crew Co.
 Austin, Tex. The Talking Machine Co., of
 Texas.
 Baltimore, Md. Cohen & Hughes, Inc.
 E. F. Droop & Sons Co.
 H. R. Eisenbrandt Sons.
 Bangor, Me. Andrews Music House Co.
 Birmingham, Ala. E. E. Forbes Piano Co.
 Talking Machine Co.
 Boston, Mass. Oliver Ditson Co.
 The Eastern Talking Machine
 Co.
 M. Steinert & Sons Co.
 Brooklyn, N. Y. American Talking Machine Co.
 Buffalo, N. Y. W. D. Andrews.
 Neal, Clark & Neal Co.
 Burlington, Vt. American Phonograph Co.
 Butte, Mont. Orton Brothers.
 Chicago, Ill. Lyon & Healy.
 The Talking Machine Co.
 The Rudolph Wurlitzer Co.
 Cincinnati, O. The W. H. Buescher & Sons Co.
 Cleveland, O. The Collister & Sayle Co.
 The Eclipse Musical Co.
 Columbus, O. Perry B. Whitsit Co.
 Denver, Colo. The Hext Music Co.
 The Knight-Campbell Music Co.
 Des Moines, Ia. Chase & West.
 Harger & Blish, Inc.
 Detroit, Mich. Grinnell Bros.
 Dubuque, Ia. Harger & Blish, Inc.
 Duluth, Minn. French & Bassett.

Elmira, N. Y. Elmira Arms Co.
 El Paso, Tex. W. G. Walz Co.
 Galveston, Tex. Thos. Goggan & Bros.
 Grand Rapids, Mich. J. A. J. Friedrich.
 Honolulu, T. H. Bergstrom Music Co., Ltd.
 Indianapolis, Ind. Wulschner-Stewart Music Co.
 Jacksonville, Fla. Florida Talking Machine Co.
 Kansas City, Mo. J. W. Jenkins Sons Music Co.
 Schmelzer Arms Co.
 Lincoln, Neb. Ross P. Curtice Co.
 Little Rock, Ark. O. K. Houck Piano Co.
 Los Angeles, Cal. Sherman, Clay & Co.
 Louisville, Ky. Montenegro-Riehm Music Co.
 Memphis, Tenn. O. K. Houck Piano Co.
 Milwaukee, Wis. Wisconsin Talking Machine Co.
 Mobile, Ala. Wm. H. Reynolds.
 Montreal, Can. Berliner Gramophone Co., Ltd.
 Nashville, Tenn. O. K. Houck Piano Co.
 Newark, N. J. Price Talking Machine Co.
 New Haven, Conn. Henry Horton.
 New Orleans, La. Philip Werlein, Ltd.
 New York, N. Y. Blackman Talking Machine Co.
 Sol. Bloom, Inc.
 Emanuel Blout.
 C. Bruno & Son, Inc.
 I. Davega, Jr., Inc.
 S. B. Davega Co.
 Chas. H. Ditson & Co.
 Landay Brothers, Inc.
 New York Talking Machine Co.
 Silas E. Pearsall Co.
 Benj. Switky.

Oklahoma City, Okla. Schmelzer Arms Co.
 Omaha, Neb. A. Hospe Co.
 Nebraska Cycle Co.
 Peoria, Ill. Putman-Page Co., Inc.
 Philadelphia, Pa. Louis Buehn & Brother.
 C. J. Heppe & Son.
 Penn Phonograph Co., Inc.
 The Talking Machine Co.
 H. A. Weymann & Son, Inc.
 Pittsburgh, Pa. C. C. Mellor Co., Ltd.
 Standard Talking Machine Co.
 Portland, Me. Cressey & Allen.
 Portland, Ore. Sherman, Clay & Co.
 Richmond, Va. The Corley Co., Inc.
 W. D. Moses & Co.
 Rochester, N. Y. E. J. Chapman.
 The Talking Machine Co.
 Salt Lake City, Utah Consolidated Music Co.
 San Antonio, Tex. Thos. Goggan & Bros.
 San Francisco, Cal. Sherman, Clay & Co.
 Savannah, Ga. Phillips & Crew Co.
 Seattle, Wash. Sherman, Clay & Co.
 Sioux Falls, S. D. Talking Machine Exchange.
 Spokane, Wash. Eiler's Music House.
 Sherman, Clay & Co.
 St. Louis, Mo. The Aeolian Company of Mo.
 Koerber-Brenner Music Co.
 St. Paul, Minn. W. J. Dyer & Bro.
 Koehler & Hinrichs.
 Syracuse, N. Y. W. D. Andrews Co.
 Toledo, O. The Whitney & Currier Co.
 Washington, D. C. E. F. Droop & Son's Co.
 Robert C. Rogers Co.

DISCUSSES EUROPEAN BUSINESS.

John A. B. Cromelin, General Manager of the Columbia Interests in London, Visits Headquarters in New York—Completes Plans for Rebuilding New Quarters to Replace Those Recently Destroyed by Fire, Which Will Be Larger and More Complete—Discusses Price Maintenance and Price Cutting in London.

John A. B. Cromelin, European general manager of the Columbia Phonograph Co., arrived in this country on the Lusitania a day or two ago, and sailed again for Europe on the same ship, after spending a week-end in New York.

In a talk with the representative of The Talking Machine World, Mr. Cromelin said: "After the serious fire which took place recently in the Columbia plant in London, in which a large part of the buildings and machinery were destroyed, I came to this country to have a talk with the head officials in the home office with reference to the changes and enlargements that should be made when rebuilding the plant in order to take care of the large and rapidly growing business of the Columbia Co. in Great Britain and Continental countries.

"Although the firm has had a big and well equipped plant, it has been found inadequate for the last two seasons to satisfy public demand for this line of records, which have been brought to an enviable position in public favor by constant and aggressive recording of the highest quality, the use of well known and popular artists, and wide public advertising. When the Columbia plant was established in London it was laid out on a generous plan with the idea that it would be adequate for many years to come, but the most optimistic anticipations have been far surpassed, it having frequently been necessary to run the plant day and night for months at a time in order to cope with the demands. Even then the company was in both a fortunate and unfortunate position, having to sublet some of the business that was offered it,

seek emergency suppliers, owing to its inability to run the plant more than twenty-four hours a day. In graphophones and Grafonolas it has been the same story, the handsome and up-to-date line of these models, with their attractive design and exclusive Columbia features, having so met the appreciative taste of the careful and discriminating European buyers that the quantities which the previous facilities of the Columbia have enabled the company to turn out in Europe have been largely oversold. This has brought the Columbia Co. face to face with an urgent necessity for very much bigger space and manufacturing facilities, both for machine and record lines."

Mr. Cromelin said he found the officials and board at the home office greatly pleased with the prosperous state of business in Europe, and the clear prospect of further large expansions of trade right at hand, and cordially approved the proposal for utilizing the old Columbia site and the buildings which were unimpaired as a nucleus for a more imposing and spacious plant. "In addition to restoring the previous principal buildings as they were," said Mr. Cromelin, "floors will be added, and a large three-story building will be erected on the only remaining available ground. This increased space and the additional machinery which will be installed will provide for a substantial expansion in product, and the Columbia people believe will enable them to take care of all the trade that is offered them during the next several years."

In reference to the question of maintenance of prices on the other side of the water, where it has been said the trade was largely demoralized as the result of the widespread cutting of prices there, Mr. Cromelin said that there had been a good deal of trouble in this respect, but that as the result of the active campaign waged by the Columbia people against price cutters, conditions have been improved to such an extent that so far from feeling discouraged they are going ahead to erect a bigger plant than ever before in order to take good care of the business of the legitimate deal-

ers, who have loyally supported them in their efforts to stamp out price cutting in the Columbia line.

"One of the most gratifying details during the last year or two," said Mr. Cromelin, "has been the increasing prominence of the Dictaphone, this indispensable office appliance being also a Columbia product. The Dictaphone is handled in Europe along lines similar to those in the United States, as a separate and distinct product marketed through exclusive representatives, each one covering a specified territory and having an organization of specialty salesmen in all principal European cities. The increase in the use of this system in the last year or two has been amazing, the well-known advantages of the Dictaphone being as widely recognized in Europe as in the United States."

"TALKER" RECITAL DRAWS CROWDS.

The Talking Machine Co. of Minneapolis Has Large Audiences at the Recital of "Madam Butterfly"—Foster & Waldo Take on the Victor Line—W. J. Dyer & Bro., St. Paul, Open Talking Machine Department on Second Floor—Other News of Interest.

(Special to The Talking Machine World.)

Minneapolis, Minn., May 17, 1912.

The Talking Machine Co. gave a recital of "Madam Butterfly" one evening recently at its new store at 928 Nicollet avenue. The store was beautifully decorated with Japanese lanterns and umbrellas, and the burning of joss sticks gave the atmosphere of Japan. The story was told and songs explained in an able manner by Mr. Matheis. This was a special evening for the school teachers, and a very novel idea was introduced during the "Duet of the Flowers." While this song was being described beautiful flowers were passed around to everybody, which was very effective. The S. R. O. sign was out, and the sidewalk was blocked to the street by outsiders who could not gain admission. Mr. Matheis has made these recitals about the most popular thing in the talking machine line in the city of Minneapolis. All of the operas have been reproduced, as well as recitals of all the artists who have appeared in the city during the winter.

Foster & Waldo, the well-known piano dealers, have put in the Victor line. Their store is located about a block from the new store of the Talking Machine Co., on upper Nicollet avenue, directly across the street from C. A. Hoffman, the optician and Victor dealers. This will concentrate the talking machine business in this section, and with all firms pushing should result in much good to all. Arthur Magoon, the well-known talking machine salesman, lately of Dyer's of St. Paul, and the New England Furniture Co., is in charge of the department, and will make a good go of the new venture.

Koehler & Hinrichs, of St. Paul, are adding many new dealers; business has been good, and they look forward to an increased trade in the fall.

W. J. Dyer & Bro., of St. Paul, have opened a new department on the second floor. This gives them the most elaborate quarters west of Chicago. Beautiful rooms, splendid lighting effects and a grand recital hall in the rear make it something that other dealers should see and try to work up. Mr. Mairs has been working day and night on this for months. There was a grand opening a few weeks ago, when a reader gave a description of several operas, and the whole affair was a grand success.

AN ATTRACTIVE VICTOR WINDOW.

The retail talking machine store of David Switky, 330 Sixth avenue, New York, has been the subject of much interest from passers-by owing to the very attractive window display which he has arranged and in which the possibilities of the Victor as one of the essential equipments for camping out is demonstrated.

In writing a business letter, make its meaning so clear that there can be no question as to what you intend to say. Remember that inflection of the voice and accent does not appear in writing.



Won't You Have a Lesson in Spanish?

It's so easy to learn by the I. C. S. system—and a knowledge of Spanish is so useful nowadays.

The I. C. S. system of language instruction by means of the phonograph makes easy the mastering of a foreign language, and appeals with compelling power to thousands. The dealer in phonographs who does not carry I. C. S. Language Outfits is neglecting a quick and sure way to increase his business. The new \$35 Language Outfit of the I. C. S. is a marvel. It represents the highest art in the teaching of languages, and embodies a method that has won the warmest praise of thousands qualified to speak authoritatively. The Spanish, French, and German Embassies at Washington, as well as the leading colleges, have cordially indorsed the I. C. S. method of teaching languages.

The I. C. S. Language Outfit consists of an Edison Gem Phonograph made especially for language work; small horn; headband hearing tube; oil can; and 25 Conversational Records teaching pronunciation guaranteed to be absolutely correct, with native intonation and inflection. In addition to these Conversational Records there are pamphlet Instruction Papers teaching the theory of the languages. The new Outfit is at one and the same time the best and cheapest ever offered—the price being only \$35.

If you want to increase your business, write to-day for full particulars.

International Correspondence Schools

Box 918, Scranton, Pa.

An initial large profit, a rapid turn over, and a practical lien upon every Columbia instrument you sell, because every purchaser of a Columbia instrument comes back constantly for Columbia records.



**Columbia Phonograph Co., Gen'l
Tribune Building, New York**

AN ATTRACTIVE RECITAL ROOM

**Is That of the Florida Talking Machine Co.—
Smaller Quarters for Recital and Demonstration Purposes Possess Advantages That Often Are Not Realized in Larger Halls.**

That comparatively limited space can be put to excellent use as a recital hall by talking machine houses has been demonstrated by a number of progressive concerns in various parts of the country, who have devoted small rooms or sections of their store to recital purposes, taking small groups at a time and perhaps getting better results, from



Music Room of Florida Talking Machine Co., Jacksonville, Fla.

a sales point of view, than if they were demonstrating before a large hall of people wherein the individual was lost.

This is shown in the accompanying view of the music room of the Florida Talking Machine Co., Jacksonville, Fla., which seats close to one hundred people without crowding, and where a number of successful Victrola recitals have been given at regular and stated intervals. The room is attractively decorated, potted plants abound and the walls are hung with pictures, all tending to relieve the bareness and make the members of the audiences feel at ease and in a mood to listen to good music.

POINTS WORTH STUDYING.

Every salesman must consider and study these points, viz:

1. The best way to show the goods.
2. The strongest talking features of the goods,
3. Its uses to the customer.
4. The best answers to objections.
5. The best way to approach the customer.
6. Consider the class of trade you seek.
7. Compare present sales in your territory with those of the past.
8. Determine to make these sales steadily increase.

ACTIVITY IN LOS ANGELES.

**Wiley B. Allen Talking Machine Department
in Charge of R. E. Wolfinger—Bowling
League of Southern California Music Co.
Has Good Time—Many Orders Placed by Visiting Dealers—Edison Home Kinetoscope in Favor—Agency Secured by Dealers.**

(Special to The Talking Machine World.)

Los Angeles, Cal., May 28, 1912.

After one week of the most gorgeous display of the visiting Shriners to this city talking machine business has again resumed its swing and

Williamson, captain. Talking Machine Department—H. H. Fish, Guy Pooler, B. H. Burke, T. T. Gardner and F. W. Carnes, captain. Wholesale Department—W. E. Smith, J. V. Hanes, O. W. Terry, H. E. Depue and O. A. Lovejoy, captain. H. H. Fish and Harold Jackson originated a very clever menu in bowling phraseology, for the occasion.

C. H. Rundel, president of the bowling league, was the toastmaster for the evening. Through the kindness of the coast manager, W. S. Gray, and Local Manager W. F. Stidham, of the Columbia Phonograph Co. (General), the bowling shirts with the notes as the emblem were donated by these two popular talking machine men.

O. A. Brehler, Edison dealer of Sanger, Cal., and I. L. A. Broderson, Redlands, Cal., who is a very successful Victor and Edison dealer, spent a few days in this city recently. The former left a good order for Edison goods.

The J. B. Brown Music Co. has taken the agency for the Edison Home Kinetoscope.

A. G. Farquharson, special representative of the Columbia Phonograph Co. (General), of this section is in the east and with H. L. Willson, assistant to the general manager, Geo. W. Lyle, of the Columbia Phonograph Co. (General), will visit the principal cities from the Pacific to the Atlantic.

W. G. Walz, Jr., secretary of the W. G. Walz Co., El Paso, Tex., is spending a few days in Los Angeles enroute to San Francisco, accompanied by his wife. The W. G. Walz Co., being Victor and Edison jobbers of El Paso, has been conducting a most brilliant business in the talking machine line.

Carl G. Strock, Edison dealer of Santa Ana, is making preparation to handle the Edison Home Kinetoscope.

Sr. Rafael Cabanas, president of the Cia Fonografica Mexicana, S. A. Columbia jobbers of Mexico City, has been passing several days in this city and stated business was very satisfactory in his section of the country.

M. J. Buck, of the M. J. and B. M. Buck Co., Lansing, Mich., Victor dealers, was one of the visiting Shriners to Los Angeles.

Mr. Brown, of the Houston Phonograph Co., Edison jobbers of Houston, Tex., who visited Los Angeles recently, reports a steady demand for Edison goods.

A. Graham Cook, who has been manager of the talking machine department of the Geo. J. Birkel Co. for many years, will leave for the east June 1, visiting his home of boyhood days in Boston.

THE MAN THAT—

The man that knows not and knows not that he knows not is stupid—experience may educate him.

The man that knows not and knows that he knows not is appreciative—help him.

The man that knows and knows not that he knows is asleep—arouse him.

The man that knows not and thinketh that he knows is a fool—shun him.

The man that knows and knows that he knows is wise—follow him.—Elec-Tricks.

dealers are much encouraged over the results obtained during May. Great preparations are being made by those dealers who will handle the new Edison Home Kinetoscope. Enthusiasm is the keynote for this new line, which will no doubt bring very gratifying results to those interested.

The Wiley B. Allen Music Co. has just completed the remodeling of its talking machine department. All the soundproof rooms are elegantly furnished, thus making every possible comfort for its customers. R. E. Wolfinger, the new manager, is putting every effort forth to make this department a great success.

Mr. Wolfinger, formerly with the J. B. Brown Music Co. for many years, is a real talking machine man and a drawing card for the business.

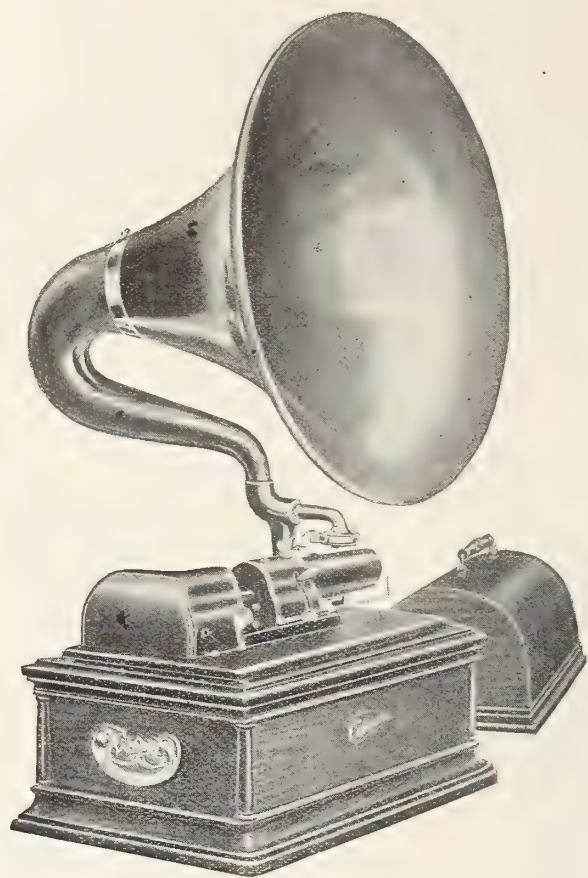
A. S. Olds, of Goldfield, Nev., was in the city for several days, bringing with him good reports concerning the Edison line in the mining district.

W. T. Bryant from Hong Kong, China, is now located with the Southern California Music Co. His special line will be the Edison Home Kinetoscope department.

The first annual dinner of the Bowling League of the Southern California Music Co. was given May 14 at one of the leading hotels of this city. The teams were represented by the following: Small Goods Department—J. J. Apfel, L. V. Pippen, I. J. Westphal, Harold Jackson and W. S.

The Edison

The Opera



This type has a powerful double spring motor, geared to body. It plays Amberol Records only, and is equipped with the new style Model L reproducer which is stationary, the mandrel feeding the record past. Furnished in mahogany or oak with self supporting wood cygnet, horn to match.

All Edisons have

The right home tone.

The sapphire reproducing point.

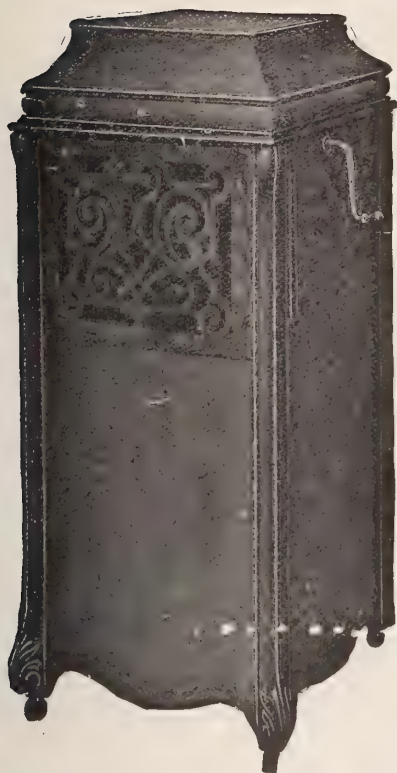
The long playing, smooth running motor.

Thomas A Edison
INCORPORATED

59 Lakeside Avenue, Orange, N. J.

Phonograph

Amberola



The finest sound reproducing instrument made. Furnished with cabinet of oak, mahogany or Circassian walnut, capacity 100 records. New style motor with double springs and improved suspension, direct drive, will play five Amberol records with one winding. Stationary reproducer, model L, plays Amberol records only. Automatic stop of new design.

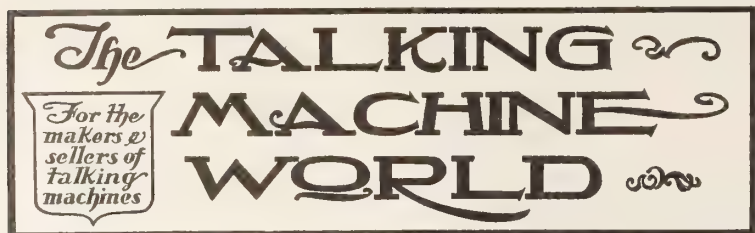
All Edisons render

Amberol Records.
Every kind of music.
The best talent.

Home recording with Triumph, Home, Standard Combination, Fireside, Gem and Alva types.


INCORPORATED

59 Lakeside Avenue, Orange, N. J.



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J. B. SPILLANE, Managing Editor.

Trade Representatives: GLAD. HENDERSON, C. CHACE, L. E. BOWERS, B. BRITTAIN
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Boston: JOHN H. WILSON, 324 Washington Street.

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Philadelphia: R. W. KAUFFMAN, Minneapolis and St. Paul: ADOLF EDSTEN.

San Francisco: S. H. GRAY, 88 First St.

Cleveland: G. F. FRESCOTT.

St. Louis: CLYDE JENNINGS.

Cincinnati: JACOB W. WALTER.

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68, Ritterstrasse 72. Telephone Amt. IV, 11754.

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REMITTANCES should be made payable to Edward Lyman Bill by check or Post Office Order.

IMPORTANT.—Advertisements or changes should reach this office by the first of each month. Advertisements arriving too late for insertion in the current issue will, in the absence of instructions, be inserted in the succeeding issue.

Long Distance Telephones—Numbers 5892-5893 Madison Sq.
Cable Address: "Elbill," New York.

NEW YORK, JUNE 15, 1912.

TRADE during the summer months is usually quiet in many lines, but in special lines people have drifted into the habit of believing that business will be dull—hence they have relaxed energies and naturally a slowing up of the vitalizing forces means a lessening of trade.

Surely, there is good talking machine business to be secured during the summer months—in fact, quite as good a character of trade as in the winter.

There are yachts, camps, summer cottages and outing excursions—everything of that kind to be consistently worked for talking machine and record sales.

It requires some energy and some original planning, but there is no reason why the talking machine dealers of this country should sit down during the summer months and complain about trade stagnancy while doing nothing themselves to better business conditions.

Of course, things will be quiet if the merchants stagnate. Quite naturally sales will slow up if energy be withdrawn. There is no use to sit around and complain of the heat and say that trade is dull.

Have your men get out and see that the machines sold are in good working order. See that every adjustment is perfect and in the meantime have a nice bunch of new records to entertain the owners of new machines.

Think of the fine record sales that can be taken.

Why not ship out a few machines to good people to put in their cottages?

Let them try them for a week. They will never return them.

It is only a question of just getting down to brass tacks and trade can be dug out in satisfactory quantities during the summer months just as well as the winter months.

READERS of The Talking Machine World in every section of the country are vitally interested in price stability and, therefore, despite the fact that the patent bill may not be reported at the present session of Congress, they should continue to write their Congressional representatives expressing their opinions regarding the bill which Congressman Oldfield has introduced which, if enacted into law, would seriously affect the future of the talking machine business, for it would prevent manufacturers from fixing and enforcing retail prices on patented goods.

Now, ever man knows the value of stable conditions.

He knows that price cutting has a most demoralizing effect

upon trade everywhere; and the more communications Congressmen receive from business men the more they will be impressed with the fact that the substantial business element of this country most heartily protest against any law which will throw trade stability to the winds—in other words, permitting price cutting in a way which will depreciate stock values everywhere and make the conduct of business distinctly unpleasant.

Do not overlook this important matter—it is too vital to delay action on a single day.

FOR some time past the question has been frequently asked in talking machine circles: "When are the Edison disc machines to be placed upon the market?"

Some have found reason to complain at the delay, and considerable disappointment has been manifest in many quarters on account of the failure of the Edison disc machines to materialize.

It is well, however, before passing criticisms upon the alleged delay caused by the officials of any corporation to make thorough investigations and learn the causes.

In the first place, few people have an adequate conception of the gigantic task necessary to reorganize—revolutionize almost—a great business for the manufacture of a distinctly new creation.

A plant like the Edison, which covers many acres of ground, cannot be completely revolutionized in a month or a year. Some seem to feel that it is easy to do it over night.

It should be understood in the first place that the creation of special machinery is a tremendous task. In other words, it is creating practically a new business and at the same time maintaining all of the machinery for the old.

Visitors, however, at the Edison plant who have been favored with an inner survey of the actual developments have come away convinced that the Edison officials have been hard at work in a readjustment of their business to new conditions, and that they have succeeded in producing disc machines and disc records of a grade which is bound to interest is conceded.

The Edison records played on the Edison machines will compel attention from music lovers everywhere.

Their carrying power is somewhat phenomenal and it is certain that they will be destined to achieve success when the trade and public are invited to pass upon their merits.

Visitors to the plant are convinced that there have been preparations constantly going on for months which means the taking care of a great trade in a systematic manner.

On the various floors endless rows of cabinets for the disc machines are in evidence and everywhere there is obvious testimony to the effect that the fall will see the Edison disc machines well before the trade—also, there will be a new Edison cylinder record which is well calculated to win a large measure of admiration from music lovers.

It is certain, therefore, that the officers of the Edison corporation have carried their work along disc lines far beyond the experimental stage and have produced machines and records of rare and interesting quality.

That the trade ere long will have tangible proof of their work is sure.

Jobbers and dealers can rest assured that the Edison creative forces have not been inactive.

They have been moving with reasonable conservatism along lines of advance, so that when the finished product is put forth its owners will have the satisfaction of knowing that they have machines and records which will stand up under every test.

ASSOCIATION work may result in practical benefits to industry if there be sincerity of purpose behind any of the moves. In some industries associations meet and pass mouth-filling resolutions and then go back and fail to observe them.

They are soothing to the ear and make pleasant reading, but so far as actual benefits to the industry are concerned they amount to nothing.

Once in a while, however, we have some organizations in all trades which adopt methods and pass resolutions; living up to same in a manner which is helpful to themselves.

We have in mind in this particular the Los Angeles Talking Machine Men's Association. This organization was recently formed by the talking machine men of that city, who met for the purpose

of perfecting an association which should be helpful to the general trade. One of the initial movers in bringing the dealers together was A. G. Farquharson, manager of the Columbia Phonograph Co., who recently has been looking over the trade situation in the East. While here he received a message stating that the association was well started and that the members had met together and signed a document in which it was agreed to fix an interest rate of 7 per cent. on machines sold on the deferred payment plan.

In urging the adoption of this plan, Mr. Farquharson was following out the same business methods which had been sent out from the office of the Columbia Phonograph Co., to local distributors. The agreement, which was signed by practically all of the entire talking machine trade of Los Angeles, appears elsewhere in these columns.

The members have pledged themselves that they will charge and collect interest at the rate of 7 per cent. on all instalment or time sales other than those sold on thirty days' time open account.

Now, here is good practical work for an association, and we have local associations in many of the cities whose members could profit well by the example of Los Angeles merchants.

Here is something that does not help the manufacturer in the slightest, but it does help the pocketbook of every local dealer, and when men enter into such an agreement it is not for the purpose of avoiding the rules laid down—on the contrary, they will live up to them.

The Los Angeles Association certainly has accomplished a great move and we suggest that in cities where there are no associations existing that the men get together and form for mutual good.

There are many things which can be worked out along associations which will better the fortunes of talking machine men by increasing their revenues and this interest-bearing resolution on the deferred payments may well be repeated in the trade in cities throughout the Union.

THE Talking Machine Jobbers' Convention, which occurs next month—July 1 and 3—at Atlantic City, will quite naturally draw together the leading talking machine jobbers of the country.

It is said that a number of important topics will come up for discussion and subsequent action by the association members.

VICTOR CO. WARNS DEALERS

Against Selling Various Makes of Imported Talking Machines Which, It Is Claimed, Infringe Patents Held by That Company.

The Victor Talking Machine Co., under date of June 4, has sent the following letter of warning to its dealers and distributors relative to the sale of imported talking machines:

"We are just informed by a telegram from St. Louis, Mo., that some parties are there endeavoring to sell 'Polyphones' to dealers and consumers. The Polyphone talking machines and Polyphone records are flagrant infringements of United States Letters-Patent, owned by the Victor Talking Machine Co. In keeping with its policy of progress and development this company has continuously improved its talking machines and records, and has also secured United States Letters-Patent, protecting such improvements, and attention is directed to the fact that we claim the Polyphone talking machines and records infringe, among others, the following U. S. Letters-Patent owned by this company, i. e., No. 739,318, dated September 22, 1903; No. 778,976, dated January 3, 1905; No. 814,786, dated March 13, 1906; No. 814,848, dated March 13, 1906; No. 832,896, dated October 9, 1906; No. 896,059, dated August 11, 1908; No. 12,963 (reissue), dated May 25, 1909; No. 13,044 (reissue), dated November 23, 1909; No. 13,069 (reissue), dated January 4, 1909; No. 947,227, dated January 25, 1910.

"Although the Victor Talking Machine Co. owns and controls other patents, which may also be infringed, the above enumerated patents, it is thought, are sufficient to convince anyone that the manufacture, or sale, or use of these Polyphone machines and Polyphone records is illegal, and therefore, whoever manufactures, or uses, or sells these infringing articles makes himself liable to

be sued by the Victor Talking Machine Co. in the United States courts for an injunction and for an accounting of damages and profits."

Under these circumstances we warn all dealers against selling these infringing Polyphone talking machines and records, as we contend such acts

make them liable to be sued, and furthermore, every customer to whom these infringing goods are sold becomes also an infringer and liable also to be sued.

By stopping losses you can increase profits.

The charging of interest on instruments sold on the deferred payment plan will be one of the subjects brought up for discussion.

This is a very live topic and will interest every talking machine man, dealers as well as jobbers, all over the country.

It is a very important matter. There is considerable expense entailed in the collection of instalment accounts and no good reason can be advanced—or at least we have never heard it advanced—why a talking machine dealer should not receive interest on the unpaid account.

He has to do the bookkeeping and collecting and it is only fair that the purchasers should pay interest on the amount due.

This question will be handled by the association and it is proposed as well to suggest an increase in the number of machines necessary to qualify in the initial order as a dealer.

There are a number of other important matters all of which have direct bearing upon the talking machine business.

Secretary Roush has been working overtime in getting out attractive literature and certainly the members must feel that Atlantic City will look pretty good along about the first of July.

It is a good place to while away a day or two by the sea and this year it is proposed to reduce the schedule down to two days.

This will satisfy a great many of the members better than extending it into four.

The delegates have been invited by the Victor Co. to be the guests of its officers after the close of the convention.

The delegates are to get down to serious effort at Atlantic City because they are going to concentrate all the work within two days, and it should pay all members to journey to Atlantic City and join in with the others in the discussion of live talking machine affairs.

The coming together of men on these occasions surely should result in material good, and the more practical matters are discussed and means adopted to better the general conditions the better it is for all, and every trade association can only justify its business existence by doing things in the particular industry where it operates.

The number of members is one hundred and ten and surely out of that number there should be at least a good round hundred who will take part in the Atlantic City proceedings.

The DITSON Pledge

Is to see that our clientele has a better service than ever—setting a new standard in Victor jobbing deliveries. The demands of alert Victor dealers—the kind that grow—are many and varied, and we furnish the "first-aid" in every instance.

We believe this year's Victor business will be of tremendous proportions, and it will pay you to have

The Fastest Victor Service

which is a requisite in this hustling age. We possess the largest stocks, the best organization and most up-to-date equipment in the Eastern half of the country.

This covers Victor machines, records and supplies of every kind, not to mention cabinets, needles and trade-marked accessories.

Will you let us tell you more about Ditson co-operation? A postal gets this information!

OLIVER DITSON CO., Boston, Mass.



Columbia instruments: A line to fit the pocket-book of every possible buyer of a talking-machine. Columbia records: A line from which every dealer can meet the musical preferences of any one who owns a talking instrument.



**Columbia Phonograph Co., Gen'l
Tribune Building, New York**

PHONOGRAPHIC CORRESPONDENCE.

**A Hint Regarding Summer Trade Stimulation
—Conquering Dull Times.**

The average dealer looks forward to this season of the year with more or less trepidation. His customers, no matter how attentive they may have been throughout the winter and spring, find so many other mediums of amusement awaiting them upon the threshold of the good old summer time that they lose interest in the talker temporarily, relegating it to the attic, along with the overcoats and the moth balls. Of course, there are the true music lovers who keep their machines going in all seasons, but they are the exception and not the rule.

The fact that Mother Earth, gowned to display her voluptuous charms most lavishly, flirts with your patrons, flaunting her beauty in their very faces, should not discourage you. The old coquette will have "nothing on you" if you meet her attacks with sufficient energy. Make friends with the dame yourself, Mr. Dealer. Allow her to claim your customers throughout the summer for her very own if she insists upon it, but with the distinct understanding that you and the talking machine be allowed to play an active part in the drama also. There is no reason in the world why the talker should be abandoned just because the air is balmy and the birds are singing. Good music is a thing never to be thrust aside as unseasonable, and it is up to you to so instruct your customers.

The time is now ripe for the launching of that vacation advertising, and through this alone, if ably executed, you should be able to maintain the enthusiasm and patronage of your trade. Summer publicity should always be in harmony with the weather. Hot climates demand hot sauces, so do not spare the paprika.

I will not attempt to write your advertisements for you, Mr. Dealer, for I know full well that the task is far beyond me, but will attempt in my crude way to make a seasonable suggestion.

Have you ever encouraged phonographic correspondence among your patrons? Does Mr. Cityman, toiling in his downtown office, realize, I wonder, how much more Mrs. Cityman, sojourning at Bon-Air on the Roncocas, would appreciate hearing from him by record rather than by letter as at present? Hubby is extremely busy piling up the dollars, and, consequently, has very little time for recreation. Wifey, being very much in love and awfully lonesome, demands at least one letter every day, and gives the girl at the long distance switchboard a headache if she does not receive it. Hubby's stenographer finds it embarrassing also to sandwich love letters between legal documents, and, in fact, it is a very unsatisfactory arrangement all 'round.

Here's where you and the talker come in, Mr. Dealer. Get in touch with Mr. Cityman through snappy advertisements in the journal he likes best, explaining to him therein the many advantages of phonographic correspondence. Show him how, in the quiet of his office, through the use of the dictaphone or commercial phonograph, he can talk to

the one he loves best as confidentially and as freely as though he were strolling with her along the secluded pine-bordered paths at Bon-Air. All the little nothings that he knows will please her and that he would not care to place on paper or speak into a telephone transmitter, can be confided to the little wax cylinder with the utmost safety.

No fear of the guests at the hotel reading a mislaid letter and gloating over its contents if phonographic correspondence is indulged in. Even if there is a talking machine in the music room at Bon-Air, Mrs. Cityman may leave her wax missives of love around in any old place if she so desires, and no one will be the wiser as to their contents.

When Mrs. A. Scandal spies a little pasteboard box upon the piano after one of Mrs. Cityman's daily visits to the postoffice, and proceeds to experiment, she hears what sounds to her like a Japanese war bulletin or a stump speech in Choctaw, and returns the record to its place in a very disappointed and disgusted frame of mind. How is it done?

Why, it's a cinch! Listen: Furnish, as an addition *de luxe* to the standard equipment of Mr. Cityman's dictaphone, a belt slightly longer than the one ordinarily in use, and emphasize the fact that it is to be reserved exclusively for the talks with wifey. When adjusting it to his machine, he should cross it, which act, of course, reverses the movement of the mandrel, hence when reproduced, unless wifey is on to the little scheme, and performs a like operation upon her phonograph, the reproduction will be entirely unintelligible.

When oppressed and weary with the noise and gossip of the hotel, Mrs. Cityman will (if your ads so suggest) have her talking machine conveyed to the boat landing, and, comfortably ensconced in her favorite canoe, paddle to a secluded cove where the air is heavy with the fragrance from wild-rose, fox-grape and honeysuckle blooms, and kingfishers dive for perch among the lily pads. Then opening her case of records, she listens to the voice she loves. Every subtle inflection has been caught by the delicate recording stylus. *He* is talking to her, and she is soothed and rested.

Old Mother Earth has claimed her all right, but—here's the point!—her phonograph bore her company.

Now, Mr. Talker-Man, get busy with this phonographic correspondence idea. Oil up your shaving machine, and lay in a goodly store of blanks—you're going to need them this summer.

You will sell some commercial machines also if you lay this matter before business men who have not already installed them. The novelty of the thing will tickle their fancy.

HOWARD TAYLOR MIDDLETON.

MAKING MISTAKES.

Just as sure as "to err is human," to make mistakes is a good sign. If we did not make mistakes once in a while, we should be calling for our ecclesiastical harps. A mistake now and then keeps our conceit in check and our hand to the plow.

DOES GOOD WORK IN TEXAS.

Hyatt Lemoine, the Go-Ahead Traveling Salesman of the New Orleans Store of the Columbia Phonograph Co., Increases the Number of Columbia Representatives at All Points Visited During His Recent Trip.

(Special to The Talking Machine World.)

New Orleans, La., June 5, 1912.

One of the most successful salesmen on the staff of the local establishment of the Columbia



Hyatt Lemoine.

Phonograph Co. is Hyatt Lemoine. This genial and aggressive traveler for the New Orleans store has just returned from a very successful trip through south Texas, and on which many new Columbia dealers were secured. In one week Mr. Lemoine secured eight new Columbia dealers.

Every order was a bona fide and initial order and was sent in with the necessary signed contracts, etc.

The local manager of the Columbia store, W. F. Standke, counts the record made by Mr. Lemoine in this one week an exceptionally good one, and states that when you consider that the eight dealers are located in eight different towns and are among the best and largest merchants in each place, and that the orders range from the required initial amount up to \$500, this record is one that is seldom equalled.

TO EXHIBIT AT ATLANTIC CITY.

Pooley Furniture Co. to Display Full Line of Cabinets During Jobbers' Convention—Manufacturing Plant Enlarged to Meet Demands.

(Special to The Talking Machine World.)

Philadelphia, Pa., June 10, 1912.

The Pooley Furniture Co. has just bought out two new cabinets, illustrated in its advertisement elsewhere, which are attracting a great deal of attention from progressive talking machine men throughout the country. H. N. McMenimen will attend the convention of National Talking Machine Jobbers' Association at Atlantic City the opening days of July, and has engaged a display room for an exhibition of the entire line of Pooley cabinets.

Within recent date the Pooley Furniture Co. has added considerable floor space, which is given over exclusively to the manufacture of record cabinets, and even with this tremendous capacity the company finds it difficult to fill orders with that despatch which they would like. Meanwhile every effort is made to meet the demands of the trade both in standard of goods and importance of shipments.



EDWARD D. EASTON

Founder and President of the American Graphophone Co. and of the Columbia Phonograph Co., General

Twenty-fifth Columbia Anniversary

A Notable Event in Talking Machine History Which Was Duly Observed and Fittingly Celebrated by the Officials, the Business and Selling Staff of the Columbia Co.—Splendid Dinner Given in Honor of the Occasion—Addresses by President Easton, General Manager Lyle and Others—A Great Meeting of Columbia Forces and an Evening Long to be Remembered by Those Who Were Present—Interesting Reminiscent Remarks and a Delightful Entertainment Make the Occasion One to be Pleasantly Recalled by the Various Speakers.

Last month a notable milestone in Columbia history was passed, for it was on the 15th of May, 1887, twenty-five years ago, that the American Graphophone Co. was founded by Edward D. Easton. The anniversary of the founding of this talking machine business was fittingly celebrated on the evening of May 15 by a dinner given by President Easton to the members of the Columbia staff, departmental heads and branch managers.

The celebration occurred in the East Room of the Waldorf-Astoria. The room and tables were beautifully decorated in honor of the event.

Shortly after 7 o'clock the diners filed in and seated themselves at the tables, which had been arranged in the form of a horseshoe.

MENU.
 Clovises de Cherry Stone
 Potage à l'oseille, Printanière
 Radis Olives Céleri Amandes salées
 Truite de rivière au bleu
 Salade de tomates et concombres
 Medallion de filet de bœuf, sauce Colbert
 Pommes de terre, Laurette Petits pois français sautés
 Pamplemousse au marasquin
 Jeune pintade rotie en casserole
 Salade de laitue à la Russe
 Glaces de fantaisie
 Petits fours Fromage assortis
 Café

Lacrima Christi

The menu was elaborate, and between courses the diners were entertained by special talent which had been arranged by V. H. Emerson, who was aided by well-known record makers of the company.

Ted Snyder, the well-known music publisher, showed his superb skill at the piano; as well as did C. A. Prince, director of Prince's Orchestra.

Clever specialties which greatly entertained the diners were given by Byron G. Harlan, Arthur Collins, C. Allesandrini, Henry Burr, Will Oakland, Maurice Burkhardt and Fred Van Eps.

When Mr. Emerson announced the close of his part of the entertainment, President Easton arose, after the cigars had been lighted, and extended a cordial greeting to all.

Mr. Easton faced a splendid staff of men, who are in thorough accord with him in the Columbia business policies. There were heads of departments, officers of the corporation, branch managers and representatives from Canada, England and South America. Mr. Easton was received with tumultuous applause.

Edward D. Easton's Address to His Staff.

"The American Graphophone Co. was organized on May 13, 1887, and is therefore more than twenty-five years old. We have met this evening to celebrate the twenty-fifth anniversary. During that period we have learned how to design, how to manufacture, how to sell and how to use graphophones, and we have taught the world this art. Every talking machine in the world, by whomever made and however known, is technically a graphophone. The business is now a great world business; there are probably over 100,000 persons engaged in the business; there is no part of the world to which the graphophone has not gone; and the repertoire of records includes every language and dialect of importance in the world.

"In bidding you welcome to this celebration I wish to repeat what has so often been said and so truly, that it is an honor to have co-operated with the men who have created our enterprise, many of whom are here to-night, some of whom we have followed to the grave with wet eyes, all of whom I wish might be with us.

"It is a particularly happy feature of this celebration that we hold it at a time when the condition of the company, in every respect, is the best in its

history; when its financial condition is the soundest and its earnings by far the greatest. It would be difficult to celebrate if we had only age with which to congratulate ourselves, for this is an attribute that does not require very much ability, that simply comes with the passing of time and may indicate senility and decay.

"Let us realize that we cannot live upon the past; that unless we are constantly progressing we must go backward; that there is no standing still. Let us keep for our motto 'Ever Forward,' remembering that as eternal vigilance is the price of liberty, so eternal industry, watchfulness and effort are the price of business stability and success.

"For your support and devotion, for your un-



George W. Lyle.

selfish labor already so generously given and so successful in its results, I feel the deepest appreciation and gratitude; and in the still greater progress of the future I confidently predict the basis for greater congratulation."

He then called upon Geo. W. Lyle, who received hearty greeting, and whose remarks were closely listened to throughout and were applauded at various intervals.

Mr. Lyle Speaks of the Past and Present.

"It is a great pleasure to join with you in celebrating our twenty-fifth anniversary. This seems quite a ripe old age, especially when I recall the fact that at the time I entered the service, some fifteen years ago, and frequently since, so many of my friends have been most solicitous for my future and warned me many times that while the business was all right for the time and was a fad, still if I were wise I would be prepared to 'duck' at any moment; and I must admit that for some years I had a feeling of uneasiness. This was lost, however, as time went by, and especially after reading in a foreign paper an interview with our president, in which he stated that he was certain the business would at some time die, but that time would be when people ceased to have ears.

"We have all learned, however, that the business is not a fad and is still in its infancy, notwithstanding the birthday we celebrate, and that its wonderful growth is due to laboratory advance and

improvements in the art. And the growth of our own company to improvements in product, a strong advertising campaign and a definite business policy (taking care of the interest of every branch of the business, the jobber, the dealer and the user; in other words, in the words of our former President, 'Giving a Square Deal to All').

"All of the above, however, in my opinion, are small factors in the wonderful growth of our company, as compared with the fact that our company is composed of the most honorable, high-minded and loyal set of men ever banded together for the conduct of any business; and it is along this line of thought that I want to say a few words this evening.

"As stated, I have spent fifteen years in the service, and during that time have had the privilege of coming in personal contact with all of our people in all branches of the service, so speak with personal knowledge.

"Regarding our president, with whom we have all had the privilege of becoming personally acquainted, it is hardly necessary for me to refer to his ability; the fact that the talking machine business is in existence to-day is because of him and his faith in its great possibilities when there was no business and few if any believers, and no financial interest ready to develop this line of work. And the great company whose twenty-fifth anniversary we celebrate to-night, as well as other companies engaged in the manufacture of talking machines, stand ready to-day as his enduring monuments.

"It is, however, more directly to his personality I would speak to-night, his untiring energy and ability to overcome every obstacle, knowing no such thing as failure. His high ideals and his pure personal interest in the welfare of every employee, from the highest officer to the humblest employee, are traits which stamp him as a man among thousands, and fortunate indeed are we all in the opportunity of being so closely associated with him so many years, and our sincere hope is that he may be spared to us for many years to come.

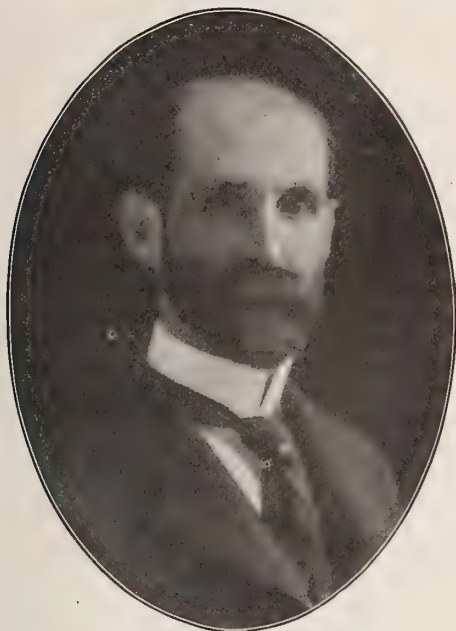
"Our board of directors and finance committee are not only composed of successful men of high standing in their different walks of life, but men whose interest in our company is so great that they give to us freely of their time and advice, and from my personal knowledge I am prepared to say to-night that no company is more favored than ours in this respect, and no board of directors of any industrial enterprise has a greater personal knowledge of the affairs of the company which they are directing than our board.

"As for the service at large, I am not going to take your time to-night to mention names or departments, but want to summarize that, as officers, laboratory men, factory employees, managers, salesmen, and employees from the highest to the lowest in our service, both men and women, it would be impossible to find a more able, enthusiastic, loyal force, knowing no interest in other enterprises. This has been shown in days of prosperity, and even more clearly in days of threatened adversity; and with such an organization, is it to be wondered that the company grows and recognizes no limit to its possibilities?

"Now, a word of welcome to our esteemed guest. Mr. Edward Lyman Bill, editor and proprietor of The Talking Machine World, our trade paper. He needs no introduction; we all know him, and fortunate has the whole industry been that years ago he saw the possibility of establishing such an organ,

and more fortunate still that in his willingness to put his time and money into such enterprise, he gave us a trade paper conducted on the highest possible plane, and not such a trade paper as some industries are cursed with. His keen interest in the industry, his co-operation in every branch of the work, his willingness to spend liberally his time and money on plans intended to advance the interest of the industry are recognized by us all, and with all of his work he has never failed to give the Columbia Co. the benefit of his advice and counsel and publicity through the columns of his valued paper. I have been fortunate in being thrown personally into intimate relations with him, and his unfailing courtesy and good will have been greatly appreciated, and I have not hesitated to call upon him for counsel frequently in many matters relating to the welfare of the business in its entirety.

"We have with us to-night our factory manager, Mr. Horace Sheble, who leaves us in a day or two now to take up new lines of work. His



Senator Wm. M. Johnson.

leaving will mean a great loss to us in every way and a keen personal loss to me, for in the few years in which we have been so intimately associated I have learned to respect not only his ability, but love his personality and friendship, and I am sure we all join in wishing him every possible success in life and look forward to the time when we may have the pleasure of having him associated with us again, for I know that we have made clear to him that the door is open for his return at any time.

"I want also to extend to Mr. C. E. Woods, our next factory manager, who is with us this evening a word of welcome. I am sure he is going to be able to help us and that he will prove to be the right man in the right place, and so we count him for to-night as one of us.

"Now a few personal words. I am certainly proud of our company and its progress; but above and beyond this I realize to-night that happy indeed has my lot been associated with all the friends making up our organization, whose friendship and regard I esteem higher than any commercial success we might achieve. The fifteen years I have spent with the company have been pleasant ones; I have found friends on every hand, kindness extended in time of bereavement and congratulations extended in times of success, and I trust it is not necessary to express my appreciation of the same or desire to want a continuance of it in the years to come. My hope is that in the conduct of the work which falls to my lot I may be able to so conduct myself as to merit the approval and esteem of all; and more than this, the friendship which I desire above and beyond anything else."

The toastmaster then called upon Senator Wm. M. Johnson, of New Jersey, spoke in a jocular vein at the beginning of his address and then pro-

ceeded to deal at length upon the business side of the talking machine situation.

The next speaker was Edward Lyman Bill, editor of The Talking Machine World.

Edward Lyman Bill Congratulates Officials.

Edward Lyman Bill, editor of The Talking Machine World, when called upon for some remarks, after congratulating the officers of the Columbia Phonograph Co. upon the attainment of their twenty-fifth business birthday, said: "For more than a century previous to the foundation of your company scientists of Europe had been seeking for some means by which to reproduce the sound of the human voice. Crude and unsatisfactory devices were produced; but along in the early '80s the attention of a bright, blue-eyed young man, who had won a high position as a Government stenographer at Washington, was called to the device of Bell and Tainter. He examined this invention, tested it in his own profession, and became convinced that it possessed a wonderful future. His first step was to organize a company for the manufacture of these products.

"That man was Edward D. Easton, the founder of the American Graphophone Co. in 1887. From modest beginnings and a payroll of \$300 a week, he has seen that business develop to a point of colossal magnitude. He has seen its influence extend to all lands, for the Columbia banners encircle the earth. Mr. Easton has been a business builder in the truest sense, for where no blades of trade grass grew before his time there are to-day rich fields of it.

"Through his energy and aggressiveness, through his business foresight and management, many millions of dollars have been distributed throughout the various trade channels. He has been a trade creator in the broadest sense, and to him we are indebted for many great accomplishments. Such a gathering as this, surrounded as he is by the loyal members of his staff who have worked with him in the accomplishment of his desires there must come great pleasure, and I question whether there have been many moments in his business life charged with more happiness than is afforded by this assemblage. It represents the officers and members of the Columbia staff who have labored side by side for many years, actuated by splendid motives, in building a trade edifice upon a stable and enduring foundation.

"The Columbia business reflects credit upon the men who have reared the substantial business structure, and I believe that the talking machine business to-day is only in its infancy so far as development is concerned. When we figure the marvelous advances which have been made from the crude instruments of days gone by to the magnificent developed types of the present day, it must be admitted that we have been making talking machine history in a striking manner. But the end is not yet. The talking machine to-day is playing a more important part in the life of the nation and of the world than ever before. It is being used as an entertainer, as an educator, and as an adjunct to business. Who, therefore, can say that we have reached the high tide of development? Surely no one who is posted upon past history, for there are points still higher up to be won, and with such men as I see here to-night—men whose loyalty, whose ambition, and whose admitted ability is bent upon the accomplishment of a particular purpose—there is no point from which further advance cannot be made.

"On the Columbia staff are ambitious men, and the result of their concentrated efforts must be further and greater advance. You are all inspired by the example of your chief, whom I trust may be spared many years to guide the destinies of your business.



Edward Lyman Bill.

"I have been associated with the talking machine business for a number of years. I believed years ago in its wonderful possibilities, and a close contact with the men who have made history in this trade has not caused me to lose any of the enthusiasm which I possessed in the years gone by. On the contrary, I believe in the talking machine more than ever. The surface is hardly scratched. Go in any town in the United States of any size and find out the number of people who do not own a talking machine. Surely, such investigations will only prove what I say, that the work is only begun. I cannot agree with anyone who says that we have reached the highest point in talking machine development. Nor do I believe that anyone here to-night will see that point, because the talking machine will become so thoroughly interwoven with the affairs of men—it will become such an important and growing part in our daily lives—that the output must be constantly augmented.

"Mr. Easton has shown his marvelous ability in his selection of the men who compose his staff, and I believe that for such men united for a common purpose there is a brilliant future. It will require work—plenty of work. It does in any trade or profession to accomplish the best results, and I believe that you are splendidly fitted to accomplish higher points in business building."

The toastmaster then called upon Marian Dorian as a member of the "Old Guard." Mr. Dorian responded as follows:

Marian Dorian's Reminiscences.

"Twenty-five years ago to-day—May 28—I was undoubtedly as happy as normal man may aspire to be.

"I had every assurance of having successfully



Marian Dorian.

and creditably passed an examination which had consumed the entire day, and which was designed to test my fitness to receive a degree from the university at which I had been enrolled for two years as a student of law.

"The examination had been a tiring and exacting one, and I reached my home weary but confident and content.

"When I entered the house about dusk there was a stillness and hush about it quite unusual. No signs of preparation of the evening meal, and no one to greet me or ask me of my success or failure.

"I hurried upstairs and found the explanation there. Nestled close to his mother's side, red, wrinkled, safe, and sound asleep, was this boy here by my side to-night.

"Result of the examination, evening repast, and every other thing of ordinary import was forgotten—swallowed up in the joy of that arrival.

"That's one big, substantial reason why this anniversary celebration gives me unfeigned pleasure and why I am pleased and proud to be present and to be accorded the privilege of addressing

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TWENTY-FIFTH COLUMBIA ANNIVERSARY—(Continued from page 15).

you. I hope I may be pardoned for stating that reason first.

"I have another reason for rejoicing.

"Ten years after the events just referred to I attached myself to the Columbia, and there I have stuck for fifteen years, all efforts to shake me off or make me let go having proven absolutely abortive up to the hour of going to press.

"For fifteen years—60 per cent. of the lifetime of this great corporation—I have been an active and, I trust, a useful member of the Columbia family. Years of its greatest development, hardest trials and most pronounced success. Years in which its contribution to the art have been most momentous.

"At the time I joined the company it was already well known for a unique characteristic which has clung to it ever since. Its officers and employees were notable for their esprit de corps. If a man did not manifest that whole-hearted devotion to the company and its business on entering its service it did not require a very lengthy service to inspire the sentiment in him. If he remained with the company for any length of time he came under its influence and it remained with him.

"I know that this spirit has proved a potent, irresistible element in the past successes of our company, and that admiration for that animating spirit, which pervaded the organization from top to bottom, inspired more than one good man to make sacrifices in order to unite with us.

"Those of you seated about me who remember the old days will agree that I do not overstate the case.

"In those earlier years the organization was smaller and more congruous, and perhaps for that reason the characteristic was more pronounced than it may appear to be now that the organization has expanded to such immense proportions. Perhaps some of us do not attach as much importance to it as we did in the old days. Perhaps we have been too busy to analyze our own feelings on the subject.

"That old-time spirit was a valuable asset, an important factor in those old days, and it is just as valuable, just as effective to-day. If it is dormant or loafing on the job we must rouse it and put it to work. With that old-time animating spirit urging us to do our little best all the time for the company and its interests, we can face the future without a shadow of doubt of our ability to wrest success from it.

"The strong organization we now have, individually and collectively, and the business conditions you have heard so eloquently described are added reasons why we can regard the future with confidence and optimism.

"With a quarter of a century of honorable achievement behind us, a quarter of a century in which we gave to the world a new and fascinating art, and contributed wealth, genius and untiring energy to its development and perfection, and with confidence and zeal as bucklers for the future it is fitting and proper that we should celebrate.

"Prior to the discovery of the art to which we have been such devotees for so many years, good music in the homes of all but the rich was a thing unattainable. Even to the fairly prosperous, grand opera rendered by great artists was a luxury rarely indulged in. To the poor good music well rendered was a thing apart, to be longed for, perhaps, but out of reach.

"In that quarter of a century which we celebrate to-night we have changed all that. We have made it possible for the working man who cannot afford a piano or the expense of having his children taught the art of playing upon it, to own an instrument which amuses, instructs and educates his children while fostering in them a love and appreciation of good music.

"In the palace, the mansion, and the cottage we have made it possible to hear the voices of the great in music, and all this in the brief space of twenty-five years. It is this we are celebrating to-night.

"By our art alone, of all mechanical arts, is it possible to reproduce voice, artistic rendering of the art, and all those beauties of a selection which

the trained and capable artists can impart to even the simplest melody.

"In the creation and development of that wonderful, mysterious and enchanting art our company has played its honorable, conspicuous part during all those twenty-five years. Truly a just cause for celebration and congratulation.

"This wonderful art has already added largely to the world's knowledge and happiness, and is capable of still further enhancing both.

"Judge by the achievement of the first twenty-five years of its existence, by its contribution of an epoch marking character to that art, and by its sturdiness, vigor and vitality to-day, who can for a moment harbor a doubt that in the development of the future the Columbia Phonograph Co. will be as conspicuous and as successful as in the years of its youth. It is entering now upon its ripe years, its fruitful years. The harvest will be an abundant one."

The toastmaster then called upon the representative of the legal department of the business, Mr. Cameron.

The Legal Department Heard From.

S. T. Cameron said: "The gentlemen of the legal department, whose mouthpiece I am this evening, take a commendable pride in the fact that



S. T. Cameron.

their labors and their efforts lay at the very foundation of the magnificent commercial organization into which the American Graphophone Co. has developed. We do not appear very often in the limelight, and are not conspicuous in the administration of the commercial affairs of the company. We are rather like the stokers of our great ocean-going steamers, and we realize to the fullest extent the responsibility resting upon us, and that if we fail to perform our part wisely and efficiently the great machinery of the company sooner or later is liable to come to a standstill. While this condition of affairs is one that causes us to indulge in a certain self-complacency, nevertheless it carries with it also very grave responsibilities. You can hardly realize how many times the courage, as well as the professional ability, of the legal department has been tested during the twenty-five years that have transpired since the organization of this company, and during all of which time the legal affairs of the company, particularly those relating to patents and patent matters, have been entrusted to our office. Think for a moment what it would have meant to this company if the tremendous onslaught that was made on the Jones patent, covering the method of making disc records, had not been successfully met. Think what it would have meant if the fundamental Bell and Tainter patent, which lies at the foundation of the commercial talking machine art, had not been sustained. When we allow ourselves to stop and think that the success of this fine business organization represented by you gentlemen may be jeopardized by failure on our part to do our full duty, the weight of the re-

sponsibility is sometimes appalling. But while the duties of a patent lawyer have their grave and oft-times oppressive responsibilities, they have, on the other hand, their great compensations. We come almost daily into contact with the brightest minds in science and mechanical arts—minds that are pushing forward on to the very frontiers of each of the practical arts and devoting themselves to the lessening of the labor of mankind and the adding to his enjoyments and his comforts. In the office which I represent the Bell Telephone patent had its birth. In that office the Bell and Tainter talking machine patent application was prepared, and that application rests in the archives of the Patent Office to-day, in the handwriting of Philip Mauro, who through so many years successfully and brilliantly conducted the patent litigation of this company. In that office the first patents on the automatic sewing machine—the Wilcox & Gibbs—were taken out.

"Think for a moment what the telephone, the talking machine and the automatic sewing machine have done for the world in contributing to its comfort, to its pleasures, and to its business enterprises. Can you wonder that any man should feel proud that he was in at the birth of these great inventions, and that he personally knew the men who gave these inventions to the world? It is an epoch in any man's life to have known Alexander Graham Bell, a man whose personal, genial character is as attractive as his inventive ability is great. It was a great privilege to have known Sumner Tainter and Chichester A. Bell, and to have worked with the originators of the great automatic sewing machine industry. And it is a source of pride to me this evening to stand as the mouthpiece of the office that has officiated at the birth of these great enterprises and that has been in personal touch with these great men.

"The American Graphophone Co. was founded on a great invention, and much is due to Alexander Graham Bell, Sumner Tainter and Chichester A. Bell for producing that invention, but I am not betraying any secret or announcing any new fact when I tell you that the commercial success of any great invention depends as much upon the business ability of the men who establish the commercial enterprise founded thereon, as on the inventive ability of the men whose efforts originated the invention. It is the universal experience that no matter how meritorious an invention may be, it will never develop into one of great use to the world unless it is backed by the brains and indomitable energy and persistence of the man of affairs. Fortunately for the talking machine art the affairs of the American Graphophone Co. almost at its birth fell into the hands of such a man. When I entered our office, some sixteen years ago, the first thing that struck me was that the business of the Graphophone Co. had the right of way. The graphophone was the first all the time. Later, when I became more intimately acquainted with the gentlemen who were pushing the commercial side of the enterprise, I found that this was not a peculiar characteristic of the legal department, but that with every man connected with the organization the success of the Graphophone Co. was placed over and above and before everything else. And still later I found that that was a spirit which was injected into the great organization by its leader. And when I found that out I found the secret of the success of the great company.

"I spoke a moment ago of the privilege it was for the patent lawyer to come into contact with great inventive minds. It has been the privilege of the members of the legal department to come into contact not only with great inventive minds, but by reason of their personal relations with the management of this company, to come into contact with men who were not only great as inventors but also with men who were masters of the commercial side of the enterprise as well. And during a long association with these gentlemen we have learned not only to admire their ability as business men and inventors, but have become profoundly

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Photograph of the banquet given at the Waldorf-Astoria, celebrating the twenty-fifth anniversary of the founding of the Columbia business.

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attached to them as friends. It was a great privilege to have known and worked with Andrew Devine, to have been associated with and loved by R. F. Cromelin, and it was an inspiration to have known Thomas H. Macdonald, than whom—bar none—no greater inventor in the talking machine art has ever lived.

"All countries have their great, their grand old men. Every organization has its grand, its conspicuous leader. And every corporation has its grand man on whose shoulders the burdens incident to the success of the company ultimately rests. England had her grand old man in Gladstone. America has her grand man (but possibly politics are out of place here). The American Graphophone Co. has its grand leader, and I ask you to fill your glasses and join with me in drinking to the wish that the close of another twenty-five years may find in that man the grand old man of the talking machine art—Edward D. Easton."

Elisha K. Camp's Remarks.

During the course of the evening Elisha K. Camp, attorney for the company, called attention to certain facts which, in his opinion, furnished abundant evidence for the phenomenal success which has attended Mr. Easton's efforts in developing the talking machine industry to its present-day proportions.

Mr. Camp showed that the American Graphophone Co. was organized in 1887 "for the purpose of acquiring and exercising the exclusive right to manufacture, use and sell the patented invention known as the graphophone and its parts and appliances within the United States and Canada."

Two years later Mr. Easton acquired certain sole and exclusive rights in regard to the phonograph and graphophone for the States of Maryland and Delaware and the District of Columbia. These sole and exclusive rights he transferred to the Columbia Phonograph Co.

Five years after that Mr. Easton organized the Columbia Phonograph Co. (General), sole and exclusive selling agent for the American Graphophone Co.

Mr. Easton, as the president of all of these three companies, then immediately began to give his sole and exclusive time and attention to the development of these sole and exclusive rights. He has been doing it ever since. So has Mr. Lyle. Their example has been contagious. It has spread throughout the service from top to bottom, and if you should search throughout the length and breadth of this great country of ours you would not find the officers and men of any other corporation devoting their sole and exclusive time and attention to the business in which they are engaged to any greater extent than those of these great companies. They have suffered nothing to come between them and their ambition to make the talking machine truly one of the marvels of the world and one of its greatest industries.

Victor H. Emerson's Witty Recital.

Victor H. Emerson was the next man to entertain the diners.

Mr. Emerson's speech took unto itself the form of a valuable contribution to talking machine history. True, every other sentence dug up a whirlwind of laughter, but it was some serious history without a doubt.

Speaking about the real birth of the musical record business, Mr. Emerson said that that really took place in New Jersey. Said he:

"The promoters of the enterprise in those early days believed that the real commercial value of the phonograph or graphophone lay in its commercial features. I know I was hired by a concern to take charge of the dictaphones they had out at that time, and I was asked by Mr. Charles Cheaver to make a report upon the subject and take a week to it, and not to be afraid to tell the truth about the situation. I thought with a week's practise I would be able to tell the truth about it, and made my report to Ernest Lippincott and Cheaver. It was an adverse one, and I know that I lost my job the next day. I then went to work for the New Jersey Phonograph Co. and with my



Victor H. Emerson.

fair experience with the dictaphone I thought that to keep my \$15 a week coming in I had better try to get them started on the musical features. I was very busy jollying capitalists for about a week, and figured out that it would cost about \$15 to try the stunt.

"The board of directors consisted of Nicholas Murray Butler, now president of Columbia College; S. S. Batten, president of the First National Bank in Newark, and George Frelinghuysen. They held a directors' meeting and concluded that the \$15 risk was too great. I told them that I would pay the \$15 if we lost. They asked me to put up the \$15. I didn't have \$15, and told them they could take it out of my pay if the thing went wrong. That was a sure bet, because if it went wrong I'm sure I would have lost my job and I would have been in \$15 anyway. They finally consented, and I set up ten machines on Market street beside the Prudential building, which they were about to tear down at that time. Just as I had finished setting up the machines I heard the most lovely music playing out in the street. The tune was "Boulanger's Patrol." It was being played by a mud-gutter band of four pieces. I asked the orchestra leader to come up into the office, as I wanted to talk business with him. He evidently had never talked with a real business man before, and was very much embarrassed, but he finally said that he did not want to do that kind of business, as he was making money in the legitimate field and he didn't think it would be worth his while. But I told him that we were sports, and he could play sitting down on chairs instead of kicking the bouquets on the street. And he finally said that he would play for \$3.50 a day for four men.

"All phonograph men are economists—if they were not they would not be in this business—and so I jewed him down fifty cents and closed the contract. He played all day, and we made about 2,000 records. These cost us nothing, because we got the blanks on credit from the Edison works and we never paid our bills—neither did anybody else—it was merely a habit at that time. I'm sure the people that bought them from me never paid for them.

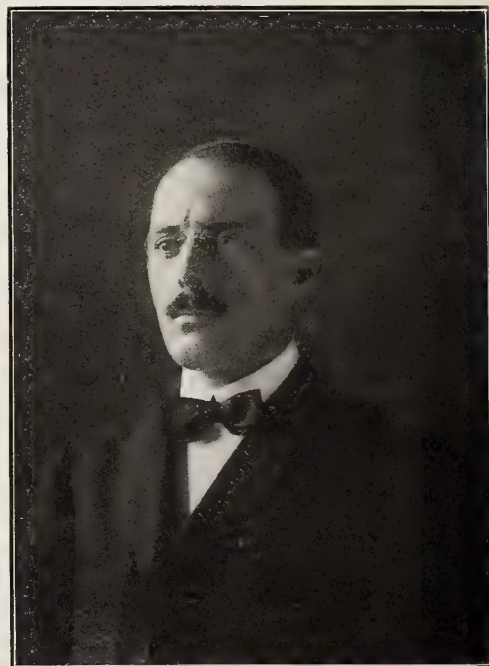
"To my knowledge, there never was a musical record sold before this time, and so we held many confabs and figured out what profits we had to make on those 2,000 records, considering the large investment of \$3. As I said, they were about to tear down the Prudential building, and a man came over and said it would be a good scheme if I could exhibit a phonograph over in the Prudential place. He was sure I could make some money out of it. I told him it was an expensive thing to do, and he acknowledged it. But finally we rented the place at a cost of about \$60. "Now," he said, "what about records?" I told him we had some John Philip Sousa band records here

that we had made at very large expense, and we would sell them for \$2, meaning \$2 a dozen. And he said, "All right, here is \$24 for twelve." Well, we sold all those records at practically \$2, and now the great question that concerned us was how to stock them.

"I got the manager to consent to give me \$5 of that \$24 and let me buy a cabinet. I went to a junk store and bought a second hand kitchen closet. It had a nice, large, fat pork chop in it, which quite substantially increased the assets of the company and at the same time gave us something to eat if the worst came to the worst. The only other expense was ten cents for chloride of lime, and we stocked those records. I thought it was fun to have grand concert up in the office, and when the stock got low I said to Mr. Smith we had better make some more. He asked, 'How many have you got left?' and I said six. He said, 'Well, gracious me, wait till we sell them all!'

"The next great artist we had was George W. Johnson, the composer of the 'Whistling Coon' and the 'Laughing Song,' and I think that the phonograph companies have made more money on those two records than on any other two records in their catalog. I contracted with him to sing at twenty-five cents a song, and kept him busy all day and all night. But the price of whiskey went up about that time, as you all remember, and it was the same problem then as now. You must give a man sufficient money so that he can live and have the necessities of life. So George struck, and I had to bow to the yoke.

"Our next artist was J. Gaskin. He was the leader of the Manhansett Quartet. He very fortunately broke his contract just as we were perfecting our duplicating machine. I want to say, by way of diversion, that this duplicating machine was originally invented by Frank Capps. He used to go into a slop parlor in Chicago, borrow a record, take it home and duplicate it, and would return the other record, but in another color. That looked suspicious to us, and we traced him up and found him climbing telegraph poles somewhere near Peoria, Ill. We bought him out and started him manufacturing duplicating machines for us. But what I want to say about Gaskin is that he told me one day that he had a new quartet now and that he was going to put it on the market and bust our business. Says



George P. Metzger.

he, 'The very name will do it.' And I asked, 'What's the name?' And he said, 'We call it the Mozart Quartet. Mozart, you know,' he added, 'was a great musical moke.'

"Well, gentlemen, from that beginning we ran into a business of probably 500,000 records per year in a short time, and I would have done a large and profitable business were it not for the

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fact that Mr. Easton started in about that time and used to buy records from me and scooped up all my new customers with my own records. The only thing that kept us alive was the fact that the Columbia Co. actually did pay its bills, and at that time it was about the only company that did."

Geo. P. Metzger's Optimistic Views.

The toastmaster then introduced Geo. P. Metzger as "our great advertising man," who said:

"I believe we have just begun!

"Most of the time during my five years with the Columbia Phonograph Co. I have been on the inside, looking out. And I have felt most of the time that we were on the right track.

"I have just this hour returned from the advertising convention at Dallas by way of some of our wholesale branches. And from the outside, looking in, it has become clear to me that our confidence in the correctness of the Columbia policies and the certainty of a continuous increase of prosperity is well justified. I have never felt so sure of the soundness of our merchandising program as I do right now.

"Naturally, the relation of our advertising policy to our increasing success is peculiarly interesting to me.

"It may be that our officers have never especially prided themselves on possessing an excess of imagination. I have had occasion to notice that *facts and figures* seem to appeal to them. Yet the agreeable tabulations of facts and figures laid on our president's desk every day are due to the liveliest sort of imagination, coupled with a far-sighted courage.

"It required a high degree of *imagination* to build one of the world's greatest educational and amusement business-appliance enterprises on the foundation of a crudely demonstrated principle in physics. And it required a similar degree of *courage* to inaugurate a policy of broadly *extended* advertising during a panic year when the business tendency nearly everywhere was to climb a tree.

"Gentlemen, I want to join you in congratulating the company on its *history*. And I want to join you in congratulating the company on its sure and splendid future, and at the same time remind you that *the company deserves it!*"

Among the other speakers of the evening who were heard with a great deal of interest were T. D.



T. D. Merwin.

Merwin, one of the old and respected directors of the company; Horace Sheble, retiring factory manager, and Clinton E. Woods, the new manager of the factory at Bridgeport, Conn., also spoke.

The evening was a notable one in many ways for the reminiscent remarks of the men who have been associated with the talking machine industry since its inception down to the present time, and were interesting and more than ordinarily entertaining.

As the evening wore on the affair, through its informality, seemed to take on the character of a family reunion rather than a formal celebration.

The Columbia officers are to be congratulated upon the organization which they have built up and which carries with it world-wide influence. They have a great business organization, composed of men who are working harmoniously together in every department of the business.

Before the entertainment was over Mr. Easton, in a few well chosen words, proposed a silent toast to the memory of the Columbia men who had long been identified with the association and who have passed on to the Great Beyond.

The guests arose and the toast was drunk standing.

The affair was a notable event in Columbia history, not merely because the talking machine industry had passed a few years beyond voting age, but because it was the coming together in a most delightful way of the officials and staff members who have labored long and loyally together, and who renewed their enthusiasm as to the possibilities of further accomplishments to be won.

Among those present were: Edward A. Easton, Geo. W. Lyle, E. N. Burns, T. D. Merwin, C. A. L. Massie, Hon. W. M. Johnson, C. W. Cox, H. A. Bishop, H. A. Yerkes, C. E. Woods, H. L. Willson, F. Van Eppe, W. Van Brunt, T. Stevenson, E. V. Sloan, R. L. Scott, B. C. Root, H. B. Ray, W. P. Phillips, N. Osborne, T. E. Novakoski, J. Meyer, H. McClaskey, J. Keiser, J. Hoffay, H. C. Grove, A. G. Farquharson, V. H. Emerson, O. C. Dorian, F. A. Dennison, J. A. B. Cromelin, H. Cleveland, F. L. Capps, E. K. Camp, J. C. Button, H. A. Budlong, J. P. Bradt, C. Alessandrini, R. F. Bolton, J. I. Brereton, M. Burkhardt, S. T. Cameron, A. Campbell, L. Chilla, A. Collins, R. E. Demarest, J. Devine, F. Dorian, M. D. Easton, A. C. Erisman, R. L. French, B. G. Harlan, G. C. Jell, M. E. Lyle, G. P. Metzger, S. H. Nichols, W. Oakland, W. E. Parker, C. A. Prince, H. Reed, E. F. Sause, H. Sheble, T. Snyder, S. Tyler, H. Van B. Valentine, J. D. Westervelt, C. W. Woddrop, A. C. Wright, Edward Lyman Bill, M. Dorian and C. Morison.

MUSIC AS A MILK PRODUCER.

Some Remarkable Conclusions Set Forth in the Reports Presented to Si Perkins as to How Sweet Music Will Increase the Milk Supply.

That ever "reliable," versatile and "always truthful" correspondent of the New York papers in Cedar Grove, N. J., writing one of his customary effusions last Sunday, states that "the Cedar Grove Board of Poultry Trade has tested the theory advanced by Joseph Grant, of Wisconsin, that sweet music will increase the milk supply. Seven separate tests were made by seven individual members of the board and seven reports were handed in to Si Perkins, chairman of the board. Mr. Perkins summarizes the results as follows, to wit:

"Bill Bogan says that Grant is a liar, net. Bill played a fife into his barn while his hired man, Olaf Sniggerwich, milked two Jerseys, and Olaf ain't come out o' the hospital yet. Loss, 42 quarts of milk.

"Wally Dobbs hired the Singac Drum Corps at \$2 a day to play into his barn for the evening milking, and what little milk was milked the drum corps drank. Loss, 64 quarts of milk.

"Lem Polly moved his old organ into the barn and put his sister Sue to work on it. Lem's prize bull Black Spot wrecked the organ. Loss, one organ, one dress and 92 quarts of milk.

"Adonirab Pfutter tried a French horn, but it wasn't a go. The cows got wild, and in the excitement Adonirab swallowed his new lowers. Loss, half a set of teeth and 56 quarts of milk.

"Hugo Pebbles played a harmonica into his barn, and his cows ain't back yet. Loss ain't stated.

"Frank Rue whistled a waltz onto his fingers an' was gored by his favorite cow, Buttercup. Loss, 32 quarts of milk and doctor's bill \$2.75.

"Abe Slem played the fiddle into his barn and three of his cattle went plumb crazy. Loss ain't estimated.

"There ain't no doubt into the minds o' the Cedar Grove Board of Poultry Trade but what that Wisconsin man is a horrible liar, and we'll send him afferdavids to that effect."

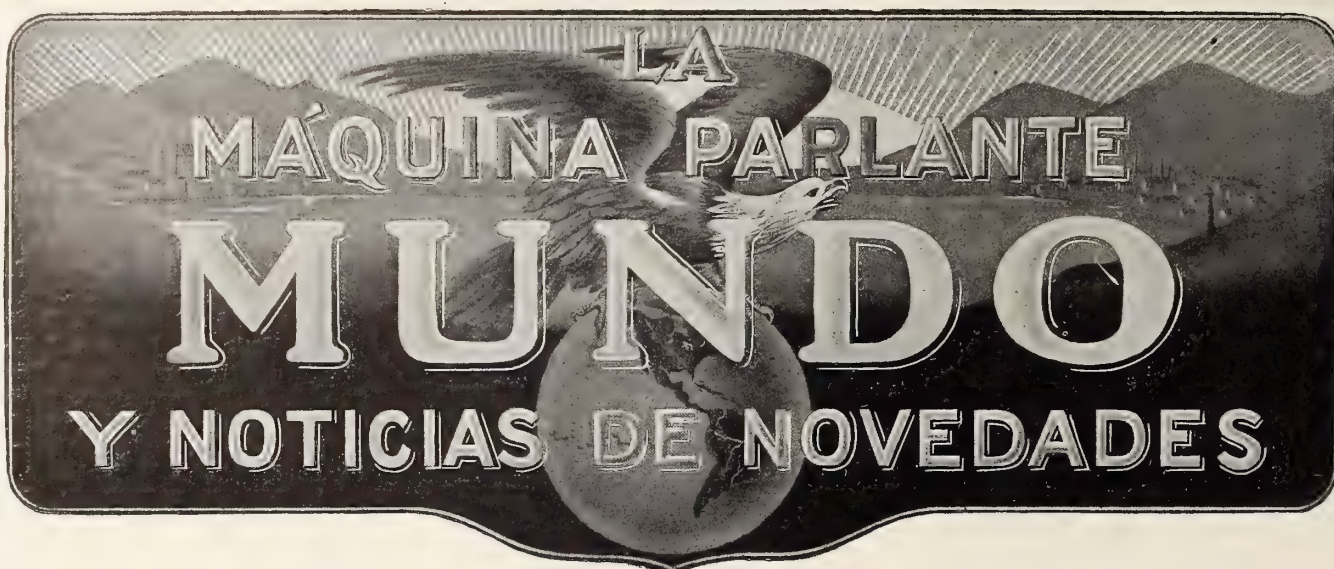
You should know as well whether each clerk is a paying investment as whether each line of goods produces a profit.

Waste no time worrying over the success of other men. It will not reduce their chances and it eliminates your own.



Columbia Co.'s Offices Decorated.

One of the pleasing features of the celebration of the twenty-fifth anniversary of the founding of the Columbia business was the decorations of the offices of the company in the Tribune Building, New York. Potted plants and cut flowers were used in profusion as well as the national colors, the whole forming a most beautiful decorative effect, which is impossible to set forth in the photograph shown above.



If you wish to reach the talking machine trade in Latin America do not fail to send in at once your order for space in La Máquina Parlante Mundo.

The first edition of TWENTY-FIVE THOUSAND COPIES will go forth within the near future to the lands which lie south of us.

They will be mailed to talking machine jobbers and dealers and to business men who are live prospects for future talking machine business.

They will also be forwarded in bulk to large distributors there.

La Máquina Parlante Mundo will be a splendid medium to reach talking machine men in all lines in the countries south of us.

No matter in what land you may be manufacturing talking machines or accessories this Spanish publication will bring you in close touch with interested parties.

EDWARD LYMAN BILL, Editor and Publisher

Main Offices, 373 Fourth Avenue, New York

CHICAGO, 37 South Wabash Avenue

LONDON, 1 Gresham Building, Basinghall Street

GERMANY, 72 Ritterstrasse

KARL E. DIESING, Representative for Germany and Austria

CONDITIONS IN SAN FRANCISCO.

Great Campaign of Advertising Now Being Carried on Bearing Fruit—Columbia Phonograph Co.'s Active Battle for Trade—Recitals Effective in Developing Business—Sales of Edison Business Phonographs by Bacigalupi—Talking Machine Men Much Interested in Baseball and Many Clubs Which Will Be Heard from This Season Have Been Organized.

(Special to The Talking Machine World.)

San Francisco, June 5, 1912.

Local talking machine dealers note some improvement over the previous month, but it is generally admitted that the sale of machines is a little slow. The record business, however, is extremely active, both in the local retail trade and for outside distribution, and the total volume is helped out materially by the increasing attention given to high class machines.

Some Effective Advertising Work.

The general advertising work which is being carried on by the talking machine manufacturers, has been of great and easily traceable benefit to the dealers on the Coast. The Victor advertising has aroused more comment than anything else, owing to the coupling of the Victor with the names of dealers in the leading coast dailies. The Wiley B. Allen Co., in this connection, scored a hit locally, as arrangements were made some time before the advertisements appeared by which this company has all the extra space in the Victor ads in all the San Francisco papers. The effect, according to Geo. R. Hughes, of this company, has been most satisfactory, bringing in many inquiries which could not have been expected otherwise. In Portland, Ore., this company also secured space in one of the leading dailies, the other being taken by Sherman, Clay & Co., coast agents, for the Victor line. In Los Angeles the Victor page is shared with a number of different firms, including the Wiley B. Allen Co., Geo. J. Birkel Co., Holmes Music Co., Eilers Music House and J. B. Brown.

Feature "Spring Maid" Records.

Simultaneous with the production of the "Spring Maid" opera in San Francisco, Sherman, Clay & Co. made a striking window display, showing a scene from the play. Similar displays were made at several of the company's stores, attending the opera company down the coast, and at each place a heavy demand for "Spring Maid" records was reported. According to Andrew G. McCarthy of this firm, not only are records moving well, but sales of machines are larger than for May of last year, the gain being most notable in the higher-priced Victrolas.

Keeping in Touch With Branches.

James Black, talking machine manager for the Wiley B. Allen Co., is spending the week at outside branches. The department in the local store is undergoing further improvements, the office being rearranged. The increased attention given by this company to the talking machine department has given highly satisfactory results, and it now ranks as one of the foremost talking machine firms of the city. One innovation just started is a new system of keeping check of the records, this work being in charge of Arthur Foley. By this means it is expected to avoid all confusion and delay in the handling of records.

Columbia Men Active.

W. S. Gray, coast manager for the Columbia Phonograph Co., made another trip to Los Angeles about the middle of the month, just too late for the Shriners' convention in that city. He met E. D. Easton, president of the company, in the southern city, and accompanied him as far north as San Francisco. Among the Columbia retailers who visited the city this week were A. McDowell of Petaluma and Mr. Metzger of Smith's Pharmacy, St. Helena, Cal.

Much Interest Shown in Baseball.

The talking machine men of San Francisco and Oakland are keeping up their interest in amateur baseball, though if things continue as they have been going, the San Francisco contingent will lose interest. A game was played at Recreation Park, May 30, resulting in an easy victory for Oakland.

Handling Increased Line.

E. W. Scott, who operates the talking machine store in the Kohler & Chase building, is handling a more varied line than before, having Victor as well as Columbia goods. He says he has seen business much better and much worse than for the last month, machine sales being below the average, though he has disposed of large numbers of records.

Manager Transferred.

J. Bergman, who formerly had charge of the talking machine department of the Hauschildt Music Co.'s store in Oakland, has been transferred to San Francisco.

Good Sales of Business Phonographs.

Peter Bacigalupi & Sons say that the talking machine business has been a little quiet all this season, but they are making up for it with large sales of the Edison Business Phonograph, to which they are devoting more attention than ever. Several important local firms have recently placed large orders for these machines, and the number now in use affords a good regular business in supplies.

Getting Results from Recitals.

Herman Beck, who handles the talking machine business of Byron Mauzy, is gaining ground steadily, and has brought in a great deal of new business in the few months he has had charge. The recitals continue to show good results, and further improvements are being made in the rooms every week.

A. R. Pommer Recovering Health.

A. R. Pommer, of the Pacific Phonograph Co., has been on a vacation for the last month, and may not return before the end of June, the business meanwhile being in charge of J. E. McCracken, a well known traveler for the house. Mr. Pommer has practically recovered from the poor health that has kept him away from the business so much during the last year, and hopes to be in the office most of the time after his return. Mr. McCracken notes considerable improvement in all lines, the sale of records being especially active, while the higher-priced Edison machines are also in very good demand with the trade through the country.

Some News Brieflets.

J. C. Van Horn, formerly of New York, recently joined the talking machine force of Sherman, Clay & Co. in this city.

The Short Music Co., Pomona, Cal., has overhauled its talking machine department, putting in

several well equipped soundproof demonstration rooms.

S. E. Babson, who has been in charge of Babson Bros.' San Francisco establishment, returned to Chicago early this month, and will be away for some time.

To Continue Recitals in the Fall.

The Wiley B. Allen Co.'s Los Angeles store has been giving Friday evening talking machine recitals during the spring with great success. With the arrival of the vacation season these recitals will be interrupted, the last having been held May 31. The recitals will be resumed early in the fall, and preparations are being made to introduce some unique features at that time.

Demonstration Record Makes Good.

The Columbia Phonograph Co.'s advertising of its demonstration double-disc records, which are on distribution at the local wholesale headquarters, has met with a strong response, and good results are noted by several Columbia dealers, who anticipate still larger returns in the near future.

INITIATIVE THAT COUNTS.

Prizes in Business Go to the Man Who Thinks for Himself and Originates Instead of Following the Well Worn Track.

The prizes in business to-day go to the men who keep profitably busy as a result of their own initiative. There are too many men who do passably well what they are told to do. And when they finish they inquire helplessly, "Have you anything else for me to do?" Such a question from a man in a live organization reminds one of a day laborer. You tell him to dig a certain ditch, so deep, so wide, from here to there. He does it, and forthwith you have him at your door. "Is there anything else for me to do?" You expect such a question from such a man, but never from a man holding a real job.

Don't be like a trail-car, following always, depending ever upon the man ahead for your power, says Edward S. Babcox. Be your own generator; get up your own speed. Accustom yourself to keep tasks ahead; have a place where you keep a record (memorandum) of things done. Don't run out of things to do. Remember the world is too full now of people who, like Micawber, are "waiting for something to turn up." Don't add your name to the list of waiters. It is too long now! Turn something up yourself. Make something happen; create something; be something besides a mere dependent upon the creative ability of others.

ORGANIZE AND SELECT OFFICERS.

The Southern California Talking Machine Men's Association Adopts Constitution and By-Laws and Selects Officers for the Ensuing Year—Elaborate Dinner a Feature of the Festivities—Much Interested in Association.

(Special to The Talking Machine World.)

Los Angeles, Cal., June 4, 1912.

A very sumptuous dinner was given at the Hol-

lenbeck and entertaining program was arranged by the committee on entertainment. The constitution and by-laws were drawn up, then the officers for the ensuing year were elected as follows: Wm. Hobbs Richardson, manager of talking machine department of the Southern California Music Co., president; A. Graham Cook, manager talking machine department of the Geo.-J. Birkel Co., vice-president; and H. B. Hinmann, manager of talking machine department of the J. B. Brown Music Co., secretary and treasurer. A great deal of inter-

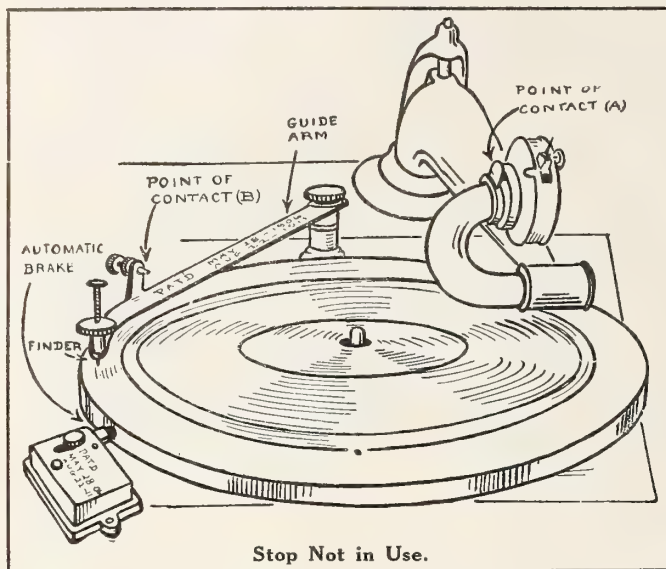


Los Angeles Talking Machine Men at Banquet.

lenbeck Hotel on the evening of May 15 by the Southern California Talking Machine Men's Association. After this elaborate spread a very at-

est is being taken by all talking machine men of the city in the association, which is purely a social club for entertaining.

Announcement

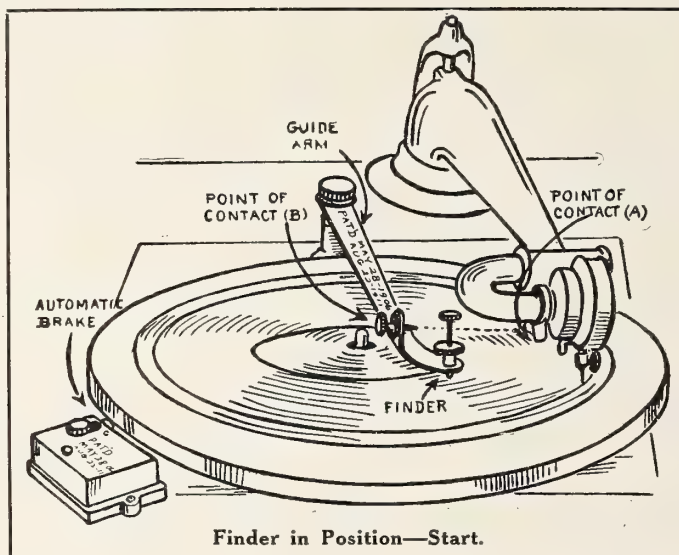


Sesco
TRADE MARK

Here is an electric stop, that does not injure or jar the delicate sound box or affect the most expensive record in its operation. It is so simple that a child can operate it—in fact it is fool proof in every particular, and above all does not detract from the appearance of the machine.

The New Live Wire Electric Stop

When the last note of the selection is played the turn-table stops, and there are no additional flourishes in the way of unnecessary scraping and scratching.

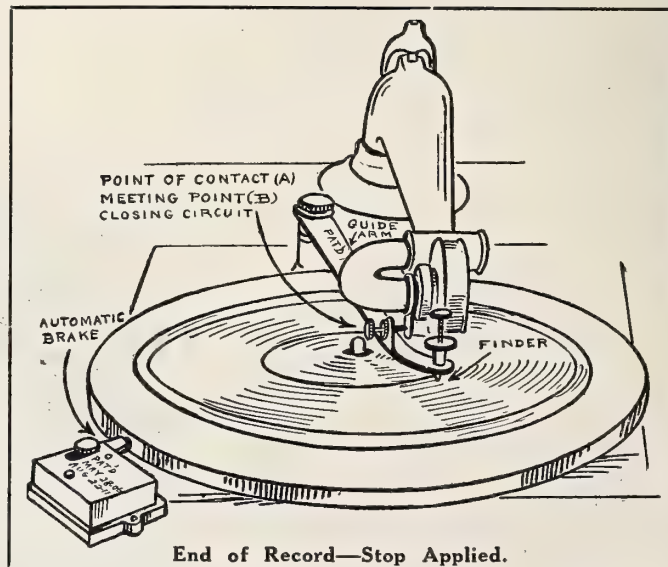


The Standard Electric Stop stretches out a firm, unyielding finger of steel—tells the record with its last note to cease—and insists on it by stopping the turn-table.

For All Disc Talking Machines

Every talking machine should be equipped with the Standard Electric Stop. The reasons why are many. The small additional cost is an investment to any owner—not an expense. It saves records, steps, and temper.

See Our Exhibit and Demonstration at the Convention at Chalfonte Hotel, Atlantic City, July 1st & 2nd.



STANDARD ELECTRIC STOP COMPANY

EMPIRE BUILDING, WALNUT AT 13th STREET, PHILADELPHIA

RUSHING VICTOR CO. BUILDINGS TO COMPLETION.

New Pressing Plant Being Built Which Will Increase Victor Record Pressing Capacity by One Million Records Per Month—Also Building an Extension Addition to the Cabinet Factory—These Two Plants Will Help to Prevent Delays in the Shipment of Stock Next Fall.

An excellent indication of the demand for Victor records is the efforts being made by the Victor Talking Machine Co. to rush to completion the large new extension to the pressing plant, which, when completed, will increase the record pressing

Co. to practically triple its output of cabinets, the actual size of the addition may be in part appreciated. Delays in shipping machine orders in the past have been due, in most cases, to the inability of the cabinet factory to meet the demand, and the



Site of New Extension to Victor Co.'s Cabinet Factory.

capacity by 1,000,000 records per month. According to those in authority the increased output is badly needed to take care of the present volume of orders. The accompanying illustration shows the beginning of the work of construction on the addition, and the building has already reached the fourth story, bidding fair to bear out the promises of the contractors that it will be ready for occupancy by August 15. The company has placed orders for all the machinery and equipment needed in the new structure, and that will be ready for installation as soon as the contractors formally turn over the building to the Victor Co. The expert knowledge and care given to the problem of choosing selections for recording, the perfection of the recording itself, and the up-to-date and improved methods for cataloging, have all done their share toward bringing about the rapid increase in the demand for Victor records.

Another pleasing indication of Victor progress is the erection of the new extension to the cabinet factory, the site of which is shown in the accompanying photograph. The new addition will adjoin the present cabinet factory and dry kilns on one side, and on the other the big office building, and no effort is being spared to have the structure finished with the least possible delay. Although the site for the addition was cleared only a short time ago, the foundations have been laid and the steel pillars are in place ready for further operations, which the contractors believe will be completed by September 15 or October 1 at the latest. The view of the site offers some idea of the ground plan of the new building, and when it is stated that, when in operation, it will permit the Victor

prospects of having the new addition equipped and turning out cabinets in time for the coming holiday demand should prove pleasing to manufacturers, jobbers and dealers alike.

HOLDING TO THE PRICE.

Little Tendency to Demand the Lowering of a Price Looked Upon as Set.

When you buy a postage stamp you pay two cents for it; of course you don't ask Uncle Sam why he can't let you have it for a cent and a half. You don't accuse him of charging more than the red ink and the mucilage cost him.

You pay the regular price for your railroad

railroads have successfully sidestepped bankruptcy. The telephone companies have lived through a hard winter and kept the wolf from the door. Fairly prosperous institutions, all of them. They don't have to throw a sop to their customers to live.

There's a pretty good rule to go by. What's the matter with following suit? You have as good a right to an arbitrary price as anybody.

If you've ever tampered with prices under the delusion that you had to, change your mind about it now. "Pike's Peak or bust—the full price or nothing"—make that your motto.

There is nothing that so quickly shatters the confidence of a customer as an apparent willingness to shave the price on an article under one pretext or another, for it indicates that the full price has been paid by someone who did not take the trouble to haggle over the amount or that some person, more shrewd, has secured a still lower price. In either case it is almost impossible for the customer to feel contented in the matter, and such a condition does not make for business growth.

TALKING MACHINE EXPORTS.

The Figures for April Presented—Reports Show Falling Off for the Month.

(Special to The Talking Machine World.)

Washington, D. C., June 9, 1912.

In the summary of exports and imports of the commerce of the United States for the month of April (the latest period for which it has been compiled), which has just been issued by the Bureau of Statistics of the Department of Commerce and Labor, the following interesting figures relating to talking machines and supplies are set forth:

The total exports of talking machines, records and supplies for April, 1912, amounted to \$193,-



The Pressing Plant Extension to the Victor Co.'s Plant.

ticket. You don't think of asking the agent to trim the price to Louisville, or give you an "inside figure" to Buffalo.

It costs you a nickel to use the telephone. Why not threaten to withdraw your patronage if the company won't let you use the 'phone for four cents a throw?

Uncle Sam has managed to worry along without shading prices on postage stamps. Most of the

093, as compared with \$231,160 for the same month of the previous year. The ten months' exportation of talking machines, records and supplies amounted to \$2,212,966.

Bear in mind that the proposition which looks good to you with the "tungstens" all turned on may present a very different aspect in the daylight of the next morning.

THE Pooley Cabinets

Announcement last month of Cabinets retailing at

\$18.00 AND \$25.00

has met with the approval of the entire trade as shown by the number of orders received.

Our manufacturing capacity is being taxed to the utmost, orders will be filled according to dates received, not in proportionate shipments.

If you desire prompt delivery after July first, place your order at once with your Jobber.



No. 18

Size of Top, 19½" wide, 21" deep.
Capacity 75. (50 active)



Other styles retailing at

\$40 \$50 \$60



No. 25

Size of Top, 21" wide, 22½" deep.
Capacity 150 (110 active)

Pooley Furniture Co., 16th and Indiana Ave. **Philadelphia**

NO LULL IN ST. LOUIS.

Jobbers Especially Enthusiastic Over the Business for May—Carrying on Special Campaigns for Summer Sales—Coming Jobbers' Conventions Arouse Interest—Politics and the Association Discussed—New Houses in the Local Field—Stocks Being Kept Up in Good Shape—What the Various Managers Are Doing—Some of the Big Sellers Among the Machines and Records—General Summary of the Month's News.

(Special to The Talking Machine World.)

St. Louis, Mo., June 7, 1912.

The jobbers are more enthusiastic over the May business than the retail men, but both assert that the showing for the month is better than a year ago. The retail business was perhaps saved by a spurt the last week that was so noticeable that all the prominent dealers spoke of it and none attempted to explain. It just came and it depleted stocks wonderfully for the first of the month statement.

This month-end rush included both machines and records. A part of it could, perhaps, be ascribed to the preparations of a good many persons to depart for their summer homes. The Victor dealers are anticipating a good run of business on the low-priced Victrolas for summer purposes, and some of them made this point in the June 1 letters, calling attention to the fact that the tiny, low-priced machines can be packed into a trunk and will be available for canoes, to use for boat ride serenades, etc. The Columbia dealers are also pushing the Lyric for the same purpose and are working with a view of profiting by the general advertising campaign the company is to undertake on this machine this month.

Too Busy to Go Out for Lunch.

Harry Levy, manager of the Aeolian talking machine department, was found the first of the month eating lunch at his desk, and he declared that such had been his program for several days in order to keep ahead of the work. He was congratulating himself that the ability to get machines and records from the factory had simplified matters for him so that after the hard work results were very satisfactory. "We are going ahead nicely and are profiting on improved crop prospects," he said, "and we have a number of new accounts that are going to help a good deal. The floods have not hit us as seriously as we expected." He reported that the retail department was enjoying good business, especially on a run of records.

Interested in Coming Convention.

The Atlantic City convention is arousing a good deal of interest among the local jobbers. E. C. Rauth, of the Koerber-Brenner Music Co., and Harry Levy, of the Aeolian Co., are sure they are going, and Mr. Levy hopes to be accompanied by Manager Alfring, of Aeolian Hall, who is becoming much interested in talking machines. Mark Silverstone, of the Silverstone Talking Machine Co., is not sure that he will make the trip, declaring that he is a man of peace, and he does not care to go that far to get into war. Mr. Silverstone and Mr. Rauth are both outspoken against the proxy requests and both have declined to give them so far.

Mr. Rauth said: "We want all jobbers in our association, because we want to work to the end of benefiting the talking machine business. Besides, I want to be a part of the convention when I get there, not merely an onlooker, watching others do as they please."

Wants Politics Eliminated.

Mr. Silverstone was greatly amused over a post card that he had received from O. K. Houck, who is in the East. It was written from Atlantic City and said, "Be sure and come; the Edison Band will meet you at 'Roush's Steal Peer.'" As to the proxy business, Mr. Silverstone answered the president's letter, saying: "Last year the proxies we had given were like a dash of cold water on all of us. It practically put us out of the convention and there was nothing for us to do but stand and watch others do as they pleased. The whole affair is not my idea of what proxies are for, and if I

give one for this convention it will be to some person who has no wholesale designs, but who I think will act as I would act if I were there. The political side has practically rent the association. There is still a chance to bring it back to a position of usefulness, but it must be seized at once. No association can possibly be prosperous that does not work for the good of the trade. If the Victor and Edison companies want to fight this battle, let them fight; there is no sense in merchants all over the country dragging themselves into a fight that is for the benefit of a few.

Victor Traveler for Missouri.

C. B. Snow, who has been traveling in the Carolinas for the Victor Co., has been transferred to the Missouri territory, in which there has not been a Victor traveler for some time.

Factory Service Improved.

E. C. Rauth, of the Koerber-Brenner Music Co., Victor jobbers, says he is much pleased with the improved mercantile conditions. The city trade has held up well and the country trade is improving with crop prospects. "But what pleases me most is the facility with which we are filling orders, since the factory is able to get out the goods. The other day I got a fine order from a house that we had been working on for a long time and we filled it 100 per cent., which, of course, please us and the customer. We are averaging 95 per cent. now of orders and the complaints that were so much of a bother a few months back have dropped to almost nothing, which, of course, gives us more time for getting new business. The local department stores are doing a very nice business with the cheap machines for summer homes, I find."

Elaborate New Department Opened.

The Zeigheim Furniture Co., of East St. Louis, finally has pulled off that long-delayed opening of their talking machine department, and there were no disappointments despite the fact that some lavish promises had been made. Victor machines will be handled and the opening stock was a large one and the parlors handsomely equipped. This store intends to show the folk on the East Side of the river a talking machine store that will equal anything on his side and keep at home considerable trade that has been coming over the bridge because of impressive surroundings.

The Silverstone Incorporation.

The Silverstone Talking Machine Co. has been incorporated during the past month, but no changes will be made in the manner of conducting business. "Most persons thought we were incorporated," said Mr. Silverstone, who is president of the new company, "but it has been purely a personal business. I thought that we had grown to a point where we ought to look out for the unexpected, and as an incorporated company there would be less likelihood of interruption. Miss M. L. Sutter, who is secretary, has been my office assistant for a number of years and will continue in that position. Other employees will be allowed to take an interest in the business, and the wish to give them this interest was one of the strong reasons for incorporating." For a long time Mr. Silverstone has advertised his business as the Silverstone Talking Machine Co. and that is the name under the incorporation.

Manager Ramsdell a Poultry Fancier.

Manager Ramsdell, of the Columbia store, was found on a Saturday noon as he was taking advantage of the first half-holiday of the summer to hurry home to look after the chickens, for he is a poultry fancier and devotes his attention to feathers and eggs out of business hours. "Our wholesale trade is coming nicely," he said. "Conditions look to improve and I do not anticipate an unusual summer slump because there is a campaign on. The business in the South is picking up nicely."

Mr. Ramsdell then introduced W. S. Byrd, south Missouri traveler for the Columbia line. "When I left western Kentucky a few days ago," said Mr. Byrd, "everybody was in fine humor. The flooded fields had been set for tobacco and the weather was ideal to get the plants started and that is half of the battle. Business looks to be pretty good in our lines all along the river, despite the handicap."

Princess Machine Sells Well.

Retail Manager Byars says the local business

is successfully following the general advertising and a very satisfactory trade has resulted for the Princess machine. "Quality of the trade is much higher than it has been with us," he said. "The record business is going nicely and we are selling some good stocks of lighter music for summer homes."

H. L. Willson, of the general manager's office, was a recent caller at the Columbia store.

H. T. Boxley, salesman for the Columbia Co., departed the first of the month for a two weeks vacation. Fishing in Wisconsin was his intention.

To Captain Baseball Team.

Manager Robinson, of the Thiebes Piano Co. talking machine department, was elected captain of the Thiebes baseball team in the Piano Baseball League. Mr. Robinson formerly was considerable of a player and a few practice games showed that he had not forgotten all that he knew nor the ability to deliver the goods. But baseball had not drawn his attention from business. "We have been doing a remarkable business in records for several days past," he said. "It is one of the unexpected spurts and it carried several machines with it. The cheap machines are meeting the summer demand very well and we anticipate a better summer business because of them."

Grafonola on Race Special.

Retail Manager Byars placed an electric Grafonola favorite at the service of the special train of automobile enthusiasts who went from this city to Indianapolis on Decoration day to see the auto races. The machine was placed in the dining car and was busy all the time. It was connected with the electric motor in use for the cars and the music drew many favorable comments from the wealthy folk on board.

Franklin Meyer, of Carlinville, an Edison dealer, was a recent caller at the Silverstone Talking Machine Co.

The Gift Machine and the Record.

A peculiar incident occurred at the Piano Exchange the other day, which has a counterpart at the Detmer Piano store. A youth applied to Manager Currens to know what he would give for a certain make machine, saying that he never had used it. It had been a gift to him without records and he said that he never had bought a record. Recently Manager Horras, of the Detmer store, took in one of the most expensive of machines, made two years ago, and there was not a record with it. The owner told Mr. Horras that he had drawn the machine at a church fair and never had heard a record on it. The moral would seem that if dealers expect to profit from gift machines that they should see to it that at least a few records go with the machine, for as one local salesman put it, "a machine that does not make a record customer is only half a sale."

The talking machine business is quietly purging holiday to mean new business. Saturday afternoon is a splendid collection day with them and they all leave a few persons on guard to take any and all money offered and to sell to those who come to buy but no effort is made to get business after the half holiday closing hour.

COLUMBIA NUMERICAL CATALOG.

The Columbia Phonograph Co., General, New York, has mailed to the trade a copy of its latest issue of the numerical catalog of double and single disc records. It is convenient for the dealers, as it serves as means of ready reference for the use of salesmen and in ordering stock. It includes all Columbia disc records listed up to and including the June, 1912, supplement. The records in this catalog are indexed by series, beginning with A, being arranged in consecutive numerical order. In the center of the book are several blank pages left for the purpose of pasting in lists, numerically arranged, covering monthly additions to the catalog, which will be issued quarterly.

Manager R. F. Bolton, of the Columbia store at 87 Chambers street, New York, in a brief chat with The World, said that the month of May had been a satisfactory one from every standpoint. Results showed that it was well ahead of the corresponding month of 1911.

Not one of the two million buyers of this week's Saturday Evening Post can miss the significance of the double page Columbia advertisement. You've seen it. Did you read the last paragraph in that advertisement?



Columbia Phonograph Co., Gen'l
Tribune Building, New York

A GOOD INSTALMENT LETTER.

Some Important Pointers Set Forth Which Should Be Helpful to Talking Machine Dealers Desirous of Building Up Instalment Business—The Letter Is a Model One in Every Respect, Forceful, Argumentative and Convincing.

A very effective argument in favor of the easy payment plan is to be found in the following circular letter sent out by the Talking Machine Co., of Chicago, which forms a very good model for an instalment house to imitate, and which is used with the concern's consent. Some of the largest businesses in the world have been built up through the instalment plan, and although some consider this form of trade as one confined to the very poor, the fact stands that everybody buys on instalment, although, of course, everybody don't have to buy everything on instalment.

The letter is so argumentative and forcefully written that we take pleasure in reproducing it. The address used, of course, is fictitious:

June 1, 1912.

Mr. John Smith,

care Smith, Brown & So., St. Louis, Mo.

My dear Mr. Smith—I am glad we have run up against the wall of Easy Payment Plan. It is something I have been expecting in negotiating the sale of Victor goods to Smith, Brown & Co.

It is *not* insurmountable—it is true, it has its difficulties.

The Easy Payment Plan is a demonstrated success. It is founded on sound business principles.

The Singer Sewing Machine Co. built up its 10,000 branch offices and millions of assets through easy payments of \$1 per week.

The largest department stores in the United States do a tremendous business, and are making enormous profits on the instalment plan.

Two great life insurance companies—the Prudential and the Metropolitan—who insure the poor at 5, 10 and 25 cents a week, have, through this weekly payment plan, amassed between them more than \$150,000,000.

When a man buys a \$50,000 mansion, paying \$5,000 down and giving his notes for the balance, he is simply buying on the instalment plan. He is glad to buy it that way, and the seller is glad to sell.

Entire railway systems are bought, and the national debts of all the great nations of the world are paid on the instalment plan. There is no dif-

ference in the system—only in the size of the transaction. It is a universal idea—a proven success.

Human nature is the reason.

The great majority of the buying public of the United States are wage earners, or hold clerical positions at moderate salaries. As a rule, whether their salaries are large or small, they prefer to pay on instalments. The vast majority want all the comforts and enjoyments they are able to pay for—and want them right now. They are healthfully ambitious, and they are *honest*. They may not have the cash in hand, but they have their positions and their salaries, and in a reasonable time they can pay, and they *do*. Even where they have the cash they often prefer easy payments.

They pay for the time accommodation. They pay more than the interest on the money, pay a bigger profit than the smaller, wealthier class pays, and are *safer* pay.

Statistics prove that the percentage of loss through dishonest instalment purchases is too small to reckon. It isn't one-tenth the loss by straight credit.

Almost the entire piano industry of \$60,000,000 a year rests on the instalment plan.

Bankers are glad to take as security for loans the contracts for instalments on pianos. Yet think how much harder it is to pay for a piano than it is for a Victor. *The Victor is the best of all goods for an instalment business.* There are many reasons for this fact.

The Victor makes a universal appeal—everybody wants it—everybody can enjoy it.

There is a Victor at every price—everybody can pay for it.

The Victor gives lasting pleasure—the possessor never gets tired of the Victor—he enjoys it all the time.

He never feels that he is paying for a "dead horse." He would rather have a Victor than the money.

The Victor does all its own work—it plays itself. The purchaser doesn't have to learn to play it, as he does with any other instrument.

NEW RECORDS.

There is always something besides the payments to look forward to. New pleasure comes to the buyer with every record, and fresh business for YOU. This works both ways. The new monthly records bring people to pay their instalments. This makes the instalment Victor its own collection agent, and those who come solely to pay their instalment end by buying new records. And this is

all cash business. That's one great point about Victor instalment business—it is an entering wedge for a large cash business.

The Easy Payment Plan is the most economical way to obtain business. The extra cost of making collections and keeping accounts, and the interest on your money, is offset by the far greater ease of getting business.

The same advertising that sells the Victor for cash would sell at least ten on the instalment plan. The cost of advertising chargeable to each sale would only be about one-tenth as great. And, as we know, total net profit is what counts.

You have every advantage over the mail order concerns—less expense, less risk, better goods and wider variety.

You are "on the ground," backed by your own and the Victor Co.'s strong business policies.

The Victor Co. do a large proportion of your advertising for you. The national, magazine and daily newspaper advertising reach a vast number of people locally.

They furnish you with the best written and most attractive advertising matter in the business world for your own local use—window cards, newspaper advertisements, and electrotypes free of charge; folders, car signs, booklets and other good advertising matter at the bare cost of printing.

You are able to know your customers locally a good deal better than the mail order man can know his. You know whom to trust and how far to trust them. You can easily have their honesty guaranteed, and the Victor you sell on instalments is always within your reach.

You have only about one-tenth the risk of bad debts that a mail order house has.

You can sell the best instrument of its kind that can be sold by anybody. You have the lowest priced good instrument, and the finest instrument at any price. You have a Victor to suit every purse.

You can demonstrate to possible customers. This is an immense advantage over a mail order concern. You can meet your customers, talk to them face to face, find out their ideas, select the most appropriate instrument and make the most appropriate terms to suit every individual.

No one can cut your prices or obtain any unfair advantage over you on Victor goods.

The writer knows of one order the Victor Co. turned down of over \$250,000 from one mail order house. They are continuously on the alert to stamp out unfair competition amongst Victor dealers.

You will have none of the disadvantages of lack of capital, and if you are going to take up the Victor line, by all means embrace the instalment and of the business. Very truly yours,

THE TALKING MACHINE Co.,
Per A. D. Geissler, Manager.

ORDERS FROM NEW ZEALAND.

(Special to The Review.)

Minneapolis, Minn., June 9, 1912.

The Talking Machine Co. received a large order for Victor Red Seal records from New Zealand, which were shipped last week via express and boat. Even the Far West knows of Matheis.

INVESTIGATE THE HILES-THALHAMMER AUTOMATIC RECORD-STOP

MECHANICALLY PERFECT, PERFECTLY MECHANICAL

The Record-Stop in position for operating.

It acts instantly without jar to the governor and is easy to put on.

Retail Prices in the United States

Nickel Plated, \$2.00

Gold Plated, \$5.00

Liberal Discounts to the Trade.

In ordering, state whether for Victor or Columbia Machines.

THALHAMMER & HILES

458 So. Flower Street

Los Angeles, Cal.

Successfully sold in Los Angeles by Geo. J. Birkel Co., South California Music Co., Wiley B. Allen Music Co., and J. B. Brown Music Co., to whom reference may be had.





The Quick Sale Line

U-S EVERLASTING
NON-BREAKABLE
RECORDSAre You a
Live Dealer

U-S

U-S EVERLASTING
NON-BREAKABLE
RECORDS

Phonograph

Opportunity

To Make
More Money

Think How Easy
it is to Sell with
these Selling Points

NO "needles" to change.
Sapphire Reproducing
Points never wear a record—
last forever and are a feature
of U-S PHONOGRAPHS.

U-S EVERLASTING RECORDS
can be handled by children—
cannot be broken by careless
handling even in the delicate
sound grooves.

U-S EVERLASTING RECORDS
never wear out, but preserve
their tone values forever.

The most powerful, even-running,
and long-running motor ever made for a
phonograph.

Plays four-minute and two-minute
records. A turn of a thumb-screw to left
instantly engages four-minute gear, and
to the right engages two-minute gear.

A Phonograph so superbly equipped
that it reproduces whispering harmonies
of music usually lost in the sound volume.
Absolutely true to original rendition.

The everlasting enjoyment of the best talent
that the musical, theatrical, and vaudeville world
affords, becomes his who accepts this most re-
markable offer, which is for a short time only.

**It's Easy to Make Big
Money If You Get
This Winning Line**



The Most
Sensational Offer
Ever Made

WE have arranged so that
this **PEERLESS U-S
PHONOGRAPH**, which has
been selling at \$200.00, may
be sold by you for \$150.00,
including fifty U-S EVER-
LASTING RECORDS free.

Will Sell Like Hot Cakes

The records may be selected by your customer from
our catalogue, to comprise 30 Four-Minute Records (other
than Grand Opera) and 20 Two-Minute Records, or
their equivalent.

This magnificent Phonograph stands 47 inches high,
has a depth of 21½ inches, is 22 inches wide, and has
no superior as a sound-reproducing instrument.

This Is a Limited Offer

If you wish to take advantage of it, it must be
quickly, so fill out coupon and forward at once,
and we will give you detailed information by
return mail.

The U-S Phonograph Company

Associated with

**The Bishop-Babcock-
Becker Company**

1013 Oregon Ave., Cleveland, Ohio
219-225 W. Washington St., Chicago
Portland and Chardon Sts., Boston
58-60 W. Mitchell St., Atlanta
210-212 S. Broadway, St. Louis
5-7 Union Square, New York
338-40 Minnesota St., St. Paul
368-70 Broadway, Albany
1106 Commerce St., Dallas

The
U-S
Phonograph
Company

1013 Oregon Avenue
CLEVELAND, OHIO

Send at once full information and
literature regarding your special offer
to Dealers.

Name _____

Street _____

Town _____

State _____

U-S EVERLASTING
NON-BREAKABLE
RECORDS

The Coming Line

U-S EVERLASTING
NON-BREAKABLE
RECORDS

The Talking Machine Trade in New England

NOW HANDLING THE VICTOR LINE.

F. W. Peabody Installs Victor Machines and Records in Gloucester Store.

F. W. Peabody, who is one of those hustling merchants who is able to successfully conduct three large stores, one at Gloucester, one at Amesbury and a third at Newburyport, Mass., has just installed Victor outfits in the store in the first-named city. Mr. Peabody's Gloucester place has a wide reputation as a piano and music house, and now that he has the Victor goods on sale he is looking for even a wider popularity than ever before.

VOICES OF OLD RESIDENTS.

Wentworth's Clever Idea of Handing Down to Posterity the Sayings of Middleboro's Old-Timers.

(Special to The Talking Machine World.)

Middleboro, Mass., June 8, 1912.

H. B. Wentworth, an Edison dealer, is planning a very unique stunt. He is going to record the voices of quite a number of prominent old residents of the town. These persons are going to make records of the history and growth of the community and Mr. Wentworth proposes presenting these records of the history and growth of the community to the local authorities, same as any written records might be preserved. Those of the town who have learned of Mr. Wentworth's purpose have been most enthusiastic over the idea.

WARDELL IN NEW QUARTERS.

"Tom" Wardell, of Lowell, Mass., is about to move into his new store, and he has had built three elegant booths, which his customers will heartily appreciate. He is going to carry a full line of both the Victor and Edison goods.

REYNOLDS DOING WELL WITH "TALKER."

M. J. Reynolds, the well-known music dealer of Milford, Mass., is one of the aggressive men of the business in his town, and the talking machine business is one of the important items in his daily affairs. Mr. Reynolds has been able to interest a great many people in the possession of expensive outfits.

VICTOR LINE WITH DIMOND & SONS.

Another Providence, R. I., store to take the Victor line is L. Dimond & Sons, one of the large department stores of that enterprising city. The concern has just placed its application for a contract with the Eastern Talking Machine Co. of Boston. This is one of those enterprising concerns that, having examined into the talking machine proposition, has been quick to see the value of such a department from the purely commercial, not to say the artistic, side of the proposition.

AN ENTHUSIASTIC EDISON DEALER.

Mansfield A. O'Brien, of Kingston, Mass., down on the south shore of Massachusetts, is one of the enthusiastic Edison dealers. Mr. O'Brien is very familiar with that district and during this summer especially he expects to be able to dispose of a great many outfits among the summer guests, that district being a very popular resort during the warm months.

SCHEUER TO INCREASE FACILITIES.

F. J. Scheuer, proprietor of the Melrose Willow Furniture Co., of Melrose, Mass., reports that the Edison business looks so encouraging that he already is making plans for increasing the facilities of his establishment. He has a very attractive place and business with him is constantly growing.

EDISON ACTIVITY IN NANTUCKET.

It was fortunate for the people of Nantucket, Mass., that C. W. Austin, the Edison dealer, had a good supply of machines on hand during the past long cold winter, for they helped to make the season bearable. So many machines were sold that Mr. Austin has had to lay in a complete new line to meet the demands of summer visitors, for the season at this popular resort promises to be a big one.

REPORT AN EXCELLENT BUSINESS.

L. F. Monahan, of East Dedham, has a fine report to make of the talking machine business for the past few months. Lately he has been able to dispose of a number of the \$90 outfits.

CLEVER NEEDLE PUBLICITY.

(Special to The Talking Machine World.)

Lowell, Mass., June 10, 1912.

What is claimed to be the first booklet ever published devoted entirely to talking machine needles has been issued by W. H. Bashaw, of this city. This is for general distribution and copies will be sent to dealers and jobbers upon request. Typographically, the Bagshaw booklet is pleasing; the cover is of light-blue stock and is printed with blue ink, the inside pages being of buff color with the printing done in brown ink.

Primarily this booklet was published for the purpose of telling the story of Duplexetone needles, the talking machine needles with two tones, but in addition is a vast amount of live reading covering the general business of Mr. Bagshaw. Under the general business comes the service offered to jobbers whereby they can have their own advertisement on the packages of needles without extra charge.

For a specialty that has won instant favor the Duplexetone needles have been very successful. To secure a loud tone and a soft tone with the same needles appeared at first as an impossibility to some of the skeptical, but upon receiving their generous package of samples (which will be sent to any dealer or jobber upon request), and giving the Duplexetone needles a good, forcible test, even the skeptical were convinced of the wonderful merit of this needle. Mr. Bagshaw is spending considerable money educating the trade to the value of the Duplexetone needle and naturally he is pleased at the reciprocation of the trade.

THE PHONOGRAPH IS EFFECTIVE

(Special to The Talking Machine World.)

Great Barrington, Mass., June 8, 1912.

From boyhood George Day, now twenty-one years old, has been deaf. He could not hear even the report of a gun.

The most skilled experts have pronounced his ear drums perfect and there was no apparent reason why he could not hear. They could only suggest as a theory that the nerves of the ear had become unresponsive through lack of exercise.

But a few days ago he began to hear under certain conditions. His hearing is now being developed by means of the phonograph.

Frank A. Minkler, of Great Barrington, conceived the idea that Day might be made to hear loud records played on the talking machine and he secured an extra loud cornet solo record and fitted to the talking machine and ran a long rubber tube from it to Day's ears. The talking machine was started and immediately over the face of the listener there stole an expression of wonder, followed by one of delight. For the first time in twenty years George Day could hear. No ordinary ear could stand the shrill, sharp notes. Now, twice a week the young man is trying the experiment of curing his deafness with the talking machine.

PLACE BIG COLUMBIA ORDER.

Goodman & Derby, of Peterboro, N. H., placed an order for sixty machines with the Columbia Phonograph Co.'s Boston quarters lately. This shows what a hustling firm can do in a comparatively small place, for Peterboro is a comparatively small place, numbering 2,527 people. Goodman & Derby are widely known, for they successfully conduct ten stores in different places. In acknowledging the order, Manager Erisman, of the Columbia, congratulated the house on its enterprise.

Charles W. Persons, of 79 Main street, Maynard, Mass., whose piano house is a well-known rendezvous for the music lovers of that town, has installed a large line of high-priced Victor goods, and some well equipped booths are being greatly appreciated by Mr. Persons' customers.

A wise dealer's Resolution for a "Profit-Convention" all the time!

Resolved, that I will write today to The Pardee-Ellenberger Co. at Boston, Mass., or New Haven, Conn., for full particulars about the profits of the Edison Home Kinetoscope.

BECAUSE this machine retails for \$65 to \$88, which is the right figure for the most sales, and

BECAUSE it allows me a good profit, not only upon the machines but upon the films and coupon books for films, and

BECAUSE the investment is so small that it makes the proposition doubly attractive.

BECAUSE it will increase the sale of talking machines and records.

(Signed) "A LIVE DEALER."

The Pardee-Ellenberger Co. are Distributing the Edison Kinetoscope in New England. Offices at Boston, Mass., and New Haven, Conn.

FROM OUR BOSTON HEADQUARTERS

324 WASHINGTON STREET, JOHN H. WILSON, MANAGER.

(Special to The Talking Machine World.)

Boston, Mass., June 7, 1912.

Business has been making such a notable advance at the Columbia Phonograph Co.'s local headquarters in Tremont street that additional space has had to be taken by Manager Arthur Erisman. A year or so ago the rear part of the second floor of 174 Tremont street was taken and rearranged for the uses of the large clerical force of the establishment; now the front half of the same floor has been leased and it will be completely transformed into a salon arrangement and will be approached from the ground floor both by an easy stairway and elevator. It is Manager Erisman's plan to have one-half of the length of the apartment divided into individual rooms, each one furnished distinctively, that is to say, one will

be furnished in mahogany with a handsome Grafonola to match; another apartment will be finished in oak and perhaps a third in mission style, and in this way it will be apparent to the purchaser or even the casual observer that a machine can be supplied to match any style of furnishings. The other half of the large area will contain a line of high-priced machines, and along the Tremont street front, from which a splendid view of Boston Common may be had, there will be an attractive display of Columbia goods which will show up well from across the street. In the center of the broad expanse of windows is an artistic bow window with each pane opening in, so that the place always will be cool and comfortable. The new quarters of the Columbia should be all ready in the course of a few weeks.

Manager Erisman reports that while there has been somewhat of a let-up in business, the month of May showed up considerably in advance of the same month last season. Just now Mr. Erisman's busy staff is profitably prospecting for summer business.

Chester J. Sylvester Married.

One of the events of the month in local talking machine circles has been the wedding of Chester J. Sylvester, manager of the talking machine department of the C. E. Osgood Co., which took place at Worcester on the evening of Wednesday, June 5, the bride being Miss Mae Morrill, daughter of Mrs. Hannah Morrill. The ceremony was performed by Rev. Clifton H. Mix, of the Pilgrim Congregational Church, and the bride was given in marriage by her mother. The house was attractively decorated and there were guests present for the reception from Boston and Worcester and many distant points. Mr. and Mrs. Sylvester were the recipients of many gifts. On their return from an extended wedding trip they will start housekeeping in one of the suburbs of Boston.

Promotion for J. W. Widener.

J. W. Widener, who formerly was attached to the Boston Talking Machine Co., and was associated with the Columbia Co., has been made vice-president of the F. C. Henderson Co. and is in charge of the talking machine department of the Shepard-Norwell Co., whose department devoted to several lines of talking machines has been a great success from the start. Mr. Widener has had a wide experience in this line of work and Mr. Henderson has been quick to realize the wisdom of attaching Mr. Widener to his staff.

Summer Outing of Eastern Associates.

At the last meeting of the Eastern Talking Machine Associates, held in the hall of the Eastern Talking Machine Co., the members extended a vote of thanks to President E. F. Taft, of the Associates, who is secretary and general manager of the company. In turn Mr. Taft thanked the employes for their unfailing loyalty and support given him in every case throughout the year. It was the last meeting of the season, the next one to be held in September. All the boys eagerly discussed the summer outing which is to be held at Crescent Park, Rhode Island on June 17, and which promises to be the banner occasion of the Associates. There will be thirty going down from Boston, some by train, others by automobile. A baseball squad has been formed and their game will be one of the events of the day. The Boston contingent will be joined at Providence by F. L. O'Neil, who is the manager of the talking machine department of the John Shepard Co., of Providence, and others who will be in the party will be members of the Victor Co.'s New England staff, J. L. Gately, L. H. Ripley and T. W. Duncan. Everybody is looking for a good time.

Looking After Kinetograph Sales.

Bernard M. Corbett, of the kinetograph sales department of Thomas A. Edison, Inc., has been in Boston for a short time calling on the local trade. He will leave here about June 24 and will go to Peoria, Ill., and other Western places. Mr. Corbett says he always likes to get to Boston, which means he knows a good city.

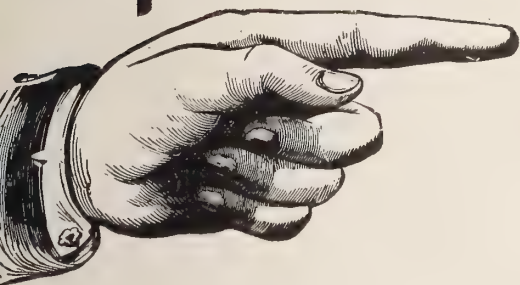
Business Active with Eastern Co.

The Eastern Talking Machine Co. has just fitted up a new room on the second floor which will be used for a stock room, although just now it can most advantageously be used for demonstration purposes. The room is carpeted, there are attractive pictures on the walls, and there is quite an air of homelikeness to the place. Business with the Eastern Co. has been very good throughout all of May and the first week of June showed up surprisingly well also, considering the period.

Skelton Enjoying Vacation.

H. R. Skelton, of the phonograph sales department (Continued on page 30.)

How Many of these Duplexetone Booklets Do You Want?



Duplexetone

The Talking Machine Needle
With Two Tones

W. H. BAGSHAW
LOWELL, MASS.

This Booklet
Tells All About
Duplexetone
Needles; Their
Production,
Merits and
Profits.

It is written so it can be given to your retail trade, which will treble your needle profits. With Duplexetone Needles you can secure two tones at one price. A distinct novelty and a big seller wherever introduced. Samples free upon receipt of your jobber's name.

Send your request for Booklets to-day! Remember that the Edition is limited and the first requests get the first attention.

W. H. BAGSHAW,

SOLE MANUFACTURER OF
DUPLEXETONE NEEDLES

Lowell, Mass.



You can afford to spend a little time investigating Columbia instruments, which are the most attractive, yet the cheapest on the market; and Columbia records which we guarantee musically superior to all others.



**Columbia Phonograph Co., Gen'l
Tribune Building, New York**

FROM OUR BOSTON HEADQUARTERS.
(Continued on page 29.)

ment of the Thomas A. Edison, Inc., who is one of the popular traveling men in the New England field, is taking a much-needed vacation, and is spending most of his time at his comfortable home in Roslindale.

Normal Conditions Again in Lawrence.

John E. O'Neil, who has a large establishment at Lawrence, was a recent visitor to Boston, and he reports that his city has again resumed its normal condition, following the textile strike, and that business has picked up considerably. Mr. O'Neil is one of the enthusiastic Edison dealers and he has been making some excellent sales lately.

Demand for New Seal.

A neat little double-disc seal has been put out by the Columbia Co., and Manager Erisman has had calls literally for thousands of them since the company's dealers learned that they were ready for the trade. As an advertising medium they are bound to play their part.

Place Order for Edison Business Phonograph.

The Office Specialty Co., of Boston, which are dealers for the Edison business phonograph, has recently sold to the New England Telephone Co. a large number of commercial machines, which have been installed in the company's executive offices. Roy R. Fiske, the company's manager, says that business has been increasing considerably of late.

Early Closing During the Summer.

Both the Eastern Talking Machine Co. and the Columbia Phonograph Co., whose establishments are quite close together in Tremont street, have agreed to close early during the summer, announcement of which has been most gratefully received by the faithful employees of the two companies. Beginning on June 22 the two stores will close each afternoon at 5.30 instead of six, and on Saturdays at one o'clock, this schedule to remain in effect until September 15. This favor of a Saturday half-holiday is one that each season is greatly appreciated by the companies' employees.

Add Many Dealers to Its List.

The Pardee-Ellenberger Co., Inc., has been adding a number of strong dealers to its list lately, and some of the new Edison enthusiasts who are dealing with the company are located in Worcester, Mass.; Concord, N. H.; Lawrence and Lowell, Mass.; New Haven, Conn.; Eastport, Me.; Portsmouth, N. H.; Brockton, Mass.; Woonsocket, R. I.; Fitchburg and Quincy, Mass.; Belfast, Me., and other places. Manager Silliman, of the Boston office, says these all constitute a strong working force for the Edison output. He also reports local business to have been splendid the past month, with a number of sales of the \$125 Amberolas to the company's credit.

President W. O. Pardee, of the Pardee-Ellenberger Co., Inc., was in Boston for a few days lately, and expressed himself well satisfied with the business done from the Boston end.

Geo. W. and Mrs. Lyle Visitors.

George W. Lyle, general manager of the Columbia Phonograph Co., and Mrs. Lyle were visitors to Boston lately, the guests of Manager Erisman. Mr. and Mrs. Lyle had a daughter studying

at the Sargent Gymnasium School, which has been the reason for their several visits here this past season.

Columbia in School Exercises.

Manager Erisman is proudly exhibiting several pictures taken in the Parmenter School, South Boston, where a number of Columbia outfits lately have been installed. The pictures show groups of little tots going through their gymnastic exercises to the music of a Columbia Grafonola.

Ditson Trade Shows Increase.

Henry Winkelman reports a good Ditson trade all through May, and at the end of the month it was found that the business had made a marked increase over the same month last year. Mr. Winkelman, when your correspondent dropped in on him the other day, was engaged in the process of adjusting vacations, so that all his working staff may be satisfied and with as little inconvenience to the business as possible.

Sales of High Priced Victor Outfits.

Charles Lincoln Parker's Victor department has made some sales of high-priced outfits in the past few weeks. Mr. Parker has a number of good prospects in view. This well-known dealer, with his family, is going to spend the summer at a comfortable place on Narragansett Bay.

Find Department Profitable.

The R. H. White Co. is finding out it made no mistake when it installed a talking machine department last month. Mr. Krunschied, the manager, has made the department a success from the start.

Business Is Excellent.

Manager Herbert L. Royer, of the Arch street Victor headquarters of the M. Steinert & Sons Co., made a quick trip to some of the Connecticut cities a few days ago. Mr. Royer reports business as excellent.

An Attractive Victor Display.

A well arranged Victor display in the large show windows of the Henry F. Miller & Sons Piano Co. is a magnet for much fine business lately at this house. Manager Urquhart and his able staff have been able to interest a number of prominent people in the Victor line, and the outfits are for special service at the summer homes of the purchasers.

AN ADVERTISING NOVELTY.

The Columbia Phonograph Co., General, under date of June 5, is sending to its dealers and distributors a sample of a new advertising specialty, the Columbia double-disc "Seal," with a letter of instructions as to how to use them to further promote the publicity of Columbia double-disc records. The "Seal" is attractively designed and printed and embossed in black and gold. In the center is the familiar Columbia musical note, and around it the words, "Columbia Double-Disc Records." The background is black, with a border of gold. The seal is round and of the proper size for use on envelopes or any other mail matter. The seals are to be supplied free, and shipments have already begun. The seals properly distributed will bring about the result desired by all dealers, and that is to have all people think of the Columbia when they see the musical note.

OUR FOREIGN CUSTOMERS.

**Amount and Value of Talking Machines
Shipped Abroad from the Port of New York
for the Past Four Weeks.**

(Special to The Talking Machine World.)

Washington, D. C., June 8, 1912.

Manufacturers and dealers in talking machines will doubtless be interested in the figures showing the exports of talking machines for the past four weeks from the port of New York:

MAY 13.

Autofagasta, 15 pkgs., \$167; Berlin, 51 pkgs., \$1,250; Callao, 5 pkgs., \$128; Cape Town, 18 pkgs., \$818; Chemulpo, 8 pkgs., \$628; Colon, 4 pkgs., \$174; Curacao, 2 pkgs., \$117; Cristobal, 2 pkgs., \$190; Genoa, 12 pkgs., \$484; Havana, 9 pkgs., \$519; Kingston, 8 pkgs., \$288; Limon, 8 pkgs., \$191; Liverpool, 3 pkgs., \$680; 2 pkgs., \$115; Montevideo, 30 pkgs., \$1,366; 39 pkgs., \$1,428; Progreso, 65 pkgs., \$2,491; Puerto Barrios, 10 pkgs., \$6,438; Rio de Janeiro, 23 pkgs., \$1,051; St. Petersburg, 16 pkgs., \$329.

MAY 20.

Algoa Bay, 25 pkgs., \$1,240; Amsterdam, 12 pkgs., \$410; Barbadoes, 8 pkgs., \$251; Berlin, 22 pkgs., \$446; Callao, 2 pkgs., \$430; Cartagena, 3 pkgs., \$166; Colon, 3 pkgs., \$108; Corinto, 7 pkgs., \$381; Guayaquil, 8 pkgs., \$260; Havana, 8 pkgs., \$210; Kingston, 3 pkgs., \$154; La Guayra, 3 pkgs., \$141; London, 35 pkgs., \$1,062; 7 pkgs., \$757; Madrid, 8 pkgs., \$240; Manila, 124 pkgs., \$4,265; Natal, 13 pkgs., \$1,218; Para, 7 pkgs., \$618; Valparaiso, 4 pkgs., \$225.

MAY 27.

Barbadoes, 8 pkgs., \$390; Berlin, 6 pkgs., \$132; 28 pkgs., \$319; Bremen, 2 pkgs., \$395; Cape Town, 138 pkgs., \$2,045; Christiania, 22 pkgs., \$970; Guayaquil, 3 pkgs., \$317; Havana, 11 pkgs., \$1,235; 60 pkgs., \$3,462; Liverpool, 1 pkg., \$120; 1 pkg., \$110; London, 110 pkgs., \$2,387; 235 pkgs., \$7,570; Milan, 2 pkgs., \$407; Maracaibo, 3 pkgs., \$230; Montevideo, 17 pkgs., \$1,314; Para, 8 pkgs., \$424; Port au Prince, 2 pkgs., \$123; Porto Barrios, 4 pkgs., \$221; Rio de Janeiro, 90 pkgs., \$7,761; Rotterdam, 2 pkgs., \$250; San Domingo, 3 pkgs., \$190; Sydney, 200 pkgs., \$7,928; Vera Cruz, 34 pkgs., \$847; Vienna, 5 pkgs., \$306.

JUNE 5.

Calcutta, 6 pkgs., \$148; Chemulpo, 5 pkgs., \$277; Copenhagen, 20 pkgs., \$1,250; Dominica, 1 pkg., \$140; Havana, 30 pkgs., \$1,146; La Paz, 4 pkgs., \$197; Milan, 12 pkgs., \$270; Montevideo, 81 pkgs., \$6,514; Rio de Janeiro, 111 pkgs., \$3,169; Savanilla, 3 pkgs., \$144; Vera Cruz, 44 pkgs., \$1,339; Yokohama, 39 pkgs., \$29,588.

NEW VICTOR DEALER IN HUDSON, MASS.

The Durkee Furniture Co., of Hudson, Mass., recently installed a good-sized stock of Victor goods. This store has a very central location in the center of the town, and it is able to exhibit and to demonstrate machines under the best possible conditions.

Things don't come your way till you get after them.

OFFICERS OF EDISON CO. WILL NOT ATTEND CONVENTION.

Reasons Set Forth in Communication to Secretary Roush Charging That His Activity for Proxies Is Inconsistent with Association Usefulness—Mr Roush's Letter in Which He Says His Act Was a Personal One.

Talking machine jobbers throughout the country have received a communication from C. H. Wilson, general manager of Thos. A. Edison, Inc., to the effect that he, as well as Mr. Edison, Mr. Dyer and the other officials of the corporation have officially declined the invitations to attend the annual convention of the National Association of Talking Machine Jobbers at Atlantic City on July 1 and 2. The reasons leading up to this decision are to be found in the following letter addressed to J. C. Roush, under date of June 4:

ORANGE, N. J., June 4, 1912.

Mr. J. C. ROUSH, Secretary, National Association of Talking Machine Jobbers, Pittsburgh, Pa.

Dear Sir:—With reference to the invitations extended to Messrs. Edison and Dyer and other officials of this company to attend the annual convention of Talking Machine Jobbers, at Atlantic City, on July 1 and 2, let us say that we cannot consistently accept such invitations and they are therefore declined.

It has come to our knowledge that you have been conducting a campaign for proxies and that you have invoked support for the alleged reason that this company, to quote your language, "purposes using every effort to elect an entire Edison ticket * * * a ticket that would be wholly prejudiced in favor of the Edison line."

You state in your letter to jobbers on this subject that you understand this "on mighty good authority." We challenge you to cite that authority. We also challenge you to name the source and character of any information you may have which tends to support your statement concerning the attitude of this company in this matter.

It is untrue that we have used or proposed to use, or ever had any intention of using any effort whatever to influence the nomination or election of any candidate for any office within the gift of the association.

Your aforesaid letter also contains the following statement:

"As our interest (meaning the interest of yourself and those to whom your letter was addressed) are 95 per cent. Victor, it would be—to say the least—very foolish for us to allow the Edison faction to secure control of the association, etc."

Are we to understand that your conception of the National Talking Machine Jobbers' Association is that it must be the tool of one of the talking machine manufacturers, and that your duty as secretary is to make the association the tool of the manufacturer, with whom, as you say, 95 per cent. of your interests lie? If such is your conception of your duty, and if such ideas are shared by a majority of the association members, we feel that the usefulness of the association to its members is at an end.

We hope that the National Association of Talking Machine Jobbers will not become subservient to any manufacturer, and that it will continue to serve and promote the interests of its members in an impartial and intelligent manner. However, if your methods are to be endorsed by the association, we do not feel that any good purpose would be served by the continuance of past relations between that association and this company.

We understand that the ticket for which you have been seeking proxies was announced by you as having been selected by the Executive Committee of the association. We have seen a letter from a prominent member of the Executive Committee in which he states that the committee has not to his knowledge suggested the names of any candidates to be elected at the annual convention.

We trust that the foregoing letter makes our position plain and with that belief are sending a copy of it to each member of the association. Very truly yours,

(Signed) C. H. WILSON, General Manager.

In addition to the foregoing Mr. Wilson sent the following letter to the entire jobbing trade, so that they may more fully understand the position of his company:

June 4, 1912.

Gentlemen—You may perhaps be interested to learn that we have decided not to attend the annual convention of the National Association of Talking Machine Jobbers at Atlantic City, next month.

Our reasons for this decision are set forth in our letter of to-day to Mr. J. C. Roush, secretary of such association. A copy of that letter is enclosed herewith. We also enclose copy of a letter set out by Mr. Roush to various jobbers seeking their proxies in behalf of a ticket purporting to have been selected by the Executive Committee.

In support of this ticket Mr. Roush asserts that this company will seek the election of what he calls an "Edison ticket." We have never had any intention of making any effort whatever to influence the nomination or election of any person to any office in the association.

Our letter to Mr. Roush states our conviction in the matter, and it is probably not necessary to make any additional comment.

Our attitude toward the jobbing trade and its individual members will, of course, remain unaffected by the position we have felt it necessary to take in regard to Mr. Roush's methods of conducting the affairs of the association.

Very truly yours,

(Signed) C. H. WILSON, General Manager.

The letter written by Mr. Roush and referred

to by Mr. Wilson in the foregoing communication to jobbers is as follows:

May 24, 1912.

Dear Sir:—For just about three minutes I want your undivided attention about a matter that is vitally personal to both you and me.

On mighty good authority I understand that the Edison Company propose using every effort to elect an entire Edison ticket at our coming convention—a ticket that would be wholly prejudiced in favor of the Edison line.

You will recall that for the last two or more years we have had absolutely NO Edison concessions granted our association, every concession in all that time coming from the Victor Company.

As our interests are 95 per cent. Victor, it would be—to say the least—very foolish for us to allow the Edison faction to secure control of the association and the movement should be nipped in the bud!

Therefore, even though you intend being at the convention I want you to sign and send to me at once the ENCLOSED PROXY FOR THE ELECTION OF OFFICERS AND EXECUTIVE COMMITTEE only.

Leave the rest to me.

This is of the utmost importance.

Don't lay this down and forget it.

Sign it NOW and drop it in the mail NOW!

With thanks and warmest regards, yours sincerely,

(Signed) J. C. ROUSH, of Pittsburgh.

A LETTER FROM J. C. ROUSH.

J. C. Roush, secretary of the National Association of Talking Machine Jobbers, explains his attitude in the following communication sent to Carl H. Wilson, general manager of Thos. A. Edison, Inc.

PITTSBURGH, Pa., June 11, 1912.

Mr. Carl H. Wilson, General Manager, Thos. A. Edison, Inc., Orange, N. J.:

Dear Sir—The writer regrets that his personal political activity has prompted you and your associates to decline the invitation of the National Association of Talking Machine Jobbers to attend their sixth annual convention.

The letter which you refer to as having suggested the necessity of taking this step, you will, I believe, upon further consideration, grant was a personal act, and not an official one, clearly indicated by the fact that same was transmitted on my own personal stationery, unattended by any official signature, and was addressed only to such distributors whose interests, as stated, were 95 per cent. Victor, or close to same.

The writer, in accepting the office of secretary of the National Association of Talking Machine Jobbers, had no intention of relinquishing his rights as an individual, nor sacrifice those interests with which his past and what he believes his future success lies.

Even had I, as secretary of this organization, endeavored to secure representation favorable to the company with whose interests my own interests and those of the majority of the members of the association are allied, I believe I should not have committed an indiscretion by such an act, as the company who has, in the most instances, acted favorably upon the suggestions of the association, and who are at the present time supporting the industry, are certainly entitled to our greatest consideration.

Regarding the interest evinced by the members of your company and your challenge that I present proofs to substantiate my statement, I must, with the same grace that you have declined the invitation of the National Association, refuse to betray the confidence of those from whom this information was secured. I can only repeat that this information was received from what I believe was an authentic source, and acting upon this belief, I believe it will be granted by you my right to assist in the election of such officers in whose fairness and integrity I feel the greatest confidence, and whom I believe will maintain friendly relations with the manufacturer to whose support I must look for my business success.

The entire association has been maintained, as far as my knowledge of its workings are concerned, to the benefit of all its members. While seeking, diplomatically, such concessions as we believe for the best interests of the industry, it has never become subservient to the manufacturers, nor does it intend doing so.

The writer, as an individual, shall not attempt to force upon you an invitation which is apparently undesirable, but the secretary of the association, I can assure you and the members of your company a most cordial reception at our convention.

The paragraph pertaining to the act of the executive committee in suggesting a ticket for nomination at the next election, has no bearing on the matter under discussion, but for your information I beg to advise you that the above mentioned ticket had and has the approval of the majority of the present executive committee.

Yours very truly,

J. C. ROUSH, Secretary.

No placard is needed on the Washington Monument to call attention to the fact that it's tall. Waste no time on the obvious.

NEW START AND STOP DEVICE

For Disc Talking Machines Just Placed on the Market by a New York Concern—The Invention of Thos. W. Kirkman, a Clever Young Mechanical Engineer—Some of the Interesting and Valuable Features of the New Device and Its Many Advantages.

A new and practical combined starting and stopping device for disc talking machines which has just been put on the market by the Standard Gramophone Appliance Co. of New York, offers many new features for the consideration of the talking machine enthusiast and is expected to fill a substantial demand in that quarter.

The new device, known as the "Simplex," is the invention of Thomas W. Kirkman, a clever young mechanical engineer, who spent over a year in its development before the device was placed on the market as a finished product. The device, which is entirely automatic in its operations, does not inter-



Thos. W. Kirkman.

fere in any way with any part of the machine, but is permanently attached to the cabinet midway between the tone arm bracket and the turntable; by means of this attachment the necessity of the regulation brake is eliminated.

The "Simplex" device itself and a sketch of the attachment placed in position is shown in the advertisement of the Standard Gramophone Appliance Co. on another page of this month's World. Among the advantages claimed for the "Simplex" is that it is simple but positive in its action; does not interfere with any part of the talking machine; does not jar the sound box, and in stopping permits of several revolutions of the record. By the latter means there is no danger of the record being scratched through a sudden thump, and therefore remains uninjured. The "Simplex" at present on the market is intended solely for use on Victor machines, but Mr. Kirkman is at present working on a model for use on all other makes of this machine which will be ready at an early date.

The Standard Gramophone Appliance Co., manufacturers of the "Simplex," was but recently organized, with Richard P. Hart as president and treasurer, and Mr. Kirkman, the inventor, as secretary and general manager. The company intends to engage in the manufacture of numerous other novelties, and Mr. Kirkman has already perfected a new automatic lighter which uses the ordinary type of safety match, permits its being lighted and insures its staying lighted in any breeze.

The Talking Machine Supply Co., 563 Fifth avenue, New York, is the sole sales agent for the "Simplex" start and stop device, and inquiries regarding same should be forwarded to that company.

RIGHT TO THE POINT.

Push gets a bridge built, while Patience waits for winter, planning to cross on the ice.

Beginning of a Good for Columbia Dealers

June 15, 1912

THE SATURDAY EVENING POST

for all outdoors

he will deliver it, with 12 selections
on approval,

month

cept the time
entation.

ss

it



Dealers in 4,880 towns are prepared to fulfil this offer. If your locality is not covered by a dealer, write to us; we will see that you are supplied with either information or outfit, according to your request. Be sure to see the complete catalog of Columbia instruments and double-disc records. Don't fail to have the dealer play you your favorite music—sung by Destinn, Frenstad, Nordica, Garden, Slezak, Zenatello, Nielsen, Pasquati, Cavaleri, Bispham, or any other Columbia artist whose name is familiar to you or whose voice appeals to you.

Columbia Phonograph Company, Gen'l Box 331, Tribune Building, New York City
 TORONTO: McKinnon Building. LONDON: Earlefield, S. W.

more dealers can make money exclusive selling rights



Gen'l, Tribune Building, New York

(we want you to read)

make money and wherever we are not actively represented, we are prepared to consider the granting of exclusive selling rights

Note also that the album mentioned in the advertisement brings an extra profit, and that the six records will leave six pockets in that album empty—which means that in practically every sale you can call the attention of the buyer to those empty pockets and sell several more records just as well as not.

Columbia advertising this season marks an epoch in the history of the talking machine industry.

This advertisement, like all other Columbia advertisements, calls particular attention to the dealer. Thousands of talking machine dealers, among them the leaders in their particular territory, have become enthusiastic Columbia boosters. And there is an enormously large field for all live dealers to profit by the advertising to come. This is only the beginning of our summer advertising.

Don't keep guessing at what we are going to do or what we have to offer. *Get in touch with us.*

DOINGS OF THE MILWAUKEE TRADE.

Talking Machine Men Making Preparations for a Lively Summer Business—Special Efforts Made to Interest Vacationists—Good Crop Outlook Helps Trade—Lawrence McGreal on Annual Trade Boosting Trip—Gas Company's Advertisement Displeases Victor Dealers—Victor Line for Edmund Gram Music House—Planning to Attract Jobbers' Convention—New Stores and Departments Opened Recently Handling "Talkers."

(Special to The Talking Machine World.)

Milwaukee, Wis., June 10, 1912.

While the talking machine business during the month of May was hampered somewhat by the excessive rains which were received all over Wisconsin, dealers say that the reaction which is now being experienced more than offsets the delay. In Milwaukee the total rainfall during May amounted to 8.15 inches, the heaviest for the same month that had been experienced since May, 1876, when the total fall amounted to 8.54 inches. Despite the bad behavior of Jupiter Pluvius, local dealers say that trade during May might have been a great deal worse. They expect much better results during June, however, and, judging from the manner in which the month has opened up, they will not be disappointed.

Just as soon as the schools have closed the summer resort season all over Wisconsin will open with a rush and dealers will enter upon a busy period. Business from this source has started earlier than usual this year, and some good sales to Milwaukeeans, who have purchased new machines, records and supplies to take to their summer homes, are reported. Most of the local dealers are following the scheme outlined by J. H. Becker, Jr., manager of The Talking Machine Co., 1120 Walnut street, of selling smaller machines to owners of

the large Victrolas, in order that they might with greater ease move the smaller machines and enjoy the records intended for the larger Victrolas.

Considerable improvement has taken place during the past month in the Milwaukee iron, steel and heavy machinery field, and this is reacting favorably upon general business conditions. When the heavy machinery business of this city is satisfactory it means better things in all lines. Several of the local plants have increased their output and enlarged their working forces during the past four weeks, and talking machine men are hopeful that the improvement has come to stay.

Crop Outlook Helping Business.

Decidedly favorable crop reports are arriving from all over Wisconsin. The first report of the season, issued by Secretary MacKenzie of the Wisconsin State Board of Agriculture, shows that the condition of crops is equal to if not above the average, while the acreage of spring sowed grain is considerably larger than that of a year ago. The acreage of corn will show a decided increase, due to the steady growth of the hog raising and dairying interests, and to the fact that an unusually large acreage of land in northern Wisconsin was opened to cultivation last year. Good crops mean increased confidence and more money in all lines of activity, and talking machine men believe that they have every reason to be optimistic.

On Annual Trade Junket.

Lawrence McGreal, president of the National Association of Talking Machine Jobbers and Edison jobber for Milwaukee and Wisconsin, is a member of the party of business men who are enjoying the annual trade junket of the Merchants and Manufacturers' Association. The party, made up of representatives of almost every line of industry, will visit all the leading cities and towns in southern, central and northern Wisconsin, as well as two points in northern Michigan, and will not re-

turn to Milwaukee until about June 10. Mr. McGreal, as usual, took along several machines and a big supply of records, so he will probably make himself one of the most popular members of the party. Accompanying the party were Joseph Gannon, representing the Wisconsin Talking Machine Co., jobber in Milwaukee and Wisconsin for the Victor line, and William P. Hope, Wisconsin and upper Michigan representative of the Thomas A. Edison Co., Inc. Both Mr. Gannon and Mr. Hope took along a consignment of machines and records and aided Mr. McGreal in providing entertainment en route.

Advertisement That Displeases Trade.

Considerable adverse comment has been caused in Milwaukee talking machine circles by the advertisements which the Milwaukee Gas Light Co. has been running in the local papers of late. Headed by a drawing which shows a young man listening to a Victrola, while another young gentleman is carrying a teakettle upstairs, the advertisement reads in part as follows:

"You will invest in a \$200 Victrola and then lug a teakettle of hot water upstairs for a bath. Have you forgotten—now that your furnace is out—that a gas water heater will give you plenty of hot water in a few minutes and at a small cost?"

It would seem that it is decidedly poor taste, to say the least, to "knock" the talking machine business in such an utterly uncalled for type of advertising.

Interested in Van Eweyk's Songs.

Milwaukeeans are decidedly interested in the fact that the June list of Victor records contains six songs by Arthur Van Eweyk, the famous Milwaukee baritone, who is now making his home in Berlin, and whose annual visits to America are among the events of the musical season. Mr. Van Eweyk was born and educated in Milwaukee, and his return visits are hailed with delight by his friends and music lovers in general.

Talking Machine as Entertainer.

There is one Milwaukee industrial concern which has come to realize the value of the talking machine as a means of recreation and education for its employes, and that is the Cream City Laundry Co. The company only recently completed the erection of a large addition to its Broadway plant, fitted out with handsome rest rooms for the young women employes. The next step was to purchase a big Victrola and an extensive list of records, so that the young women could entertain themselves during the noon hour and the forenoon and afternoon intermissions. The company is generous enough to furnish tables and hot coffee to its employes, so while the Victrola is playing the girls can eat a warm lunch without leaving the building. After lunch is over the young women make good use of the Victrola by dancing to its music.

Edmund Gram to Handle Victor Trade.

The Edmund Gram Music House, representative of the Steinway and other leading pianos, has made arrangements for carrying the complete line of Victor machines just as soon as it is located in its recently purchased building at 414-416 Milwaukee street, now being remodeled into one of the handsomest piano establishments in the Northwest. Mr. Gram will be located in a favorable portion of the city, and his trade is high class in nature; so he feels that he ought to meet with success in the Victor line. Special Victrola parlors are being fitted out on the first floor and in the basement of the new building, and no expense will be spared in fitting up quarters which will be entirely in keeping with the Victor line. It is understood that Miss Julia Wolfe, who is also manager of the player roll library at the Gram establishment, will have charge of the new talking machine department. The order for Victor stock will be placed with the Wisconsin Talking Machine Co.

Victor Concerts Attract Crowds.

The Talking Machine Co., 1120 Walnut street, J. H. Becker, Jr., manager, inaugurated a series of Victor concerts on May 29, which it intends to follow up for the remainder of the summer. Mr. Becker had made special announcement of the concert in the daily papers, following up the advertisements with 1,000 circular letters, so the attendance was large. Just at the present time Mr. Becker's

HOW DO YOU ORDER DINNER?

You don't order part of your meal in one Restaurant, because they serve that portion to suit you, and the balance in another.

YOU EAT YOUR ENTIRE MEAL IN ONE PLACE,

You select a Restaurant that will serve your entire meal to your taste and satisfaction. It is there you give your entire order.

BLACKMAN DOES NOT RUN A RESTAURANT

No; but BLACKMAN fills orders for the particular Dealers and serves them with EDISON and VICTOR goods as they want the order assorted, and the service is the best.

HOW DO YOU ORDER EDISON AND VICTOR GOODS?

Are you ordering EDISON from one jobber and VICTOR from another, waiting for TWO shipments and paying TWO expressages? Stop it.

BE ECONOMICAL—ORDER FROM BLACKMAN

BLACKMAN keeps a FULL LINE of all EDISON and VICTOR goods, therefore SAVES YOU MONEY, for you need only make out ONE order, pay ONE expressage. Send in a trial order NOW and let BLACKMAN take care of your holiday requirements.

There is no worry on BLACKMAN'S part about "MAKING GOOD," and there will be none on your part after a trial, for "Satisfaction at Blackman's costs no more than dissatisfaction elsewhere."

THE PLACE TO GET THE GOODS—EDISON AND VICTOR



Blackman
TALKING
MACHINE CO.
97 CHAMBERS ST. NEW YORK
EVERYTHING FOR EDISON OR VICTOR WHOLESALE OR RETAIL



store is the only exclusive Victor establishment in the city, and this has been a good talking point for Mr. Becker.

Return from European Trip.

Miss Gertrude Gannon, head of the Wisconsin Talking Machine Co., jobber for the Victor line, has returned from a three months' trip abroad. Miss Gannon, accompanied by a party of Milwaukee friends, visited the Holy Land, traveled up the Nile into Egypt, and on the return trip visited England, Ireland and Wales.

Pleased with Business Outlook.

E. F. O'Neil, assistant sales manager of the Victor Talking Machine Co., spent a few days in Milwaukee on business recently. Mr. O'Neil expressed himself as well pleased with the Victor business which has been secured in Milwaukee during the past year.

Immense Gain in Victor Trade.

L. C. Parker, advertising manager of the talking machine department of Gimbel Bros.' store, has resumed the daily Victor concerts in the Victor concert hall. Mr. Parker offers two concerts daily—one for the benefit of the people enjoying their lunch hour from 11:30 to 1 o'clock, and one from 2 to 4 o'clock, for the benefit of shoppers. These concerts have been decidedly successful in bringing new business, and Mr. Parker intends to keep them up. During February, March, April and May, the first four months of the Gimbel fiscal year, the talking machine department made a gain of 88.20 per cent. over the same period a year ago. Mr. Parker believes that for the entire year his department will register a gain of at least 50 per cent. Six people are now connected with the Gimbel department, and the business keeps them busy every minute.

Manager Parker, of the Gimbel talker department, will enjoy his first vacation in eight years when, with his family, he will spend from June 15 to July 8 visiting relatives and fishing at Rhine-lander, Wis.

Laurence Lucker a Visitor.

Laurence Lucker, head of the Minneapolis Phonograph Co., of Minneapolis, Minn., was a recent Milwaukee visitor. Mr. Lucker reports that the prospects in the Northwest are unusually bright at this time, with the crop situation favorable and money plentiful.

To Install Talking Machine Department.

The Espenhain Dry Goods Co., operating one of Milwaukee's largest department stores at the corner of Grand avenue and Fourth street, is preparing to install its first talking machine department. The entire Victor line of machines, records and supplies will be carried, and the initial order will be placed with the Wisconsin Talking Machine Co. The manager for the new department has not been announced as yet.

To Attend Convention.

Lawrence McGreal will attend the Democratic National Convention at Baltimore as Clark delegate. Mr. McGreal will also attend the Jobbers' National Convention at Atlantic City. Miss Gertrude Gannon, of the Wisconsin Talking Machine Co., the only woman member of the jobbers' organization, accompanied by her friend, Miss McCarthy, will also attend the Atlantic City gathering.

Victor Line in Manitowoc.

Emil O. Schmidt, Milwaukee's one-price piano dealer, 310 Grand avenue, who also carries the Victor line, has opened a new Victor branch at his store in Manitowoc, Wis. Mr. Schmidt has been securing a fine piano business in and about Manitowoc, and he believes that the field is favorable for the Victor. The initial order was placed with the Wisconsin Talking Machine Co.

DALLAS TALKING MACHINE CHANGES.

(Special to The Talking Machine World.)

Dallas, Tex., June 9, 1912.

Sanger Bros. have taken the Victor distributing agency and will be jobbers in this territory.

The Will A. Watkin Co. has taken the agency for the U-S phonograph, which they will sell in addition to the Columbia line.

The Automatic Music Co. has given up the Columbia agency.

RECORDS BY THE ELLERY BAND.

Some Recent Efforts of This Organization for the Columbia Have Excited Much Praise.

The accompanying illustration shows Channing Ellery, proprietor, and Taddeo Di Girolamo, leader, of the famous Ellery Band, seated in easy chairs at the store of the Columbia Phonograph Co., General, at 1109 Chestnut street, Philadelphia, listening to the reproduction of their own rendition of the sextet from "Lucia de Lammermoor."

The number was produced on a Columbia Gramophone, and both musicians were greatly impressed with the manner in which the machine reproduced the piece. The conductor, who lead the band when the piece was being recorded, said that it seemed as if he were actually leading the band at that moment. They both declared that the essentially dramatic elements which accompany the play-



Listening to Ellery Band Records.

ing of the organization of musicians were recorded most tellingly on the instrument.

The Ellery band is a distinctly first-class organization, as the music lovers of Philadelphia will testify. Their rendering of the classic as well as the lighter style of music is beyond criticism. They are under contract with the Columbia Co. to make records for them exclusively.

ELEVEN DICTAPHONES FOR KNAPP CO.

O. Brushaber, local manager for the Dictaphone department of the Columbia Phonograph Co., General, announces the sale of eleven Dictaphones to the Knapp Co., 19th street and Fourth avenue, New York. Mr. Brushaber says that Dictaphone sales are steadily increasing regardless of the approach of hot weather. Many notable sales in and around New York recently have helped materially to establish the substantial gains registered during the past few months. Mr. Brushaber left Monday for a trip among the agents throughout the State.

If you get tired of your work and want to loaf, get a good book and you will forget your restlessness.

1866

1912

NYOIL

FOR

Talking Machines, Typewriters, Phonographs, Dictaphones, Adding Machines, Cash Registers, Guns and Tools, and on all Polished Instruments. The finest Oil Made. You can see it's better at a glance and when you have once tried it you know that it has no equal.

For polishing varnished wood work it is extremely satisfactory. No oil is so clean

NYOIL

Absolutely Prevents Rust.

Sold Everywhere in Hardware Stores and other Progressive Places

WILLIAM F. NYE
NEW BEDFORD, MASS.

BABY'S FIRST CRY RECORDED.

Young Lady in Tennessee May, When She Is Grown, Enjoy Listening to the Reproduction of Her Voice When She Was Twenty-Six Hours Old.

(Special to The Talking Machine World.)

Knoxville, Tenn., June 8, 1912.

When little four-year-old Helen Virginia Orndoff, daughter of Mr. and Mrs. Dan Orndoff, 139 Leonard place, is married she will be presented with one of the most unique wedding presents ever given a bride. It is a phonographic record of her voice when she was but twenty-six hours old. Mr. Orndoff is a dealer in phonographic supplies and musical instruments and is an expert in phonography. When his first child, little Helen, was born he planned to obtain a record of the first sounds of her voice, and a phonograph was prepared for that purpose and set beside the bed of the newly arrived.

Her cries were too weak to be recorded until she was twenty-six hours old. Then the phonograph was set in motion and the voice of Baby Helen was recorded. Mr. Orndoff is preserving the record and he and Mrs. Orndoff prize it as one of their most valuable possessions, and when the little girl is married she will in all probability be presented with it, as a priceless memento of her babyhood.

RETURNS FROM EUROPEAN TRIP.

Edward N. Burns Reports Gratifying Conditions in Europe as Far as Columbia Export Trade Is Concerned.

Edward N. Burns, manager of the export department of the Columbia Phonograph Co., General, returned recently from a three months' trip in Europe. While away Mr. Burns visited Italy, Switzerland, France, England and Germany. From a business standpoint Mr. Burns stated that his trip was highly successful. Conditions of Columbia business on the Continent are excellent, and all signs point to a record year, with interest in the company's products on the increase.

Write To-Day

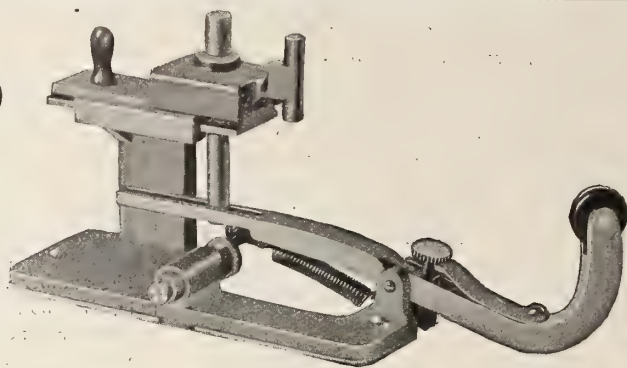
The ELECTROVA COMPANY

117-125 Cypress Ave., :: New York

for their new illustrated booklet, "The Money Magnet," describing the most perfect and satisfactorily Coin-operated Electric Player on the market. 88 note, with automatic expression device and mandolin attachment.

Just the player for the better class of places

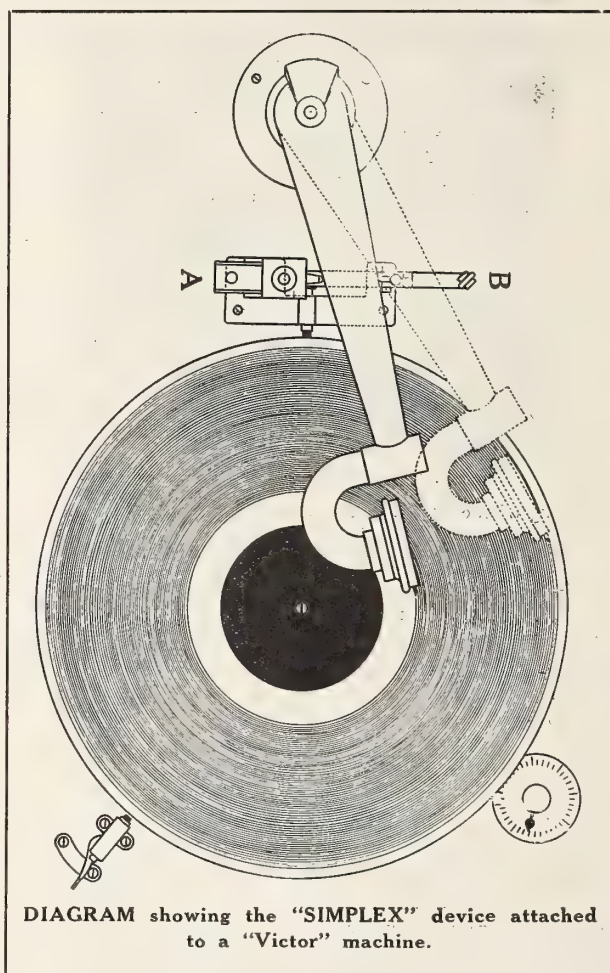
"SIMPLEX"



The Perfect STOP and START Device for all Disk Machines—It is attached permanently in a simple and easy manner and is "NOT" a danger to the Sound Box, Motor or Record.

The "SIMPLEX" will not jar your Sound Box or stop your Record with a **thump**.

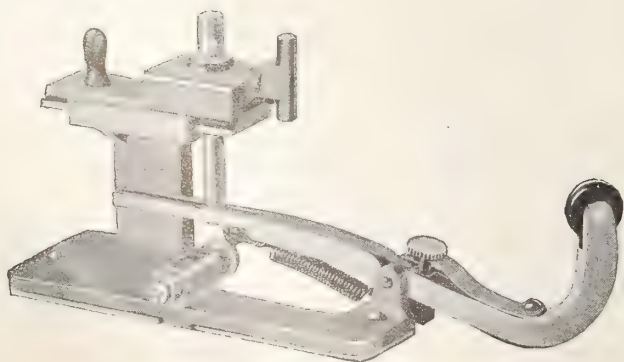
The "SIMPLEX" is operated so that a child can use it with perfect results.



The "SIMPLEX" will work perfectly on new or old type disk machines alike.

The "SIMPLEX" cannot get out of order.

"JOBBERs" write at once for particulars, so that all inquiries received from dealers can be referred for your attention.



Standard Gramophone Appliance Co.
MANUFACTURERS

Talking Machine Supply Company

563 Fifth Avenue, New York, N. Y.

"SOLE SALES AGENTS"

Demonstrations will be given at the Convention at Atlantic City, July 1-2.

BLACKMAN TALKING MACHINE CO.'S ANNUAL OUTING.

Most Delightful Time Enjoyed at Coney Island on June 8—J. Newcomb Blackman's Practical Talk—Twelve Employees Share in Profits—Mr. Caldwell Speaks for the Employees—Evening Spent at New Brighton Theatre—All Expenses Connected with Outing Met by the Company—A Policy Which Is Appreciated and Produces Results.

One of the bright spots of the year for the Blackman Talking Machine Co., the occasion of the annual outing given by the company to all its employees, occurred on Saturday, June 8, with Coney Island being selected as the pleasure ground for the day. There were twenty-nine in the party, which included all the employees, both male and female, as well as the wives of the former, and it was more like a big and happy family than the members of a business organization on pleasure bent.

The day was ideal for an outing, and after an enjoyable sail to Coney the party made the first stop at Luna Park, where several hours were spent

deal for others as well as himself, he is possessed of a feeling of contentment and there is nothing that so ensures constant and unalloyed happiness as a contented mind. The trouble with many people is that they live for their neighbors and friends, instead of for themselves. They worry and make themselves unhappy in an effort to keep up appearances. When such people secure a little more of the world's goods they at once change their mode of living to correspond with the increased income, and the result is that they never get ahead of the game, but are continually discontented and unhappy. The man with the run-about is not satisfied with it, but wants a touring



Dinner of Blackman Forces in the Jefferson Hotel, Coney Island.

in taking in the various new and old amusements offered in that popular resort, the scenic railways and the shoot-the-chutes appearing to be the favorites of the majority. From Luna Park the party went to Steeplechase Park, where all the various slides and other laugh-provoking specialties attracted the undivided attention of the majority until the time arrived for the dinner.

The excellent dinner was served at the Jefferson, one of the most popular of the hotels at the island, where special arrangements were made for the entertainment of the party. The favors consisted of tiny talking machines of paper maché with the Victor dog peering into the horn and wagging his head in comical fashion. The menu also came in for much favorable comment, it being printed on a dainty and handsomely decorated miniature Japanese screen that made an attractive souvenir of the occasion.

At the close of the dinner J. Newcomb Blackman, founder and president of the company, addressed the members of the party and offered them some advice upon business conduct that was concise and to the point. He emphasized the importance of team work, the important part it had played in making the business successful during the past ten years and how it was necessary if the success was to continue during the coming years, for which great plans were being made. "One of the chief things in business," said Mr. Blackman, "is to decide upon the right thing to do and then to stick to that decision through thick and thin. When a policy is decided upon and is believed to be right, the best way is to drop those who declare themselves against that policy and not swerve from the straight path, for that makes for shaken confidence and subsequently possible failure. When conditions reach such a point that the policy proves to be really wrong, that is the time to change it for something better and then stick to the new program.

"When one decides upon a policy that is in keeping with the Golden Rule and means a square

car. When he gets the touring car he wants a racer or a steam yacht and is therefore never settled or contented with what he has."

At the close of his talk, which was generally along the same vein, Mr. Blackman called attention to the profit-sharing policy of the company inaugurated three years ago, and which was adopted on the theory that if the business showed a substantial profit at the end of the year the employees were largely responsible and must have

put forth the proper amount of effort to accomplish that end, so are entitled to a proportion of the profits. The profit-sharing policy was adopted by the company entirely voluntarily, and is based on three things: The length of the employee's service, the position held and the effort put forth. Only the employees who have been in the employ of the company for a year or more are eligible to participate in the profit sharing, and the fact that an employee doesn't last a year unless he or she displays the requisite amount of energy makes the third section of the profit-sharing rules unnecessary.

This year there were twelve employees to share in the profits of the business, they being headed by Frank Roberts, "the veteran," who joined forces with Mr. Blackman when the business was first established ten years ago. Others to participate were R. G. Caldwell, vice-president of the company; Messrs. Spillane, Reilly, Ashby, Cambarino, Reinhardt, Lansdell and Bishop and Misses May, Peters and Ward.

Following the distribution of the bonuses Mr. Caldwell replied to Mr. Blackman's speech in behalf of the employees and thanked the latter for the generous treatment accorded them. In this connection it is to be considered that every cent of expense connected with the outing, even to the carfares, is met by the company, everyone participating, regardless of the period of service, and the married men being free to include their wives.

After three cheers had been proposed and given for the head of the company, the party adjourned to the New Brighton Theater, where they enjoyed an excellent vaudeville performance as a fitting close to a most enjoyable day. In every way the Blackman outing for 1912 was a huge success and a fitting celebration of both the annual profit sharing and tenth anniversary of the founding of the business. It strongly emphasized the fact that those connected with the company are constantly working in harmony and for the mutual interests of the business, the success of which means their success.

A. G. Farquharson, special representative of the Columbia Phonograph Co., Los Angeles, Cal., who has been passing a few days in the East, reports a very pleasing condition existing in the talking machine trade in that part of the country where he operates.

He is very much gratified to learn of the position taken by the talking machine men at Los Angeles regarding the agreement entered into to charge and collect interest at the rate of 7 per cent. on installment or time sales of talking machines.

GUILTY

of having the best line from the **dealer's standpoint** of Disc Record Cabinets and Table Cabinets on the western hemisphere. The verdict handed us in the shape of orders from jobbers and retailers in the four corners of the country makes

The Udell Line

your one best buy.

The Guarantee as to Workmanship and Finish will be a wonderful help to you in making a sale.

Mr. Daniel G. Williams, the "grand old man" of the Talking Machine accessories salesman, will see you at the Convention in Atlantic City.

He has some new ones that in price and pattern are just what **you** want.

A New Catalog that tells the whole story and that will sell Cabinets for **you** and at a splendid margin, will be mailed to those jobbers and dealers addressing.

THE UDELL WORKS
CATALOG DEPT INDIANAPOLIS, IND.

That Columbia double-spread in this week's Saturday Evening Post will arouse public interest in talking instruments—Columbia instruments. It will prove the best kind of stimulant for sluggish summer business.



**Columbia Phonograph Co., Gen'l
Tribune Building, New York**

FIRE DAMAGES HOME OF F. J. HEPPE.

Handsome Residence of Philadelphia Talking Machine Man Wrecked—Loss \$40,000—Warerooms Force Turn Firefighters and Rush to Blaze in Auto Trucks—Exciting Events Come Thick and Fast—Heroic Rescues Made by Volunteers.

(Special to The Talking Machine World.)

Philadelphia, Pa., June 6, 1912.

A fire last week at the residence of F. J. Heppe in Pelham, Germantown, considerably damaged his handsome suburban home, the amount of loss having been placed at more than \$40,000. Instantly the fire started the fire companies of the neighborhood were notified and a 'phone message was sent to the Heppe store. There was naturally great excitement and almost the entire Heppe force turned out as fire fighters, going to Germantown as rapidly as possible on the auto trucks of the company. They took all the available fire apparatus with them, and also that which is not so designed, in the excitement.

This paraphernalia consisted of fire buckets, hose, axes, from this on down to a Victor horn and a tuning fork. Upon reaching the fire—having covered the distance in about 12 minutes—with several automobile cops on their trail, they at once turned in to do their best. A housemaid was entrapped on the second floor, but Manager Hangen thought it more advisable to get the case of wine to safety first, and the fire company had to take care of the maid, much to Hangen's disgust when he saw how pretty she was.

When Mr. Heppe later came to look for his wine it was disposed of, and the question is unsettled whether by the cops or the Heppe fire fighters. Joe Hammond made a thrilling rescue of a darky cook, and Stults walked out behind him in a deliberate way carrying a dish of re-

FOR SALE.

5,000 Zon-o-phone 10-inch records, 15 cents each; 5,000 Edison 2-minute records, 10 cents each. DENINGER, 335 North St., Rochester, N. Y.

FOR SALE OR TRADE.

Six thousand Edison Standard Records and two thousand Edison Amberol Records. Will exchange for Victor goods. Address "Exchange," care of Talking Machine World, 373 Fourth avenue, New York City.

MUSIC STORE FOR SALE.

Only music store in city of 11,000; fine business, started 1904; best location in city; Victor and Edison agencies, sheet music, small goods etc.; clean stock; invoice \$3,700. Full information furnished on request, will stand strictest investigation. A. E. WADE MUSIC CO., Hoquiam, Wash.

FIRST CLASS LOCATION OPEN.

First-class location for graphophone department in music store. For particulars address W. S. Gray, 334 Sutter street, San Francisco, Cal.

MAX LANDAY AND FRIENDS VISIT L. J. GERSON'S FARM.



The World had the opportunity recently of "snapping" a group of well-known talking machine men who visited L. J. Gerson's farm at Brookdale, up in Rockland county. At the wheel Max Landay will be recognized, with B. Feinberg at his left. Mr. Gerson is on the running board, while Edwin G. Schloss and Mr. Kocker are in the rear.

cently prepared prunes and an ice pick. Hillebrand was the coolest man in the bunch, and with the flames floating all around him he deliberately walked to the player-piano, and carefully and tastefully encased it in three leather covers to keep the water and smoke from penetrating. Gaskill—the intrepid Gaskill—was the hero, however, of the entire occasion. He had secured a peculiar shaped helmet—no one knew from where, for he has a habit of having about everything concealed for any emergency—and he mounted the front truck to the fire and stood in an attitude with his Van Dyke in perfect shape, his countenance beaming, and looked not unlike the pictures of Nero at the burning of Rome.

His first thought was to grab up a bunch of Heppe circulars, which he distributed along the route. He had sufficient left when he reached the fire to distribute them among all the crowd that had assembled, and then he turned in to giving directions and to taking charge of both the city and the firm's forces. He looked particularly to the saving of Mr. Heppe's wardrobe, brushing and folding the clothes carefully before carrying them to safety, and finally emerged from the house with a red coat and the Heppe famous golf stick, which had won so many victims, which was the climax of the fire, and the Heppe force took again to the automobiles and returned to the store to tell the few that had been left behind how they had saved the day.

UDELL AMBASSADOR IN NEW YORK.

A recent visitor to The World sanctum was Daniel G. Williams, the popular representative of the Udell Works, Indianapolis, Ind., whose talking machine cabinets are so widely known and esteemed throughout the trade. Mr. Williams was returning home from an extended trip which embraced the Piano Merchants' convention at Atlantic City, and reported the factory as very busy in its efforts to catch up with orders.

Don't forget the Jobbers' Convention, July 2-3.

HALTS BAGGAGE RATE RISE.

Commerce Commission Holds Up Proposed Excess Regulations.

(Special to The Talking Machine World.)

Washington, D. C., June 9, 1912.

New regulations for the transportation of baggage, which were proposed by nearly every railroad in the United States, and in effect would advance the rates on "excess," were suspended today by the Interstate Commerce Commission. The suspension becomes effective July 1, and continues in force 120 days, pending investigation. The proposed regulations, which will interest piano travelers and others, read:

"On and after July 1, 1912, for any piece of baggage (except immigrant baggage checked at port of landing), the greatest dimensions of which exceeds 45 inches, there will be an additional charge for each additional inch equal to the charge for 10 pounds of excess weight.

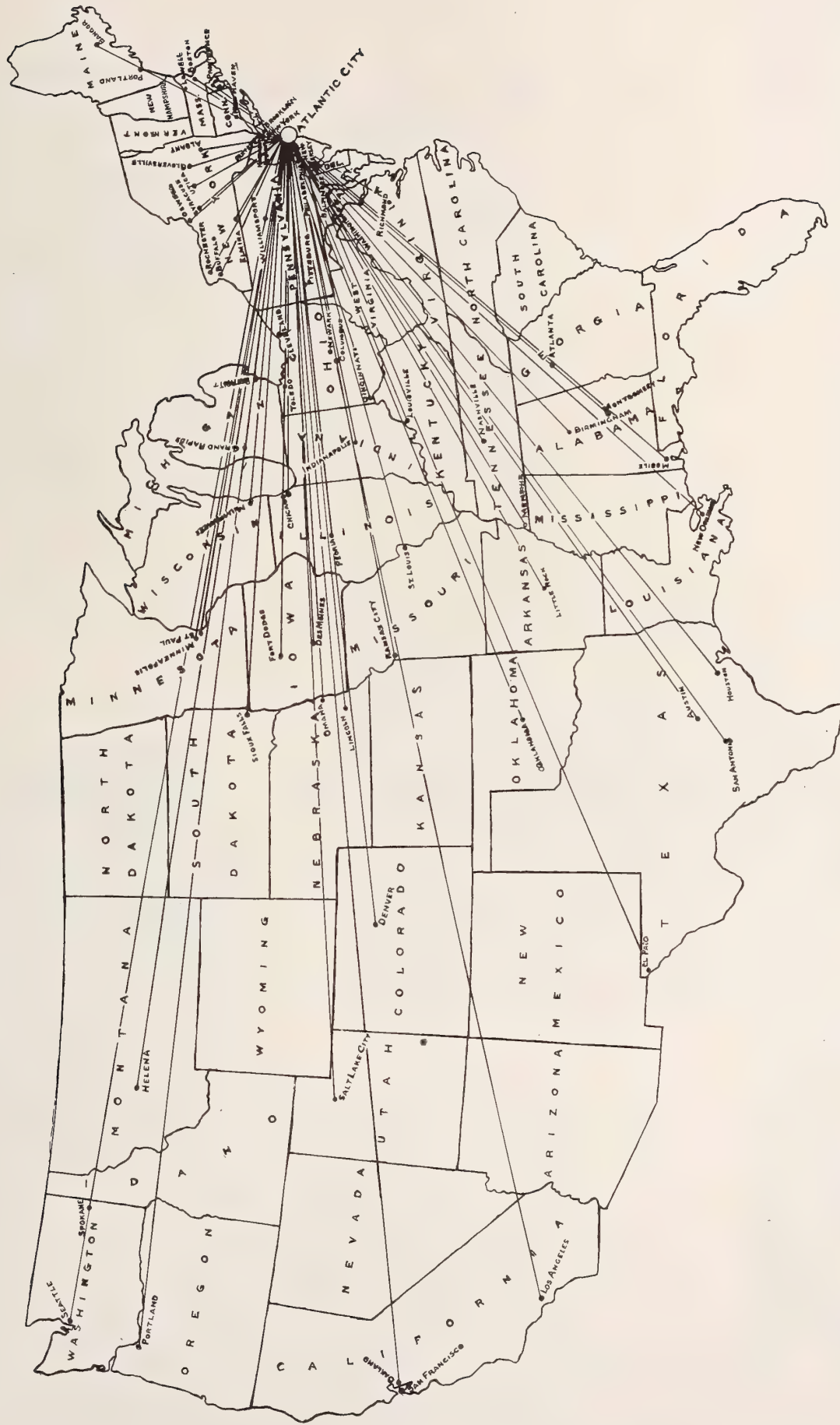
"On and after July 1, 1912, no piece of baggage, the greatest dimensions of which exceeds 70 inches, (excepting immigrant baggage checked at port of landing), will be transported in baggage cars."

The commission holds that the fixing by the roads of the dimensions of baggage will work an unnecessary hardship on travelers.

"COLOR HEARING."

Some persons associate particular colors with particular sounds. In a recent presentation of this subject to the French Academy of Sciences it was pointed out that there are two forms of this phenomenon.

In one case the person has a sensation as if a transparent colored film, like a rainbow, appeared before his eyes when certain vowel or musical sounds strike his ears. In the other case letters or written words, representing the sounds heard, appear in colored tints. The tints are very definite and characteristic and do not vary with lapse of time, but two persons seldom associate the same colors with the same sounds.



All roads lead to Atlantic City.

The National Association of Talking Machine Jobbers will hold its convention there on July 1 and 2.

The Association headquarters will be at the Chalfonte.

July 1 there will be a business session in the morning and one in the afternoon.

July 2 the closing session will be held in the afternoon.

Good things are planned to make this an enjoyable occasion.

The officers of the Association are:

Lawrence McGreal, president, Milwaukee;

Wis., Lawrence McGreal Co.; E. F. Taft, vice-president, Boston, Mass., Eastern Talking Machine Co.; J. C. Roush, secretary, Standard Talking Machine Co., Pittsburgh, Pa.; J. B. Miller, treasurer, Penn Phonograph Co., Philadelphia, Pa. Executive Committee—J. F. Bowers, Lyon & Healy, Chicago, Ill.; C. A. Grinnell, Grinnell Bros., Detroit, Mich.; Geo. Mickel, Nebraska Cycle Co., Omaha, Neb.; Perry B. Whitsit, Perry B. Whitsit Co., Columbus, O.; Rudolph Wuritzer, Rudolph Wuritzer Co., Cincinnati, O. Keep the time and place in mind.

VALUE OF DICTATING MACHINE.

Descanted on by Mayor Weissenborn of the City of Halberstadt—Pays Great Compliment to the Edison Business Phonograph in a Book Recently Written by Him on the Management and Administration of Large Cities—Machine Proves More Effective Than a Stenographer in More Ways Than One Besides Saving Expense.

The following is an extract, translated from the German, from a book written by Mayor Weissenborn, of the city of Halberstadt, on "The Management and Administration of Large Cities." Mayor Weissenborn is an enthusiastic user of the Edison dictating machine, as his recommendation of it for its efficiency and economy proves. He says:

"On the other hand, the dictating machine seems to have been too little known and used, although by its assistance the difficulties and inconveniences which are associated with the services of a stenographer and dictation to the typewriter, and which are necessarily associated therewith, have been obviated in the happiest kind of manner. For almost a year past I have been making use of an Edison dictating machine at the Town Hall, while later I procured one for my own personal uses. Before that I used to have the office apparatus brought to my house, as that is quite feasible.

"The principal advantages may be summed up as follows: In the first place, as compared with the employment of a stenographer and typewriter, a by no means inconsiderable saving in expense is assured. It will be accepted as a fact that a stenographer needs a half hour to write out on the typewriter what requires dictation of a quarter of an hour's duration. A third of the total requisite time is therefore necessary for dictation, so that one-third of the efficiency of the typewriter and stenographer is saved. Thus an amount of at least 300 marks per year is also saved. Running expenses, shaving and wear on

the records are very small, and if a shaving apparatus be procured, still smaller, in proportion to increased use of the apparatus. Furthermore, I dictate in the morning. A visitor is announced whom I cannot let wait, so I am obliged to dismiss the stenographer. If I should want him again within a half hour, in all probability he is engaged with some other official. It is different when I have a dictating apparatus. A pressure of the finger, the motor is brought to a stop and waits patiently until the visitor has gone. I am then always out of touch with the subject, but a reversal of the speaker and a pressure with the finger are sufficient to get the apparatus to repeat, as slowly and as often as may be desired, the concluding portion of what I had dictated. After ten minutes a new visitor may come in. He may go in five minutes or he may take twenty minutes. Meanwhile, the stenographer does not know whether he be at liberty to report to another official. The apparatus does not neglect anything and is at all times at your disposal. Then I may have to attend a meeting, and how long it may last I cannot tell. Afterwards I should like to dictate further. Am I to cause the stenographer to wait an hour or two, to send him away at the end of that time because it is too late; or because I am too much unstrung? Moreover, how often and for how long and for what inconvenient hours shall I make an appointment with the stenographer? Should I be ready to claim his service at 9 or 10 in the evening, even though that be my best working time? Or shall I ask him to call at 7 o'clock on a summer morning? But all days are the same to the apparatus.

"When I further state that it is very easy, according to my experience, to acquaint oneself with the operation of the machine, and that after a few days I run the press buttons and the lever quite automatically, I am quite in a position where I can most urgently recommend its use. A guarantee is given, but repairs have not hitherto been necessary.

"Respectfully,

(Signed) "MAYOR WEISSENBORN,
"Halberstadt."

LEADING JOBBERS WELL PLEASED

With Talking Machine Trade These Days—The New York Talking Machine Co. the Blackman Talking Machine Co. and the Columbia Phonograph Co. Report Excellent Pre-Summer Business.

The trade on Chambers street, namely, the New York Talking Machine Co., Victor distributors, the Blackman Talking Machine Co., Victor and Edison jobbers and distributors, and the Columbia Phonograph Co., General, retail store, each and every one announce a fair volume of summer business. The same steady demand for the Victor product is apparent with all the attending conditions of the past brisk spring season. The demand for Victor Victrolas still exceeds the supply. The call for records is particularly sharp, with a preference for the high-grade predominating. At the Columbia store conditions are much the same. Manager Bolton announces excellent sales and lays much stress on the success of the new Grafonola, "Princess." Taken all in all the trade on Chambers street is optimistic and contented.

NEW ADVERTISING SPECIALTY.

The Columbia Phonograph Co., General, under date of June 5, is sending to its dealers and distributors a sample of a new advertising specialty, the Columbia double-disc "Seal," with a letter of instructions as to how to use them to further promote the publicity of Columbia double-disc records. The seals are to be supplied free and shipments have already begun. The "Seal" is attractively designed and printed and embossed in black and gold. In the center is the familiar Columbia musical note and around it the words "Columbia Double-Disc Records." The background is black, with a border of gold. The seal is round and of the proper size for use on envelopes, or any other mail matter.

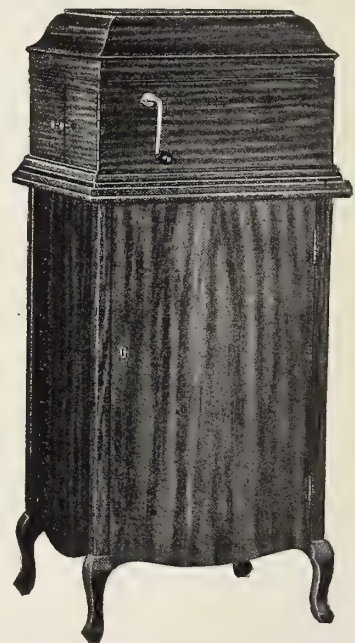
Hanover Cabinet Quality is like the Sterling mark on Silver—it represents The Highest Standard



D 26.—Mahogany and Golden Oak. Top and all four sides polished to match machines. Width of top 23 in. Depth 19 in. Suitable for all machines except Victrola X. Capacity 230 (12 in.) disc records.

The two disc record cabinets shown in this announcement illustrate this fact. They represent values, estimated from any viewpoint, that should interest the purchasing public.

A sample order will show you the exceptional construction and splendid finish of these cabinets.



D 33, with No. 9 Victor Machine.—Mahogany and Golden Oak. Top and all four sides polished to match machines. Width of top 21½ in. Depth 18 in. Moulding loose or attached. Can be supplied to fit Victrolas VIII or IX. Capacity 210 (12 in.) disc records.

ILLUSTRATED MATTER SENT ON REQUEST

Distributed by the jobbing trade

THE GEO. A. LONG CABINET CO.
HANOVER, PA.

Address Communications to **CLEMENT BEECROFT**, Sales Manager, 309 W. Susquehanna Ave., Philadelphia, Pa.

HANDSOME TALKING MACHINE DEPARTMENT.

An Interesting Feature of the Beautiful New Building Occupied by W. J. Dyer & Bro., St. Paul, Minn., Is the Commodious Recital Hall, and Attractively Laid Out and Furnished Quarters Devoted to Talking Machines and Records and Other Specialties.

(Special to The Talking Machine World.)

St. Paul, Minn., June 7, 1912.

An event of peculiar interest in the musical world of this city was the formal opening recently of the handsome and commodious recital hall in

may spend an hour, if one likes, listening to all the operatic favorites, or stage pets, for the attendants are there to look after the comfort and pleasure of the visitor.

At the other end of the corridor is the recital hall, a model of its kind, which holds over two hundred people, and is an ideal little auditorium for talking machine concerts, or indeed, any musical affair of the more intimate type.

Large windows furnish light during the day and good ventilation at all times; for evening use there has been installed the ultra-modern system of indirect lighting, a system whereby the farthest corner of the hall is sufficiently illuminated for the perusal of books



Hall Showing Entrance to W. J. Dyer & Bros. Talking Machine Department.

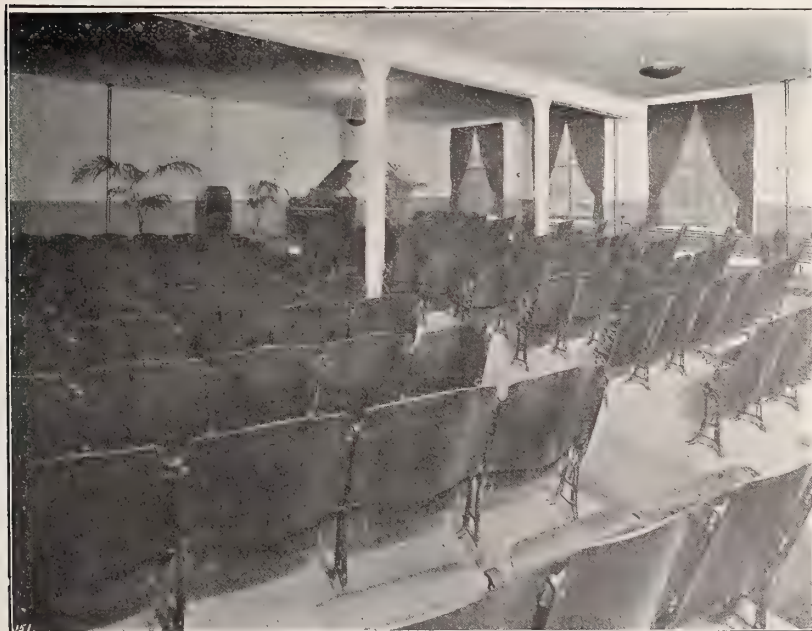
connection with the large talking machine department in the new building of W. J. Dyer & Bro. Invitations to the opening recital were limited, but so great was the demand from the better class of people of the city that it was necessary to repeat the recital later in the same week.

In the new building nothing has been neglected that would place the talking machine in sympathetic and attractive surroundings, and arrangements have been made whereby an audience of one or many, as the case might be, is made as comfortable and happy as possible. The talking machine department is located on the second floor of the building and the general scheme of decoration reminds one of an attractive country house. The plastered walls are tinted in two shades of buff, deep below and lighter above. On either side are fascinating, small-paned windows, the sash, like the rest of the woodwork, painted white.

At the forward end, facing Fifth street, are two large rooms done in green and white, with practically entire glass fronts. The smaller of the two has a writing table for the convenience of shoppers, as well as plenty of comfortable chairs. All about the larger one are placed talking machines in all the most up-to-date styles and finishes. Here one

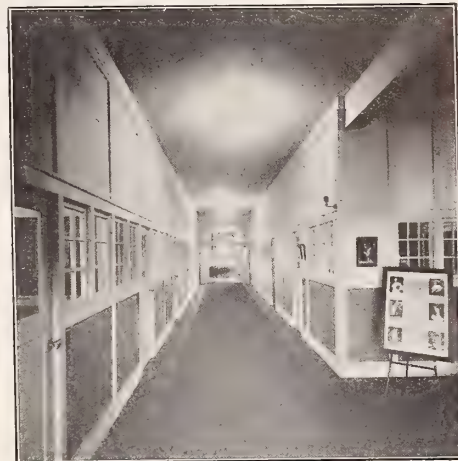


One of Dyer's Talking Machine Parlors.



W. J. Dyer & Bros.' Recital Hall.

wood to match any apartment. Some of these rooms are in yellow and white, some in green and white, and all are well lighted, with every facility for studying and choosing either machines or records. In one of them, indeed, there is a telephone, so that patrons unable to leave home may hear



Record Booths, Recital Hall and Corridor.

new records over the wire. Thus do the departments of modern science serve each other.

From the walls of the small as well as the large rooms there smile down the faces of the notables whose words and songs are being perpetuated in those familiar and yet mysterious discs and cylinders that have become a necessary adjunct to so many households—Gadski, Schumann-Heink, Farfar, Caruso, Scotti, Martin and a score of others.

Guests of an investigative turn of mind will find

interest in the room where records are kept, much after the manner of a well-regulated library, for there is constant sorting, cataloging and "weeding out" necessary to maintain an up-to-date stock.

It is all there—comfort, sunshine, music and intelligent service; all arranged to bring the public and one of the greatest delights of modern civilization into intimate touch with each other by means of the talking machine.

ASSOCIATION GAINING GROUND.

New Members Being Taken in at a Rapid Rate and Numerous Matters of Trade Interest Being Considered.

(Special to The Talking Machine World.)

Philadelphia, Pa., June 8, 1912.

The Talking Machine Retail Dealers' Association of Philadelphia continues to grow and gain strength rapidly and is at present considering many questions with a view to aiding and protecting the business of the individual dealer. At the last meeting of the association six dealers were taken into membership and eight more have signified their intention of joining at the next meeting.

The association is keeping in close touch with the big companies and a large committee representing the organization plans to visit the factory of Thomas A. Edison, Inc., with a view of discussing several matters of mutual interest.

M. Goodstein, the secretary of the association, is doing some strong missionary work for the purpose of interesting the local dealers in the organization. The meetings of the association are held on the second Wednesday of every month, the last being held June 12 in the reception room of the Parkway building, 119 North Broad street.

and programs, and yet which never brings the eye into direct contact with the direct rays so trying to the sight. Pale brown in two tones is the color chosen for the walls, and the whole effect is a very tasteful one.

And now those little windows. Each one looks into a small room—there are nine of these—which is a complete little exhibition hall itself, and contains various types of talking machines, from the smaller, inexpensive ones, to the handsome affairs encased in



Every month there is less substituting of other products when Columbia is asked for. It will be clearly impossible to sell a substitute for the Columbia "Lyric" instrument and the six double-disc records at \$28.90 which we are advertising this month. And why should any dealer try it?



**Columbia Phonograph Co., Gen'l
Tribune Building, New York**

BETTER SPIRIT IN QUAKER CITY.

Talking Machine Business Shows Good Increase Over Other Lines—Estey Co. Featuring the Columbia Line—Wilkes-Barre Department Store Takes on Talkers—Buehn Makes Excellent Report Regarding Conditions in Pittsburgh and Philadelphia—The News of the Month.

(Special to The Talking Machine World.)

Philadelphia, Pa., June 5, 1912.

The talking machine business in May in Philadelphia was generally gratifying. It was considerably larger than last year, and if it did not show the comparative increase of the other months of 1912 over the corresponding months of last year, it must be due to the general business depression that has been felt in all lines. It would be hard to find any business in Philadelphia—probably in any other city—that has shown a better general spirit than the talking machine business. It is most healthy, and the dealers seem to have no cause for complaint, either with the amount of business they have been doing with the purchasing public and with the manufacturers.

Talkers More Than Holding Their Own.

The manufacturers have been getting out the goods with the required promptness and have been sending new things to the market which will help materially in the future. The lists of records for the Victor, the Columbia and the Edison for June are most enticing, and already many of the big dealers are planning to place their fall orders with the manufacturers in order that they may not be handicapped more than possible. While the Victor has been considerably more than holding its own, I find an increased interest and an increased enthusiasm in Philadelphia over the Edison, and there are Philadelphia dealers who will tell you that they are going to give the Edison a very much squarer deal in the future than they have done in the past.

Columbia Department for Estey Co.

Manager T. K. Henderson, of the Estey house is making preparations to open his Columbia talking machine department in the course of a very few days. He has selected Walter G. Linton, who is at present connected with the Columbia house, and who was previous to that a Victor salesman, to manage the Estey talking machine business. They expect to make the department one of the "classiest" of that in any house in the United States, and for the present at least will handle only Columbia machines. They will confine the department to no special part of the store, but will distribute it throughout the building, and they will have sufficient salesmen to handle the work. Mr. Linton will assume charge on June 15.

Busy Times at Columbia Co. Branch.

The Columbia Phonograph Co. reports that it pretty nearly doubled the April business in May, and that May ran at least sixty per cent. ahead of last year. On Decoration Day the employees of the Columbia had a picnic in Fairmount Park, which was a success in every way. It was held at Belmont Mansion, and baseball, racing and various other sports were indulged in. O. C. Dorian, the present acting manager of the Philadelphia

store, was over to New York last week to attend the 25th anniversary banquet of the American Graphophone Co.

New Ellery Band Records Please.

The new Ellery Band records of the Columbia are very fine and have been enjoying an enormous sale. They also have just received some new records by Zenatello and Emmy Destinn which they expect to sell readily, as well as the exclusive records they have made of the voice of Georgette Leblanc Maeterlinck. The firm is gradually eliminating the doors on all hornless machines, and is submitting in their stead the tone shutters which seem to be an innovation which is thoroughly appreciated by the buyers of the Columbia. These shutters are much more sightly, more convenient and permit a great ease in modulating the tone.

Newspaper Reporting Via Dictaphone.

Nils Victorin, a Danish newspaper man was in Philadelphia the past week and used the Columbia entirely for making his records. He has been sent to this country to write articles from the various sections for the "Dagblat" and dictate his articles to the Dictaphone, and then ship his records home to be transcribed there. The articles are headed "Dictaphone Letters from the United States."

Opens New Department.

J. Ounsworth, who conducts a piano store at Fairhill and Lehigh avenue, has opened an exclusive Columbia department at this store.

Among the out-of-town buyers here the past week were William S. Hollenbach, of Reading and Gwyllim Evans, of Wilkes-Barre.

New Departure in Wilkes-Barre.

The Standard Department Store, of Wilkes-Barre, are at present having booths erected and will put in a complete line of talking machines. They have an exclusive foreign trade and are going to prepare to cater to the American trade as well.

What the Department Stores Are Doing.

Business has been very good with the talking machine department at the Lit store in May. Manager Hovey has certainly made that department a winner, at least as far as appearance goes, and he has been exerting all his energy to get it into the shape that it will compare favorably with any other department in Philadelphia. He has unique ideas in arranging stock which are very effective, and while he has not yet had turned over to him a space sufficiently large to give him the scope of his competitors in the department store business, yet he has taken every advantage of what he has at his disposal.

The sales in May in the talking machine department at the Wanamaker store almost doubled those of May a year ago. The department is particularly well supplied with all styles of Victrolas, and they are very much encouraged in that line of their business. Between this and fall, their will no doubt be radical changes in the arrangement of the department. For some reason it is the only part of the new Wanamaker building which does not seem to conform, and it is expected that they will remove the large Louis XIV show room and in its place build a row of rooms to correspond with those at the rear, although only half the num-

ber, but double the size, and following a uniform idea.

Praise for Amberola 3d.

Everywhere I hear praise of the new Amberola 3d, the latest production of Thomas A. Edison, Inc., which is sold at \$125. It is a very fine instrument and some dealers who heretofore have not been over enthusiastic Edison workers, take to this No. 3 with splendid grace and they believe that they are going to have an excellent business on these machines the coming fall season.

Reports Improved Business.

Manager Doerr, of the talking machine department of H. A. Weymann & Son, is one of the Edison Amberola 3ds enthusiasts. He says they have already had a big sale on this instrument. The May business of the Weymann department was very large. It was considerably better than last year. They have quite an excellent stock of Victor machines on hand and are now in a position to take care, in one shipment, of all the records that a dealer may order.

Louis Buehn a Busy Man.

Louis Buehn reports that while May was a satisfactory month, it showed a drop off in comparison with the previous months this year, but their May business was considerable in excess of the corresponding month of last year, so consequently they have no complaint coming. Louis Buehn has been in Pittsburgh three times during May on account of the illness of his brother, who has charge of the Pittsburgh store of Louis Buehn & Bro. Mr. Buehn was quite seriously ill for a short time, but is back again attending to business. Mr. Buehn speaks highly of the Edison Amberola and believes that there is going to be a very good business on this new \$125 machine.

Among recent visitors to the trade here were Elmer E. Nagle, of Pottsville and Frank Stanton, of Thomas A. Edison, Inc.

Manager Stewart, of the Gimbel talking machine department reports that business is very fine. It is so far ahead of last year that they have not taken the bother to calculate. Among the visitors to the department this week was Mr. Folgrum, of the Victor Talking Machine Co.

MUSIC ON THE TRAINS.

Concerts on the Grafonola Now a Feature of a Trip on the Washington Sunset Route.

The Columbia product is getting some magnificent publicity in the West by installation of the Grafonola "Favorite" on the trains of the Washington-Sunset Route. The following is a copy of a circular sent to the ticket agents by the railroad authorities:

"Grafonola Recitals.—Beginning Friday, February 9, and until April 5 (maybe indefinitely), each Friday tourist sleeping car will carry a Grafonola for the entertainment of the passengers. This instrument is one of the most popular designs produced by the Columbia Phonograph Co., and will be under the charge of the excursion agent of the Washington-Sunset Route. Recitals will be given in the tourist car during the day and in the observation car during the evening. We hope that this innovation will add much to the pleasure of our passengers en route to California."

FROM OUR CHICAGO HEADQUARTERS

ROOM 806, NO. 37 SOUTH WABASH AVENUE, E. P. VAN HARLINGEN, MANAGER.

How Talking Machine Trade May Be Best Cultivated in the Summer Months—Some Suggestions Worth Considering—The Business Phonograph as a Side Line—Recitals Most Effective as Business Developers—Some of the Many Uses to Which the Talking Machine Is Successfully Adapted—Something of the Good Work Done by Lyon & Healy in Developing Interest in the Talking Machine—The New Display Rooms of the Rudolph Wurlitzer Co. Are Most Attractively Designed and Furnished—Miss Berlin Makes Columbia Sales Record—Interesting Review of the Month's Happenings.

(Special to The Talking Machine World.)

Chicago, Ill., June 7, 1912.

Although the proverbial "dull" season, when musical goods generally are not so much in demand, is now on, talking machine dealers are not feeling it nearly so strongly as dealers in other lines. Of course, naturally there is, in fact, a great falling off from the amount of business done in the winter months, but while this is true, the talking machine dealer is not helpless, for there are many ways in which he can stimulate a summer trade that may prove highly profitable.

While the temporary dull season is admitted, dealers everywhere and almost without exception say their business this year shows an increase of from 20 to 50 per cent. over the corresponding dull period last year. That in itself is encouraging, for it certainly shows the increase to be something more than a natural growth of business that would come to any one house because of its being newly established or of already having a strong foothold and loyal patronage. It is not the growth of any particular house or any group of houses in any certain community; but is a growth of the business in general—the talking machine business.

Now, there is no discouraging outlook for the future of the talking machine business. On the contrary the outlook is extremely promising. The fact that it increases each dull season as well as each busy season over the same period for the year before, shows that it is developing rapidly, which proves there is a desire for these instruments. Of course, in the winter, when severe weather keeps people indoors, they naturally want amusement and the talking machine is one way to supply it. But the business is not limited to the winter trade. Certainly there are difficulties for dealers to overcome, such as warm weather and numerous counter attractions, but still the amount of summer business increases gradually in the face of this condition.

Summing up these rambling remarks, the dealer has the goods and there is an increasing desire for them, regardless of season. Then it is up to the dealer to specialize his business so as to meet the general desire and to organize it in the dull season so as to crystallize that desire into a special demand.

Talking machine products vary but little. There are a limited number of styles and designs. The same is also true in the piano line. Unlike the clothier the music dealer has no summer style and winter style. The clothier continues to push his business just the same in summer as in winter, but the piano and talking machine dealers, it seems, have to lay down in the summer because they have nothing especially seasonable to offer the patron. Yet the very fact that talking machine business increases even in the dull season shows that if the dealer had some instrument to push at that time he would soon create the same sort of seasonable demand that the clothier has.

Now, what is it?

There may be many things. We suggest but

one. Cultivate the summer vacation business. It seems that only a few of the larger firms have undertaken this. They get the business and the little fellow waits until winter, when trade is good without stimulation, and he then stands a chance to get the overflow or surplus that the big dealers miss. Let the small merchant push his summer line just as vigorously and as energetically as he does his winter line.

There are hundreds of people leaving this city and other cities in the summer for a month or longer in the woods or at summer homes. If they own expensive machines they do not care to risk them in shipment, usually. Yet they feel they would like music and other entertainment that the talking machine will provide. Some of them even buy or rent second-hand pianos which they can leave permanently in their summer homes. Now, that desire for music should be taken advantage of by the talking machine dealer, and it can be, for the bigger houses are doing it, as witness the photographs of "vacation windows" reprinted in this paper. Let the dealer impress upon the vacationer that the talking machine is as indispensable to his outing as the camera, gun and fishing tackle. Not only will he find those who have machines in their homes wanting one for their vacation, also, but the small machine put out for vacation may be the means of selling a better and more expensive one for the home use when vacations are only memories.

Another suggestion: There are numbers of cottages in the summer resort regions owned probably by hotelkeepers which are rented a dozen or so times through the season to as many different families. Now, what is the matter with some progressive dealer getting in on that? Why not equip these houses with talking machines under a contract with the landlord, either in outright sales or on rental. Say a dozen machines to one man—not a bad order in itself—but the chief value would be in the missionary and preparatory work it would do. Every family that is thus entertained in vacation time will be a prospect, and a good one, after the return to winter home. This plan will also admit of selling the vacationer records to take to his cottage which is already equipped with a talking machine.

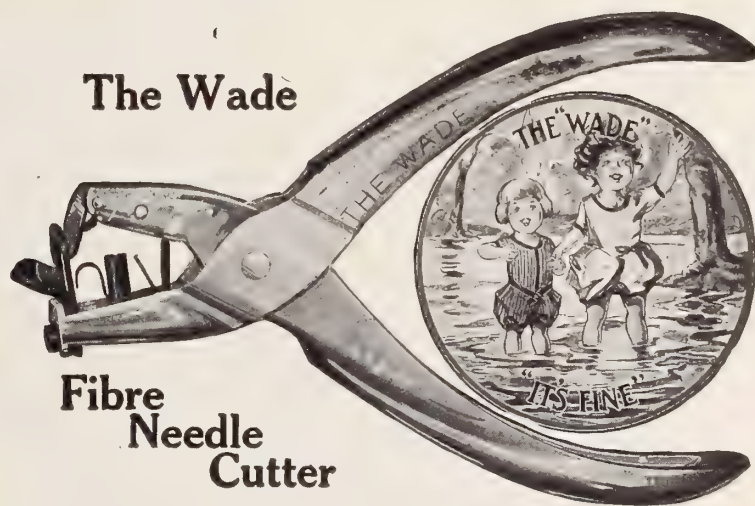
Advertising is one way of getting in touch with the man who is going to spend his summer in the wilds. Another means which, by the way, is being used by one of the large Chicago dealers is the telephone and personal contact by which the salesman can get his information and explain his proposition all at the same time.

Recognized and Appreciated.

The business phonograph as a side line for stationers and office appliances is recommended by the June number of Office Appliances, published in Chicago. Following is an excerpt of paragraphs from the article:

"Briefly stated, the business phonograph, which can be used by any business man who dictates, unless he has some very marked impediment in his speech, is an economy in the conduct of office work. It saves the time of the operator and enables her to use odds and ends of time that she would otherwise employ in taking dictation or in waiting for the employer to get ready to dictate. The phonograph draws no salary. It waits beside the desk until someone is ready to use it. It is not an item of overhead expense while it is awaiting the convenience of someone else any more than an unused desk or an unoccupied chair. It is instantly ready to receive dictation the moment the dictator is ready to give it, and furthermore, the cylinders can be preserved indefinitely and transcribed by the operator at any time when it is necessary to transcribe them. Dictation is so arranged by a little forethought that the operator is kept constantly in transcription work.

"The writer hereof visited a gentleman in Day-
(Continued on page 44.)



The Wade Fibre Needle Cutter is a product which has become one of the staples of the Talking Machine jobbers' trade. It has been tried out under almost every conceivable condition and without doubt has proved to be the most popular fibre needle cutter on the market.

A heavy advertising campaign has made it known to hundreds of talking machine owners, and to dealers everywhere.

Mr. Dealer: There will be a demand for this cutter in your community. Have you a supply on hand now? Order the Wade. It's fine. Ask your jobber.

PRICE ONLY \$1.50 LIST

WADE & WADE

1227 East 46th Street, CHICAGO, ILL.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 43).

ton, O., some two or three years ago who dictated all his letters on a business phonograph. During our conversation he brought up a point which is not usually thought of in connection with the dictating machine. He said that letters which one gives to the dictating machine are fresher, more spontaneous, more to the point and more responsive to the letters which they answer than are letters which are written with the pen, or which are dictated to the stenographer. He could not assure the writer positively just why this was the case, but he had a theory that the dictator being alone and having his attention concentrated upon the subject matter of his correspondence, was able more clearly to approximate the attitude of a man talking to another man across the table. The use, he said, of the business phonograph favored the concentration of the mind upon the subject in hand, and since the machine could be stopped at any moment it did not prevent the looking up of data and references for the completion of any matter that required to be dictated."

Utility of Recitals.

It is a revelation of the popularity of the talking machine to step into the complimentary concerts at Lyon & Healy's talking machine department at any hour of the day between 10 o'clock in the morning and 5 in the afternoon and see the crowds which gather there to hear the Edison and Victor concerts and recitals.

A few visits there at the same hour of day each time will acquaint one with the regular attendants, and just from his own observations and superficial knowledge of the success of these recitals he may conclude that a large part of the audience are simply seat warmers. While in one sense of the word that is true, for many come day after day, yet most of them have a purpose in view and it is not simply to pass the time away. There is one regular attendant, a man, who may be seen among the crowd on most any day when a number of grand opera selections are on the program. One might think he came alone for entertainment, but as a matter of fact he is studying singing and comes to get from the famous Victor and Edison performers what points he can on execution, phrasing and method. To him the recitals take the place of studio observation, and he says he has received real instruction from attending them. Doubtless there are others, perhaps in other lines of study, who regard the recitals in the same light.

As a feeder for talking machine retail business, Jos. Vasey, manager of Lyon & Healy's retail machine department, says the recitals are a great success. Interest in the instruments is created there which develops into sales.

Another feature of the recitals, too, is that they are educative. It was observed when the concert hall was first established, that the crowds did not take kindly to grand opera. They seemed to prefer ragtime, minstrels, dialogues and that class of entertainment, and would tire or leave the hall when the grand operas were reproduced. Now, however, all that has changed, and, in fact, a large percentage of those who drop in for an hour or so come for the purpose of hearing these selections. That, of course, is a great factor in teaching the appreciation of grand opera, and no doubt it has been felt in the city.

Following are two programs, one morning and the other afternoon. The programs are planned a week ahead and repeated each day, a different program being given for each hour. The morning concerts are given on Edison machines and those of the afternoon on Victrolas. Hundreds of people are in attendance each day. Here are a couple of the programs:

Edison Program II, 10 to 10.50 a. m.:

- 1.— 953 Waldemere March (Losey)...N. Y. Mil. Band
- 2.— 28016 Old Folks at Home (Foster)...Margaret Keys
- 3.— 28015 Coppelia Entr'acte and Valse (Delibes)...Hungarian Orchestra
- 4.— 1001 That Hypnotizing Man...Premier Quartet
- 5.— 28011 Hymn to the Emperor (Haydn)...Olive Mead Quartet
- 6.— 849 Calm as the Night (Bohm)...Elizabeth Spencer and Harrison
- 7.— 812 Song of Harvard...Knickerbocker Quartet
- 8.— 28010 Meditation from "Thais"...Albert Spaulding
- 9.— 1002 Alexander's Ragtime Band (Banjo Medley)...Van Epps
- 10.— 992 Take Me Back to the Garden of Love...Reed Miller

- 11.— 1003 Cujus Animas, "Stabat Mater"...Chas. Harrison
- 12.— 1011 Happy Days (Strelezki)...Venetian Instrumental Trio

Victrola Program IV, 1 to 1.50 p. m.:

- 1.— 31859 Gems from "Tales of Hoffman" Victor Opera Co.
- 2.— 33197 Georgia Minstrels...Victor Minstrel Co.
- 3.— 74240 No. Pagliacci, non son, "Pagliacci"...Zerola
- 4.— 74280 Sicilienne and Minuet (Zimbalist)...Zimbalist
- 5.— 88113 Un bel di vedremo "Madame Butterfly"...Farrar
- 6.— 17065 A Rural Argument...Porter and Harlan
- 7.— 88320 Monologue, "Rigoletto"...Sammacco
- 8.— 17033 Lobster's Promenade (Humoresque)...Sammacco
- 9.— 83095 Prison Scene, "Phopete"...Schumann-Heink
- 10.— 88355 La Danza (Neapolitan Tarantella)...Caruso
- 11.— 17067 That College Rag...American Quartet
- 12.— 89057 Dost Thou Remember, "Suzanne's Secret" (Wolf-Ferrari)...Farrar and Amato

Latest About Time by Phone.

It is estimated that about 30,000 persons in Chicago daily ask the telephone company for the correct time. Perhaps only a small portion of the number know that the voice which answers them is not the operator's but comes from a talking machine. In order to save wear and tear on the operator's voice a phonographic apparatus was installed and does the work just as promptly and as accurately as an operator could. The plan has proven so successful that the company is now arranging to report baseball games by the same means. By calling No. 12 a voice tells the names of the playing teams and the score at that point in the progress of the game. There will no doubt appear other uses for the phonograph in connection with the telephone.

Incorporation of Talking Machine Shops.

The Talking Machine Shops, Davidson Bros., proprietors, in the Steger building, has been incorporated. The incorporators are George and Cecil Davidson, under whose name the business has been conducted all along, and F. M. Yessley, cashier of the company. Cecil Davidson is president; George Davidson, secretary-treasurer, and F. M. Yessley, a director. No changes will be made in the personnel of the organization and the business will be carried on as in the past.

Lookin' Pleasant.

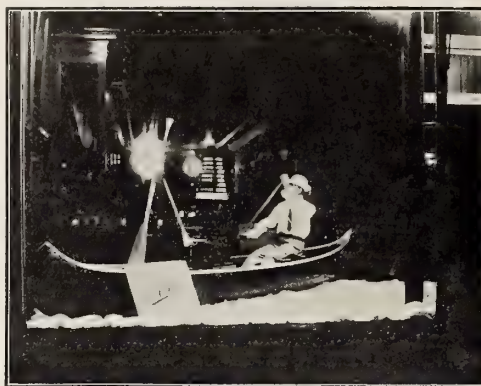
Under the head "Tips to Dealers" the Edison Phonograph Monthly for June suggests that dealers get busy with photographers and sell them talking machines with which to divert the attention of the poser while his picture is being taken. Anyone who has ever undergone the experiences of life in a "fotograf gallery,"—especially in the small city or town where patrons want photographs only on "state" occasions such as birthday parties or wedding anniversaries, would appreciate the value of this suggestion. Sitting for a photograph is more or less a task even for the experienced sitter, but for the uninitiated it is nothing short of an ordeal. Naturally the "man behind the gun" would be expected to welcome any invention or innovation that would enable him to keep the mind of his subject in a peaceful state long enough to give him time to manipulate the shutter before the "victim" got an attack of swallowing or staring eyes, or decided to change the position of his hands.

And the baby, it is a real jinx for the camera man. Ten chances to one just as he gets ready to "fire" the youngster will develop a frown and a serious expression that means calamity to the finished picture unless the infant's mind can be diverted, and here especially would the talking machine come in good place.

Portraits are usually stiff because of the self-consciousness of the person sitting, and there is no doubt that a lively plantation melody from a phonograph would do much to bring him or her back to a natural composure and appearance and enable the photographer to secure a negative showing the sitter as he or she really is. This is a tip for dealers who are wise enough to take advantage of their opportunities.

An Attractive Window.

The photograph reproduced on this page shows a unique window display made by W. W. Warner, of Madison, Wis., one who deserves mention as one of the most progressive talking machine dealers in the country. It shows a boat passing through a silvery stream with a Victrola on board. It was taken at night and the details of the photograph do not come up, but the realistic effect of the whole may be judged from the lifelike posi-

**An Artistic Victrola Window.**

tion of the dummy of a man seated in the boat. This kind of publicity is of the very highest type and is creative because it is thoroughly and pleasantly suggestive and serves to center the attention of the passing eye on the advantage of having a talking machine—especially one of the new portable type—with him when he goes to the wilds.

Ready-Made Inspiration.

A. W. Lincoln, the well-known Chicago portrait painter and artist, has developed a rather unique use for the talking machine. Mr. Lincoln, who like most artists, has considerable sensitiveness of environment, and naturally his work, which has reached a high standard of excellence, is done largely under influence of subjective mood. Recently he conceived the idea of installing a disc talking machine in his studio. He is delighted with the results. It works not only subjectively but objectively. He is a student of music and by adopting the class of selections to the mood he wants to produce in the model, never fails to get exactly the right physical pose and facial expression. Moreover, he finds he can produce at will the mood he most desires in order to work on a certain subject by a correct selection of records. Mr. Lincoln is very enthusiastic over the use of the talking machine in this way and believes that it is only a short time when many other artists will adopt the same method.

Mr. Lincoln bought his Victrola of H. P. Carleton, when the latter was a member of the sales force of one of the largest talking machine companies in the city. Since then Mr. Carleton has become the Western representative for the Condon Auto Stop Co. He dropped in to Mr. Lincoln's studio the other day and found the latter delighted with his purchase. The only objection he had to make was that it sometimes broke the mood if he was compelled to stop his work to readjust the machine. The Condon auto stop fixed the matter up very nicely.

The Wade Fibre Needle Cutter.

Wade & Wade, manufacturers of the well-known Wade fibre needle cutter, are having a splendid business with jobbers, and also pursuing a vigorous advertising campaign with dealers. This cutter has filled a distinct want in the trade in as much as it is particularly simple in construction and natural and easy of operation. All the dealers are being told about the cutter, and jobbers generally will profit by stocking up well for future demand that will come as a result of the vigorous campaign that is being waged upon it.

Talking Machine Co. Business.

The Talking Machine Co. had an unusually large month during May. In fact it was better than April. They recently established some good dealers' accounts running up into most creditable figures. This enterprising company is having good success as ever with its "cabinets-that-match," which are being handled by dealers all over the country.

Interesting Tendency.

A number of high-class department stores in the smaller cities are putting in talking machines and pushing them in a vigorous manner. This is particularly true in the Central West.

Big May for L. & H.

Lyon & Healy had the biggest May in the history of the company.

(Continued on page 46.)

Get 'Em Into Your Store

Exhibition Needles

Your imprint on
each envelope.
Sell at your own
price.



"Cabinet to Match"

Either VICTROLA VI or VIII
List \$15.00 Less your discount



"Tamaeo" Tables

(K. D. Construction)

Oak or Mahogany—
Fit any machine.
List \$7.50
Less your discount



Two Bargains



"Cabinet to Match"

VICTROLA IX

List \$25.00 Less your discount



"The Best Needle At the Cheapest Price"

Packed Five and Ten Thousand in a
Box. Your imprint on each envelope—in
any quantity—with special prices on 50,000,
100,000 and 500,000 lots.

The Talking Machine Company
137 N. Wabash Avenue :: :: :: Chicago, Illinois

FROM OUR CHICAGO HEADQUARTERS— (Continued from page 44).

tory of the talking machine department. It was considerably ahead of May last year, which was the first May to succeed the record-breaking month in 1907. Consequently Mr. Wiswell and everybody about the house are highly pleased, and they look for a summer business rather above the normal.

Visitors and Personals.

R. J. Keith, sales manager of the Talking Machine Co., was in Indianapolis Monday and Tuesday of last week, and called upon the trade there.

H. M. Whitcomb, manager of the Whitcomb Music Co. of Medford, Ore., was a recent visitor in Chicago.

Albert J. Caldwell, of the Kirby-Caldwell Co. of Redfield, Cal., was a Chicago visitor this week.

Dan Creed, credit manager for the Talking Machine Co., is spending his vacation at French Lick Springs.

New Stores.

E. H. Jackson has resigned as retail manager of the Chase-Hackley Piano Co., Muskegon, Mich., and is opening the Victrola shop at Rockford, Ill. Victor goods will be handled exclusively, and the store will be fitted up in classy arts and crafts style.

The Western Michigan Music Co. has opened up a store at Luddington, Mich., handling pianos, small goods, sheet music and Victor talking machines. The proprietor is F. M. Butters, a son of Mr. Butters, of the Butters Lumber Co. of that city. Mr. Peterson, who is associated with him, was formerly with the Cable Company in Luddington.

The Detmer Piano Co., piano manufacturers, of Chicago, have opened a Victor department at the salesrooms at the factory, at 1534 North Clairmont avenue, this city. They are putting in a handsome booth and making arrangements for a vigorous campaign.

L. & H. Specialties.

Lyon & Healy are having a particularly good success of their fibre needle cutter, and on their cabinet specialties, including the knock-down filing table, on which the machine can be put while the shelf underneath furnishes abundant opportunity for their special cabinet files on the letter file order.

Salter Company Busy.

The Salter Manufacturing Co. of this city, manufacturers of talking machine record cabinets, is exceedingly busy. Its new cabinets, illustrated elsewhere in this issue, are having fine success. The company also is having a good trade on music roll cabinets.

Nifty Window Display.

Lyon & Healy have a novel window display in just now. It shows a summer resort scene. The wife is operating a Victrola on the veranda of the cottage, while the husband is seated in the yard, gun in hand, listening to the musical strains. The traditional small boy is fishing, and has just landed a finny denizen, which is kept continually flopping about on a moss covered log by a cleverly concealed mechanism. A full-sized rowboat adds realism to the scene.

Says Business Is Holding Up Well.

L. A. Becker, vice-president of the Bishop-Babcock-Becker Co., and C. J. Lillienthal, sales manager of the company, were in Chicago last week from Cleveland. Mr. Lillienthal returned Friday night, Mr. Becker staying over until Sunday night. Mr. Becker reports that business in the U-S phonograph line is holding up well for the summer season.

Makes Good Record.

The honor of having the largest number of sales in the record department of the Columbia Co. this month falls to Miss S. Berlin. This is the first time Miss Berlin's name has headed the list, and naturally the honor will be an incentive to better efforts that she may hold the coveted position next month. There is a great deal of friendly rivalry among the sales force for the place as head of the honor roll, and the contest for it grows livelier and more interesting each month.

Fuhri in East.

W. C. Fuhri, Western manager of the Columbia Co., will return from the East Monday, having

been away from Chicago about a week. Mr. Fuhri left for the purpose of visiting the Columbia factory to be present at the festivities incident to the twenty-fifth anniversary of the company, but was a little too late for the banquet.

R. Wurlitzer Co.'s New Display Rooms.

The accompanying pictures, taken in the Victrola display rooms of the Rudolph Wurlitzer Co. Chicago store, show to a certain extent the beauty of this establishment. It is, without a doubt, one of the most artistically arranged in the country.

The retail Victor and Edison department is located on the first floor of the establishment and occupies practically the entire space. Arrangements



R. Wurlitzer Co.'s Victrola Display Rooms.

are now being made to increase the size of the department 50 per cent., which will make the Wurlitzer retail department one of the largest in the world.

The photographs show the corner of the Victrola 16 display room, where the different finishes



Corner of R. Wurlitzer Co.'s Victrola Room.

of this style Victrola are on exhibition. The demonstration rooms for these Victrolas are situated just at the rear of the display room. They are comfortably furnished and handsomely equipped.

The Wurlitzer Co.'s talking machine department is one of the most successfully conducted in the country. The volume of business has shown a wonderful increase from year to year. Alterations

are hardly completed to take care of the increased business when it is necessary to plan other changes, so swiftly does this department grow.

CHICAGO DEALERS MEET.

Chicago Talking Machine Dealers' Association Transacts Much Business of Importance at Its Semi-Annual Meeting on June 10.

(Special to The Talking Machine World.)

Chicago, Ill., June 10, 1912.

The semi-annual meeting of the Chicago Talking Machine Dealers' Association was held in this city to-day, and was unusually well attended, with

President Van De Mark and Secretary Reynolds in their usual places. Much business of importance was transacted. Resolutions were passed instructing the president to take up the matter of asking certain manufacturers to exert their influence to have old discontinued records now being sold at cut prices by a local department store withdrawn from the market if possible.

Several instances of alleged cut-rat-ing by dealers were reported, and the matter will be taken up with the several manufacturers interested

in preventing these practices at the proper time.

The officers of the association are most desirous of emphasizing that any report that the association is antagonistic to any company or companies is absolutely unfounded. The policy is to take up and remedy, if possible, all abuses impartially, no

matter what company is involved, and the object is to help, not only in the maintenance of good conditions but to adopt an attitude of friendliness toward all manufacturers.

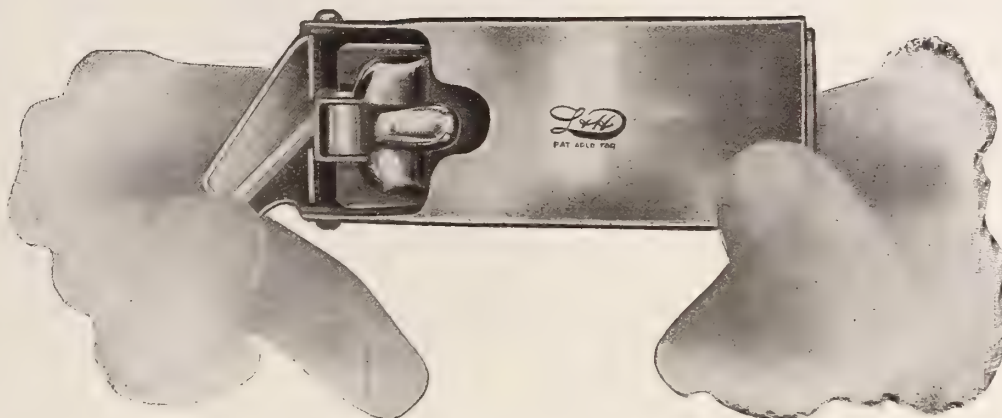
Resolutions were also passed requesting each member to write his Congressman asking him to exert his influence against pending patent legislation which would have the effect of preventing manufacturers from fixing retail prices of their products. It was voted that the secretary notify members of the

submission of an amendment to the by-laws at the next meeting changing the time of meeting to the first Monday of each month. The next meeting will take place on July 8 at a place to be announced later.

The man who thinks he knows it all often finds that he not only has much to learn, but also much to unlearn.

THE LYON & HEALY FIBRE NEEDLE-CUTTER

SIMPLE
AND
EASY
TO
OPERATE



CORRECT
LEVERAGE
FOR A
PERFECT
CUT

FINEST TOOL STEEL



GUIDE
WHICH
SAVES
ALL
WASTE



The L. & H. Needle-Cutter or Fibre Repointer we now offer to the user of Fibre Needles is the result of four years' exhaustive experiments and, we feel safe to assert, NONE BETTER CAN BE MADE.

The lover of GOOD music will find this cutter invaluable. The upper blade being pivoted above and back of cutting edge insures perfect contact with lower blade. Both of these blades are made from finest tool steel and properly tempered and with ordinary usage will last for years, without sharpening or renewal.

The cutter has a self-acting stop, which prevents cutting away more than enough, thus a pin can be played twelve or fifteen times before becoming too short.

We give our absolute guarantee with every cutter sold.

RETAIL PRICE, \$1.50

Liberal Discount to Trade

Lyon & Healy Wholesale Service

FILLING ORDERS ACCURATELY

FILLING ORDERS COMPLETELY

FILLING ORDERS THE SAME DAY AS RECEIVED

Let us have your next order.

Lyon & Healy

VICTOR DISTRIBUTORS

CHICAGO

EDISON JOBBERS

LOOKS LIKE BIGGEST YEAR.

Baltimore Trade Enthusiastic Over the Outlook—Droop Expansion—Eisenbrandt Sons Inc., Become Victor Dealers—Preparing for Jobbers' Convention.

(Special to The Talking Machine World.)

Baltimore, Md., June 7, 1912.

From all viewpoints it would seem that 1912 is going to be one of the biggest years that the talking machine dealers have ever experienced. This impression is gained by the excellent reports concerning trade which are made at all of the stores and which seem to be spontaneous. At each of the stores where the talking machine representative called he was told that business during May beat that of any previous May, and in some instances went ahead of April of this year, which is considered an unusual achievement. This is attributed to the increased sales and to the fact that many new dealers have been enrolled by the branch stores both in Baltimore and throughout the State.

Manager F. A. Denison, of the local branch of the Columbia Phonograph Co., is back on the job again after having enjoyed a most delightful time at the 25th anniversary of the organization of the Columbia Phonograph Co., which was observed by a big banquet at the Waldorf-Astoria in New York City. Mr. Denison said that his boys have been going some during May, with the result that sales during May were more than two and one-half times greater than last May, that they went far ahead of April, and they are preparing for a big June showing. Mr. Denison stated that he had established the Columbia line with the Caulfield Piano Co. on North Charles street.

Some idea of the Victor business in Baltimore this year may be gained from the statement of Manager William C. Roberts, of E. F. Droop & Sons Co., who said that for the first five months of the present year he has purchased 300 per cent. more stock than any previous year, and that it is not his custom to lay in a large stock unless the demand warrants it, so that those who care to can draw their own conclusions as to the business done. Mr. Roberts is also manager for the Washington store of E. F. Droop & Sons Co., and he stated that in this respect Washington even went ahead of Baltimore, or, to be exact, records show that the purchases for the Capital City store were 320 per cent. larger than any previous year. Mr. Roberts has just returned from a trip to the Victor factory, and is now preparing to attend the talking machine dealers' convention to be held in Atlantic City, July 1 and 2. Mr. Roberts also speaks well of the May business, saying that it beat 1911, which was also a good month and which was far ahead of 1910.

William Knabe & Co., who are handling the Columbia line, are attracting many purchasers by the varied window displays which they have every month. This month's attraction is one of the most novel seen for some time and deserves mention. It is a realistic camp scene and every detail has been worked out to perfection by Walter Butler, who concocted the idea. Everything necessary in the way of equipment for ideal camp life

STRIKING WINDOW DISPLAY BY R. WURLITZER CO., CHICAGO

The Victrola window recently installed by the Wurlitzer Co. has incited considerable attention on the street. The idea was originated by L. K. Cameron, retail talking machine manager of the Chicago branch. It was intended to be as near as possible an exact reproduction of a camp in the woods of northern Minnesota, where Mr. Cameron spent four weeks a year or so ago. On the left is a spring of running water, which comes out of a rock and runs down to a little



pool to the right of the camp. Live wild birds fly about in the window, squirrels and rabbits make the place their playground. The Victrola is playing. The deer, hearing music, sticks his head through the banister, the better to see where these playing sounds come from.

Quail and snipe hesitate and look about them to see where this human voice comes from, but fail to solve the problem. The title of the window, "Music Hath Charms," is well carried out in the

is shown, only Mr. Butler goes further by suggesting that an absolutely camp life, especially after dark, would be perfected by the addition of a Columbia phonograph and record, and he has every reason to believe that those Baltimoreans who have seen his reproduction of a camp and who contemplate spending some time in camp this summer, will get wise and adopt his very practical suggestion.

H. R. Eisenbrandt Sons, Inc., have signed up two new Victor dealers during the month through Manager Charles E. Strahn. One of these is in Baltimore, while the other is in Frostburg, Md. Mr. Strahn will attend the talking machine jobbers' convention, after which he will be on hand to supervise a number of improvements which the Eisenbrandt firm will make to the talking machine section of their store.

Thomas Gordon, manager for the talking machine department of the Kranz-Smith Piano Co., which handles Victors and Columbias, will likely be seen at the convention next month. Joseph Fink, who is also connected with the talking machine department of this firm, has developed into a hefty athlete and can be seen daily doing difficult stunts of the parallel and horizontal bars, pitching indoor baseball and lifting heavy weights in the gymnasium of the Central Young Men's Christian Association in this city. Mr. Fink says that the strenuous life has made a new man of him and he feels as though he could give some valuable pointers to Jack Johnson, Jim Jeffries and other heavyweight notables in the fistic art.

Manager M. Silverstein, of Cohen & Hughes, announces that his firm has been right in the swim in a business way with the Victor line during May. Mr. Silverstein has been kept on the jump to attend to the demands of the rush of customers. He says that May beat April of this year and went ahead of the May for 1911, and that he is going to keep up the good work during June. And from all indications it would seem that he will more than carry out this program to a successful conclusion.

Sanders & Stayman have had a creditable month with the Columbias and Victors, according to Manager Albert Bowden. The Rosenstein Piano Co. and the Hub Piano Co., newcomers in the local field, also give out encouraging statements regarding their Columbia business for May. The

arrangement of the camp and animals. It has attracted thousands and has been the means of selling quite a few small machines, as a Victrola 4 is seen on the stump of a tree, a bunch of records by the side of it, three or four records leaning against the trunk of the tree as if left there after the selection had been made. The packing box, with the Victrola shipping stamp on it, serves as a wash stand for the camper. The Wurlitzer Co. has been complimented highly on this window.

Kunkel Piano Co. makes similar claims for the Victor line, which it handles.

OPPOSITION TO OLDFIELD BILL.

Protests Against the Proposed Changes in Patent Law Are Numerous—Legislation Seems Improbable.

Reports from Washington indicate that much opposition has arisen against the bill introduced by Representative Oldfield, revising the patent laws to meet the recent decision of the United States Supreme Court. So many laws have been pointed out in the bill that there seems to be little prospect of its passage during the present session of Congress, at least without radical amendment.

The Oldfield bill has been condemned by the Merchants' Association of New York upon the report made by the association's committee on protection of industrial property, which carefully examined all the bills offered for the amendment of the present law.

The committee made a full report upon the Oldfield bill, pointing out the disturbance to business and the injury to the public which would follow the enactment of the provisions requiring compulsory license under Letters-Patent and forbidding a patentee to sell his patented machine with any restriction as to place, manner or time of use, or with any condition regarding the use or purchase of any other article.

After considering the report of the committee the Merchants' Association has recommended that no radical change be made in the present patent law without previous thorough investigation by a commission of experts of the many and complex interests involved. It also urges that any contract restrictions be made not more stringent than the present provision of the British patent law relating to the subject.

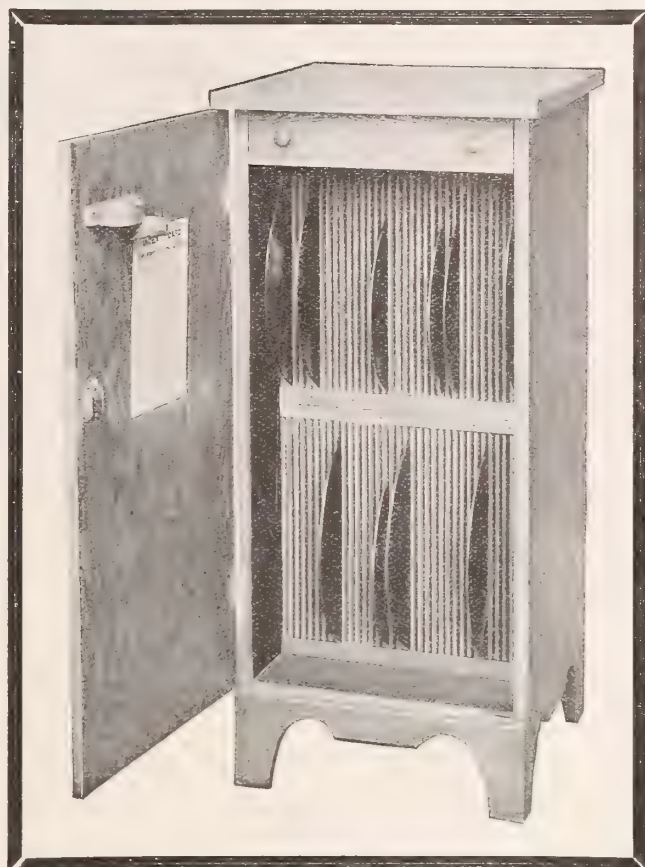
I'd rather be a Could Be,
If I could not be an Are;
For a Could Be is a May Be,
With a chance of touching par.
I'd rather be a Has Been
Than a Might Have Been, by far;
For a Might Have Been has never been,
But a Has was once an Are.

Die Sprechmaschine

the most extensively circulated
talking machine paper in Germany.
Berlin, S. W. 68. Subscription
price per year is eight marks.
Specimen numbers free. Orders
for advertising can be placed with
The Talking Machine World, No.
373 Fourth Avenue, New York.



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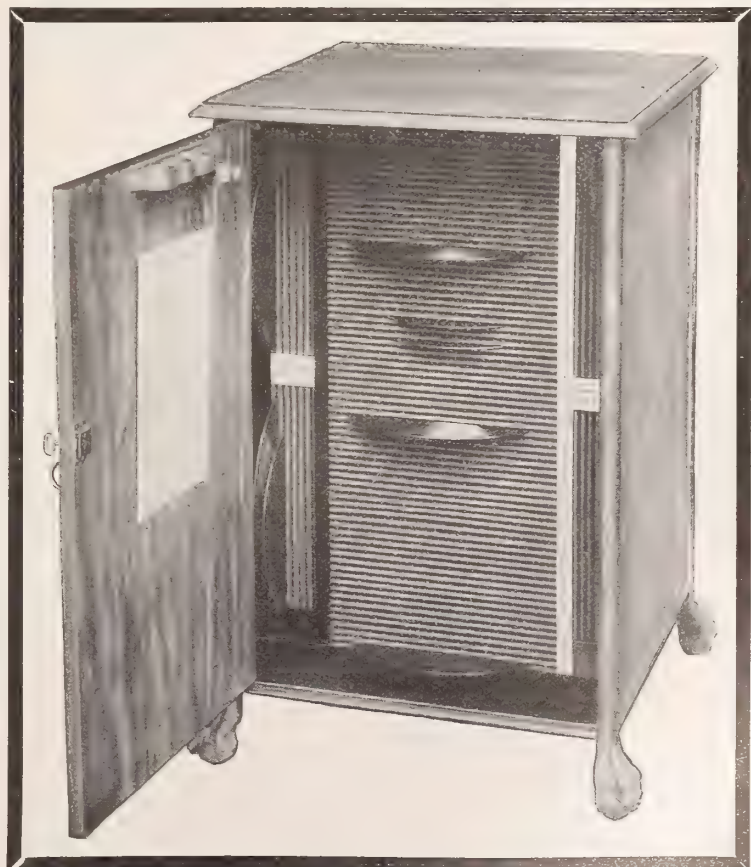
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FROM OUR EUROPEAN HEADQUARTERS

1 GRESHAM BUILDINGS, BASINGHALL STREET, LONDON, E. C., W. LIONEL STURDY, MANAGER.

Labor Troubles Still a Source of Distraction and a Hindrance to the Development of Business—At the Present Time the Country Seems to Be in the Hands of Labor Agitators with the Result That a Feeling of Unrest Prevails—Royalty on Copyrighted Music and Songs—Going After the Price Cutters—Gramophone Co. Keep in Close Touch with Dealers—Interesting Chat with M. Gaumont Regarding the Combination of the Talking Machine and the Moving Picture—The Part Film parlants Will Play in the Move—Goodly Lists of Records Issued for the Month—Meeting of the Gramophone and Phonograph Dealers' Protective Association—Hot on Trail of Price Cutters—The Month's News.

(Special to The Talking Machine World.)

London, E. C., June 5, 1912.

As a commercial nation we are experiencing a process of evolution far beyond the most liberal predictions of modern-day philosophers. It may be the dawn of a new era in the history of labor, but the present uprising of the working classes is decidedly damaging to the commercial interests of old England. Education and the paid agitator are responsible for the present unsettled state of things, and although it may all come right eventually, the constant and repeated labor strikes in which this country is involved gives ground for serious reflection. It is not, however, my province to enter upon the political aspect of the situation; rather should I, perhaps, in a journal of this character confine my remarks to the effect of these unfortunate trade disturbing elements, at which the foregoing indicates. We are now in the throes of another gigantic strike, which has already considerably affected British exports, aside from causing a depression in the home market. This time the business of London is seriously hampered by the transport men ceasing work at a moment's notice. Steps are being taken to reach an early settlement, but the dispute has resulted in considerable annoyance to talking machine traders, whose export consignments are held up at the docks. Opinion now prevails in trade circles that plans for developing a good summer trade will have to be curtailed to some extent, having regard to the fact that dealers are experiencing serious difficulty in maintaining their weekly sales average. The fact of the whole matter is, money is fairly tight with the public, and what surplus it has available is not so freely dispensed as formerly. Interviews with prominent traders indicate very clearly that business returns these last few weeks have been, and are expected to remain for some time to come, much below the corresponding period last year.

Columbia Co. to Rebuild.

The information that the Columbia Co. has recommenced delivery of machines and records will be heartily welcomed by the whole trade. As the result of the disastrous fire which practically consumed the whole of the working part of the factory, together with valuable machinery and stock, it is the company's intention to rebuild the factory entirely, provision being made for the more modern requirements in the manufacture of records. The whole scheme is already planned out and building operations will shortly commence in accordance therewith. It will probably be some four or five months before the new premises are ready.

Subject to Royalty.

It is as well to remind foreign and colonial buyers that on and after July 1 next all records of newly copyrighted music and songs will be subject to the royalty tax of 2½ per cent. (minimum one halfpenny) on each selection or part of, as prescribed under the Copyright Act. The dealer's stock of records, no matter how large a quantity, may be on hand prior to July 1; when the act operates, will be quite unaffected.

As between shipper and buyer the question arises

who will be responsible for this extra cost? It must be remembered that the royalty computation is based upon the actual ordinary retail selling price, and on all records therefore at the popular price of 2s. 6d. carrying two selections, one penny royalty tax is due. The shipper already sells to the buyer at a minimum cut price and he must therefore do one of two things: Either the extra cost will be equally divided, or the wholesale buyer must be charged separately for the royalty stamps affixed to his purchase and in turn pass on at any rate a share of the burden to the retailer. The latter plan is rather favored in shipping circles, but in some quarters I learn that an equal division of the royalty charges is contemplated, although as one prominent shipper admitted, "It is difficult to say at the moment exactly what plan we will adopt . . . it is intimated that some of the manufacturers may feel disposed to adjust their rates . . . but when the time comes we will make suitable arrangements to meet the new conditions as fairly and impartially as possible, having regard to the various interests involved."

An Interesting Little Work.

From the Era offices, Tavistock street, London, comes an interesting brochure entitled "The Copyright Act, 1911, so far as it affects Dramatic and Musical Copyright," by Albert A. Strong, LL.B., solicitor, published at 1s.

Columbia Move Against Price-Cutters.

In these columns I have frequently referred to the inactivity of record manufacturers on the question of price-cutting. It is therefore a matter of satisfaction to observe that at least one of the companies has given recent evidence in a practical manner of its determination to enlist legal aid against the "cutter." In a recent case the court clearly emphasized the point that where a patent is in question any deviation from the stipulated selling price of a record constitutes an infringement of the patentee's rights, and is good cause for action at law. That such a definite ruling should have been made at this time, when wholesale price-cutting is apparently indulged in with impunity will awaken an echo of great satisfaction among legitimate and straightforward dealers who had reached a state of mind bordering upon distraction. In their action against a well-known delinquent the Columbia Co. has set the ball rolling and where possible it is hoped that other manufacturers will take up the cudgels in the interests of fair trading. The unfortunate fact, however, is that few records are covered by patents, and it is difficult to see what steps can be taken to suppress the action of those who, rightly or wrongly, consider themselves free to sell at what price they like. Nevertheless, one clear line of action is open to manufacturers, and that is co-operation. But of this there seems no prospect at present.

The action referred to justifiably gives cause for serious consideration on the part of dealers. That there shall be no mistake as to their future policy the Columbia Co. has issued a clear warning that in all cases brought to light where a dealer is selling Columbia records below the authorized price they will take legal action.

Dealers' Protective Association Meets.

A further meeting of the Gramophone and Phonograph Dealers' Protective Association was held May 2, when several instances of flagrant price-cutting were given. It was unanimously decided to investigate all complaints, and with this object an investigation committee was appointed. A proposal to invite the co-operation of manufacturers was the subject of keen discussion, but it was eventually deemed inexpedient to pursue the suggestion at that stage.

A Trader's View.

Presiding over the fifteenth annual general meeting of A. W. Gamage, Ltd., Mr. Gamage is reported to have said: "A difficulty that tradesmen had got to deal with to a larger extent every year

was the restriction of selling prices. The company had fought many actions on the matter, and with success. This restriction of prices would hit the consumer very hard in the future, because it did away with all competition. They wanted some organization to deal with the matter, which was one of the questions that the newspapers should take up. They needed a kind of consumers' protection league for defense against extortionate prices."

Mr. Gamage very conveniently ignores the fact that were his proposal to prevail there would be little profit for dealers, because competitive interests would always compel them to offer goods at a less price than the other fellow. But the fact of the matter is, Mr. Gamage wants to be in the happy position of being the only one privileged to cut prices. It can't be done!

A Timely Reminder.

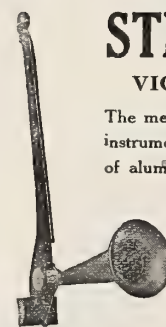
The Gramophone Co., Ltd., has issued a timely reminder to dealers that the monthly approval records are sent for the sole purpose of enabling the dealer to replenish his stock and select such records as in his opinion will prove the most likely "sellers" in his particular district. It has become necessary to emphasize this fact, having regard to the practice of some dealers in utilizing these approval records for demonstration purposes. This is against the spirit of the arrangement and The Gramophone Co. very properly warns dealers that returned records blemished in this way will only be credited at the worn-out or spoiled record rate.

Phonograph as Peacemaker.

Speaking on Southern Nigeria before the Royal Geological Society, A. E. Kitson said that during the mineral survey of the colony most of the important districts and areas were visited. Numerous phonographic records of native songs, musical selections, etc., were taken as far as the exigencies of survey work permitted and opportunities arose. In many places a judicious use of the phonograph proved of great assistance to the party by winning over truculent or unfriendly people, and thus inducing them to supply the food and shelter refused by them but a few minutes before.

"The Glamour of the East."

During past few days, pedestrians in passing the shop windows of 4 Donegal square, W., have become transfixed whilst admiring some delightful specimens of rare inlaid furniture, etc., from Damascus and Jerusalem, also some Venetian goods therein exhibited. The importer is Mr. T. Edens Osborne, the well-known talking machine factor



One String Fiddle

STROH VIOLS

VIOLIN, VIOLA, ETC.

The mellow and matured tone of these instruments, which are constructed largely of aluminum, yet possess none of the characteristics of the gramophone or wind instrument, is only one of its many points which are fully set out in an illustrated booklet which will be mailed free on request to the sole makers.

GEO. EVANS & CO. 94 Albany St. London, Eng.

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in U. S. A. to their sole representatives

OLIVER DITSON CO.

150 Tremont Street BOSTON

NEW YORK and PHILADELPHIA



Violin

of Belfast, who has adopted this ingenious method of attracting passersby, with much success.

Famous Entertainer Dead.

The well-known entertainer and raconteur, G. H. Swazelle, I regret to say, passed away recently after ten months' painful illness. He made three tours around the world and performed before practically all the crowned heads of Europe. "How Bill Adams Won the Battle of Waterloo," and "The Whistling Stammerer," are two of his best mirth-provoking records, and these are obtainable from the Edison Bell Co.

Some Striking Records Issued.

We learn that that fascinating waltz, "the Passing of Salome," has been issued in record form by The Gramophone Co., Ltd. It was made by the composer, Archibald Joyce, the English waltz king, as he is sometimes called, and his famous orchestra, and is described as the only official record. In addition to the foregoing the current issues of "His Master's Voice" records include two more exceptionally artistic renderings by the New Symphony Orchestra, and a host of other equally charming numbers. The full list is as follows: "Marche Hongroise" (Berlioz), "Merry Wives of Windsor" Overture (Nicolai), New Symphony Orchestra; "I'll Dance Till de Sun Breaks Through" (Joyce); "When the Birds Begin to Sing," waltz (Joyce), "When the Birds began to Sing" (Joyce), Joyce's Orchestra; "Si j'étais Roi" Overture (Adam), band of H. M. Coldstream Guards; "The Irish Emigrant" (Barker), Mr. John McCormack; "Answer" (Robyn), Mr. Evan Williams; "Jan's Courtship," Mr. Charles Tree; "Maire, My Girl" (Aitken), Mr. Herbert Heyner; "Ave Maria" (Gounod), Miss Perseval Allen; "The Adventurer" (Godfrey), Mr. Harry Dearth; "O Star of Eve" ("Tannhäuser") (Wagner) ('Cello), Mr. W. H. Squire; "E Major Gavotte" (Bach) (Violin), Fritz Kreisler; "Jenny MacGregor" (James O. Tate), Miss Clarice Mayne; "The Blarney Stone" (Lauder), Mr. Harry

Lauder, *Celebrity Records*—"Love is Mine" (Gartner), Caruso; "Lombardi"—"Qual Volutta" (with sacred joy) (Verdi), trio from Act III, Caruso, Frances Alda and Journet, and "Speech on Mercy to Animals," by the Hon. Stephen Coleridge.

Speaking Films and the Future.

"In the near future it will, I think, be possible, by means of Film parlants, to produce the whole act of a play without break, and when that comes the present animated picture show will be revolutionized."

This opinion was expressed to the Daily Graphic by the chief London representative of M. Leon Gaumont, who was absent in Paris in connection with his latest invention, Film parlants, or speaking films.

M. Gaumont, it is interesting to record, opened the first continuous picture theatre in England, establishing it at Bishopsgate street, London, where it still is.

So far back as 1901 he succeeded in producing talking pictures in an imperfect form. Then the record of the song was first taken, and when reproduced in the talking machine or gramophone the artiste rehearsed. When actions and words synchronized pictures were taken, and subsequently the two were simultaneously produced. It did not, however, always happen that the artist kept time with the record while the film was being made, and when that happened the result was not altogether satisfactory.

The difficulty, M. Gaumont's manager explained, was to take the record and film at the same time.

"Of course, you know," he added, "that when a talking machine record is secured the artist or artists sit around and close up to a huge trumpet. Hitherto that meant including in the picture film 'behind the scene' details which spoiled the whole illusion.

"To obviate this a method had to be devised by means of which a record could be taken at a distance sufficiently remote to prevent disillusionizing

data from getting into the picture. M. Gaumont had years ago solved the problem of synchronizing for reproduction; now he has perfected the more difficult task of recording the voice and action simultaneously.

"Just how perfect is the invention was recently demonstrated at the Royal Institution, when the record of a cock crowing was given. Now you might take pictures of the bird crowing, but you cannot compel the bird to crow again in order to take a record which will synchronize with the film. So the Film parlant of the cock crowing was an absolute proof that the record and the film were taken at the same time."

"And the possibilities of this wonderful invention?" the interviewer inquired.

"Unlimited," came the reply. "What interests M. Gaumont more than anything else is its educational possibilities. Think of the advantages and varied utility of, say, the lectures of an eminent professor being given in hundreds of lecture rooms and colleges at the same time. Yet to accomplish such an undertaking the professor need not leave his own house. The man, his voice, his words, his gestures would all be reproduced for the benefit of the schools and students.

"As to plays and operas, the present difficulty is that the longest record does not extend beyond eight minutes' duration. That would be fatal to the reproduction of an act. M. Gaumont is confident that he will soon be able to extend that period to forty or fifty minutes, and when that happens it will be possible to produce the whole of a play or grand opera, allowing the usual intervals between the acts.

"That Film parlants will revolutionize the present animated picture shows I have no doubt, although the silent pictures will always appeal to many, and will, no doubt, invariably occupy a portion of the programs. A considerable time, for instance, must elapse before such a big scene as the naval review

(Continued on page 52.)



To T. M. the KING and QUEEN OF SPAIN



To H. M. the KING OF SWEDEN



To H. H. the KHEDIVE OF EGYPT



To H. M. the KING OF ITALY

'His Master's Voice'

Trade Mark is recognized
the world over as the

Hall Mark of Quality



To H. M. the SHAH OF PERSIA



BY APPOINTMENT
To H. M. QUEEN ALEXANDRA

AUSTRIA: Oesterr. Grammophon-Gesellschaft, m. b. H., 8, Krugerstrasse, Vienna.
BELGIUM: Cie. Française du Gramophone, 51, Avenue de la Porte de Hal, Brussels.
DENMARK: Skandinavisk Grammophon-Aktieselskab, Frihavnen, Copenhagen.
FRANCE: Cie. Française du Gramophone, 15, Rue Bleue, Paris.
GERMANY: Deutsche Grammophon-Aktiengesellschaft, 35, Ritterstrasse, Berlin, S42.
HOLLAND: American Import Co., 22a, Amsterd, Veerkade, The Hague.
HUNGARY: The Gramophone Co., Ltd., IV. Kossuth Lajos-utca 8, Budapest.
ITALY: Compagnia Italiana del Gramofono, 5, Via S. Prospero, Milan.
SPAIN: Cia. Francesa del Gramophone, 56, Balmes, Barcelona.

RUSSIA: The Gramophone Co., Ltd., 33, Alexanderstrasse, Riga; 58, Fontanka, St. Petersburg; 9, Golovinsky Prospect, Tiflis; Warsaw.
SWEDEN: Skandinaviska Grammophon-Aktiebolaget, 52, Apellbergsgatan, Stockholm.
EGYPT: The Gramophone Co., Ltd., 13, Rue Stamboul, Alexandria; Rue Mousky, Cairo.
EAST AFRICA: Bayley & Co., Lourenço Marques, 8 Beira.
SOUTH AFRICA: Darter & Sons, Adderley St., Cape Town; Mackay Bros, Rissik St., Johannesburg; Mackay Bros & McMahon, 443 West Street, Durban; Ivan H. Haarbarger, Maitland street, Bloemfontein.
INDIA: The Gramophone Co., Ltd., 139, Balliaghatta Road, Calcutta; 7, Bell Lane, Fort, Bombay.
AUSTRALIA: The Gramophone Co., Ltd., Hoffnungs Chambers, Pitt Street, Sydney.
GREAT BRITAIN: The Gramophone Co., Ltd., 21, City Road, E. C.

GREAT BRITAIN

The Gramophone Co., Ltd. -

21 CITY ROAD
LONDON, E. C.



FROM OUR LONDON HEADQUARTERS—(Continued.)

will be produced in its entirety, with the big guns booming and the boatswains' whistles piping. But even these things are bound to come now. The possibilities are boundless. Really, if I may so put it, it is now merely a matter of coercing the talking machine into recording every sound that can be possibly heard."

Exchange Scheme Interests.

The public exchange scheme, the first of its kind, inaugurated by the Edison Co., has occasioned much satisfaction among its dealers, but it has been pointed out that the recent labor strikes have undoubtedly militated somewhat against the scheme, and on this account the public exchange arrangements will be continued to the end of this year.

Liability by Drawer of Check.

Liability by a drawer of a check to honor it, although he may have a good claim against the person to whom it was made payable, was the salient point in an action at Westminster. A ordered certain work to be done by B, and gave B a post-dated check for his services. B handed the check to his wife, who went to C and purchased ironmongery from him, paying him with the check. In the meantime A found that B had not done the work bargained for, and stopped payment of the check, which was not met, therefore, when presented by C, who now sued A for the value of the check, £10. A pleaded that he had not had value for his check from B. Judge Woodfall said the drawer of the check might have had a remedy against the person to whom he made it payable, but it was his check, and he must meet it. Judgment for C, with costs.

A Gramophone Clock.

The newest timepiece, which is shortly to be placed on the market, actually calls out the hours, half hours, and quarters, day and night, unless shut off, and will tell you the time to the minute any hour of the night if you press a little button at your bedside. The works of this remarkable clock actuate a stout belt which runs over a roll connected with a sounding box. Upon the belt, or rather film, the hours, which have been recorded by a phonograph, are impressed by galvanization on a copper plate. The mechanism which moves the hands is connected with the speaking device, and with this is a funnel which reinforces the sound and projects it outward through a finely grated opening attached to the narrow side of the clock. At night a touch on a lever reduces the clock to silence. But if one wakes and wishes to know the time without striking a light, an easily-found button is pressed and the clock immediately states the time. The speech film is practically indestructible and occupies very little space, since, because of its elasticity, it may be wound upon a very small roller.

Offerings in Edison Records.

Always something new to offer its patrons, the Edison Co. includes in its July list two acquisitions in the persons of Miss Irene Armstrong (soprano) and Miss Christine Miller (contralto), whose initial records are announced in the advance July list to hand. Miss Armstrong, by the way, is a native of Illinois, and her progress in the vocal art under some of the best American teachers was such as to justify her removal to London, Paris and Italian cities, where she was able to complete her studies under the guidance of such famous professors as Jean de Reszke, Juliana and others. Miss Armstrong has since given many successful recitals, including those at

Chicago, Pittsburgh, New York and other American cities. She is the possessor of an unusually fine voice and her first Edison record (Amberol) is No. 1055, "My Laddie," a typically fine example of a Scotch love song.

Although of Scotch birth, Miss Christine Miller can also claim to have been associated with America, she having lived in Pittsburgh since early childhood. According to the Chicago Tribune, "her singing is distinguished by refined, infallible taste and by genuineness and justness of sentiment and feeling," and this expression of opinion is amply justified by her phenomenal success as leading contralto at several of the principal festivals as soloist with the Thomas, New York Symphony and other noted orchestras; in oratorio work with the New York, Boston, Philadelphia and Toronto societies. Miss Miller has already filled over one hundred engagements this season in Canada and America. Her initial record is concert Amberol No. 28020, "Annie Laurie." In addition to the foregoing there are some splendid selling titles in the July list under review, the complete issues being as follows: Amberol concert records—"A Song of Thanksgiving" (F. Allitsen), Charles Hackett, and "Simplicius Waltz" (Johann Strauss), Armand Vecsey and his Hungarian orchestra. Amberol records—"A Collier's Child" (Will Geddes), Stanley Kirkby; "Regimental Marches No. 2," National Military Band; "We Must Have a Song About the Isle of Man" (C. W. Murphy), Miss Florrie Forde; selection from "Der Liebe Augustin," "Princess Caprice" (Leo Fall), Alhambra Orchestra; "Seaside Swank" (David and Lee), Bobbie Naish; "The Rosary" (Nevin) (cornet solo accompanied by National Military Band), Sergeant C. Leggett; "Let's Make a Night of It To-night" (Glover Kind), Jack Charman; "You Never Know" (Harry Castling), Glandon Roberts; "Tell Them You're a Londoner" (Godfrey and Williams), Bill Williams; "Unter den Linden," march (Crosse), concertina solo, Alex. Prince; "By the Saskatchewan" ("The Pink Lady") (I. Caryll), Frederick Weld and chorus; "Everybody's Doing It Now" (I. Berlin), Premier Quartet; "Long, Long Ago," with variations (flute solo), Julius Spindler; "Dreams of Galilee" (C. P. Morrison), Edison Mixed Quartet; "The Ameer," selection (V. Herbert), Victor Herbert's Orchestra; "Carmena," vocal waltz (H. Lane Wilson), Frank Croxton Quartet; "Jimmy Valentine" (Gus Edwards), Peerless Quartet; "Souvenir," mandolin solo (Drdla), Demetrius C. Dounis; "Absent" (J. W. Metcalf), Miss Elizabeth Spencer and Chas. W. Harrison; "Serenade," instrumental (C. M. Widor), the Tollefsen Trio; and "Cavatina" from "Faust," "All Hail! Thou Dwelling Lowly" (Gounod), Charles W. Harrison. Edison Standard records—"The Policeman's Holiday," two-step (Montague Ewing), National Military Band; "Yesterday, To-day and To-morrow" (Laurence Wright), Albert Crawley; "Bom, Bom, Bom-bay" (Staunton and Flynn), Miss Florrie Forde; "Our Band March" (C. C. Sweeley), New York Military Band; and "Good-Night, Mr. Moon" (Von Tilzer), Campbell and Gillette.

Adjustment of Edison Reproducers.

A form letter has been dispatched to dealers for distribution among their customers. It says (in part): "To Edison Phonograph Users.—Do you realize that the pleasure you derive from your pho-

nograph depends upon the tone of the reproducer? The best of records will not produce good results if your reproducer is out of order, and the majority of complaints we receive about the unsatisfactory reproduction of records is due to the reproducer being out of adjustment or needing some slight repair. With a view to enabling our patrons to obtain the best results we have completed arrangements which will enable us to make repairs on reproducers very promptly at a nominal cost of 1s. 6d., including return postage, providing the sapphire or other important part is not missing.

Zonophone Record List.

Certainly one of the most comprehensive and pleasing lists yet issued by the British Zonophone Co. is that for July. Big name artists there are galore, and the company has secured all the best obtainable of the July selections; the following examples come to hand: 10-inch records—"Free Lance March" (Sousa), and "For King and Kingdom" (Collins), Black Diamonds Band; "Chevalier Patrol" and "Chevalier Selections," Black Diamonds Band; "Patricia" and "My Rachel's Eyes," Harry Fay; "Building a Chicken House," Part I and Part II, Will Evans; "Johnny Morgan's Sister" and "At Nine O'clock He Got the Sack," Maidie Scott; "The Rosary" and "She Is Far from the Land," Ernest Pike.

Display Attracts Attention.

At the Royal Ulster Agricultural Show at Balmoral, Edens Osborne's stand was one of the most attractive. It inspired many editorials in the local press, one interesting account being as follows:

"The contrast between the crude gramophone introduced to Belfast by this exhibitor in the autumn of 1898 and the delightful present-day instrument is quite as remarkable as that between the old 'bone-shaker' ridden in the early seventies and the 'Raleigh' or 'Rover' bicycle of 1912. The same contrast applies to the early type of Edison phonograph purchased by Mr. Osborne while in New York in 1893 and the latest models of Mr. Edison now on the market. Truly the evolution of the talking machine has been quite phenomenal. Many thousands of workers are now employed in both English and foreign factories manufacturing these marvelous entertainers, which during recent years have found their way into the homes of all civilized communities. The suitability of these human-like instruments for all fresco amusement was clearly demonstrated at Mr. Osborne's exhibit, the reproduction of songs by celebrated artists (Melba, Tetrassini, Clara Butt, Kirkby Lunn, Caruso, McCormack, Harrison, Williams, Harry Lauder and other vocalists) being clearly and distinctly heard 'in the open' for a considerable distance. A large crowd of visitors was always in attendance opposite the stand, apparently very appreciative of the 'musical feast' provided for their enjoyment. With commendable consideration Mr. Osborne has erected a large filter, 'The Filtre Rapide,' which yields a copious supply of aqua pura to those who eschew aught stronger!"

Records by Russian Symphony Orchestra.

The success of the "New World Symphony" record by the Russian Symphony Orchestra on Columbia-Rena has been such that a further series of records has been secured from this famous organization, including a double record of a classic fantasia by the Russian composer, Glinka, which has never yet been recorded and which promises to create a sensation.

RECORDING WAX

MOST PERFECT RECORDING-SENSITIVENESS

Noiseless Cutting.
Ready for recording without any further preparation.

SPECIALTY
Wax plates for private record taking.

Has unlimited life.
Plates absolutely ready for recording.

ERNST WILKE & CO., Goerlitz. Factory: Berlin, Ger., N. 20, Kolonie Strasse, 34-



Again we prophesy: Columbia "Lyric Hornless Graphophone" with six double-disc records at \$28.90 (see pages 32-33) will be as sure a producer of good business as the Columbia "Favorite." And that prophecy came true. Ask any Columbia dealer.



**Columbia Phonograph Co., Gen'l
Tribune Building, New York**

TRADE NOTES FROM CINCINNATI.

Krolage Music Co. Getting Its Talking Machine Department Into Shape—Columbia Business Shows Steady Advance—Big Wurlitzer Trade the Past Month—The High Priced Victors and the Edison Amberola in Favor—The Aeolian Co.'s Active Campaign for Trade.

(Special to The Talking Machine World.)

Cincinnati, O., June 4, 1912.

A change in the plans of the Krolage Music Co. relative to getting separate quarters for its talking machine department has taken place. If these do not mature then the old idea of a store in the Arcade will be taken up.

At this time a deal is pending whereby the Krolage Co., in conjunction with the American Music Stores Co., may take over all or a part of the Milner Musical Co. on Sixth avenue, near Vine. There are good reasons for believing that the owners of the lease have decided to use it to better advantage and have practically concluded to close down the Milner Musical Co. Manager Richard Stodler, of the latter company, will be cared for by the R. Wurlitzer Co. It is known that the Krolage people have been gradually laying in a big supply of talking machine goods in order to have a good stock for the new store, wherever this may be opened.

The Columbia Phonograph Co. reports business conditions as being unusually steady for May, Manager R. J. Whelen stating: "It is indeed a real satisfaction to realize the appreciation of the purchasing public of our latest model Grafonolas and our new records, and this appreciation is expressed not in talk but in bona fide orders. Nearly all types of Grafonolas are now being furnished in different wood finishes to suit the customer, early English, fumed oak and mahogany being the leaders. The Saturday Evening Post ad in May covering the 'Princess,' spoke to the public in a tone they recognized at once, and the large volume of orders and inquiries from this ad has established the new 'Princess' Grafonola as a popular favorite. Another gratifying feature is the great interest shown by the public schools in Cincinnati for the Grafonola in connection with their music departments, gymnasiums and social work. We have been very successful in placing a number of Grafonolas in the schools, and wherever placed they are considered indispensable. We are looking forward with interest to the arrival of the new Slezak and Destinn records to be placed on sale at once, as from the samples we have received these records are superb."

The Dictaphone department is doing its usual large volume of business, several large installations being placed during May and the orders signed up. Geo. D. Smith, of New York City, the head of the special railroad Dictaphone department, spent sev-

eral days in Cincinnati, going over the situation in this city.

Frank Dorian, manager of the Dictaphone, New York City, spent several days in the Cincinnati office, giving the latest news from the different branches all over the United States.

The R. Wurlitzer Co. reports a very heavy trade in talking machines during the month of May. The sales show a big increase over May, 1911, and June already shows every promise of being a record breaker also. With the exception of one or two styles, Victrolas have been very plentiful and both retail and wholesale have benefited accordingly. The sale of small Victrolas for summer camps was not as heavy as the April trade would indicate. As usual the public responded more to efforts made on the Victor No. 9. As the trade has been stimulated by the Victor Co. campaign in advertising their best selling numbers, and with an active demand for records, machine trade is sure to show a petty increase.

The Edison Co.'s new product, the \$125 Amebrola, has been on display at Wurlitzer's for some days. It has made a splendid impression and received all of the admiration which it justly deserved. It is a foregone conclusion that it will be a big seller, as it fills a demand that has been felt for some time.

John Arnold, the Elm street dealer, is still keeping secret some changes he has in mind. In speaking of these yesterday he was positive in his assurance that the present location would be retained. Business with him was a little dull during the early part of May, but revived in a satisfactory manner before the end of the month.

J. E. Poorman, of Main street, found things a little dull in the talking machine end during May, but was kept busy with his bicycle trade.

The talking machine and record business with the Aeolian Co. was very satisfactory last month, particularly the trade for the Victrola XVI. The company's record business is gradually increasing as its patrons realize the excellent service offered, and in the early fall five more record rooms will be added to the already commodious quarters. The new system of circulating records will be installed in all the company's branch stores in the early fall and is expected to clean up additional business. "With our advertising campaign pushed to the limit," said Manager Ahaus, "Victrola owners, prospective buyers will know we are on earth and the one place to buy and get the most for their money. With the splendid lot of June records we look for an excellent month's business."

In learning to swim it isn't wise to commence at the bottom.

Look at an idea to see if you can use it, not to see if you can get along without it.

GIVEN FAREWELL DINNER.

Horace Sheble, Who Recently Resigned as Factory Manager of the American Graphophone Co., on June 1 Was Entertained by Heads of the Departments of the Company and Their Assistants at Farewell Dinner—C. E. Woods, Succeeds as Manager of the Plant.

On Saturday evening, May 25, the heads of departments of the American Graphophone Co. and their immediate assistants tendered Horace Sheble, factory manager, a farewell dinner.

Mr. Sheble left the American Graphophone Co. June 1, after a three years' residence in Bridgeport as head of the factory, where he made many friends during his business and social life there.

After the dinner H. A. Budlong, executive officer, who acted as toastmaster, presented Mr. Sheble, in behalf of those present, with a very handsome and valuable gold watch, suitably engraved. Mr. Budlong made a short but effective speech, outlining Mr. Sheble's accomplishments as factory manager, and complimented him upon his rare possession of drawing to him by ties of friendship his subordinates, at the same time obtaining their maximum co-operation. This has been one of the strong features of the Sheble management.

Mr. Sheble was visibly surprised on receiving the gift, and replied in a very clever speech, in which he showed much feeling for the kindness shown him and sincere regret at leaving his friends in the company.

Before embarking in the business of an industrial engineer, Mr. and Mrs. Sheble will take an extended trip West, where Mr. Sheble has interests.

C. E. Woods has succeeded Mr. Sheble as manager of the plant.

H. A. YERKES ON BUSINESS.

Manager of the Wholesale Department of the Columbia Phonograph Co. Well Pleased with the Increasing Appreciation of the Columbia Products as Manifested by the Growing List of Representative Agents.

H. A. Yerkes, manager of the wholesale department of the Columbia Phonograph Co., General, New York, is one of the decidedly optimistic talking machine men of the present day. In a brief chat with The Review, Monday, Mr. Yerkes said: "Business is good and it is my impression that it will continue good right through the summer. Of course, local conditions in some different sections of the country are responsible for some slight fluctuations; they are of such minor nature, however, as to be hardly noticeable. Just so long as the present healthy demand continues there is not room or time for fault finding. The list of Columbia dealers is growing rapidly, and it is particularly gratifying to note the high class of the department stores and piano dealers who have recently joined forces with the Columbia Co. We feel justly proud of the number and standing of the many piano dealers now representing the Columbia."

CHEMISCHE
FABRIK

E. SAUERLANDT

FLURSTEDT

bei Apolda i. Th., Germany

The largest manufacturing plant in the world devoted exclusively to the manufacture of Master-Waxes and Master-Blanks for

Gramophone and Phonograph Recording

Sole Manufacturer of

Wax "P," the best recording material for Berliner-cut.

NEW ELECTRIC STOP.

For Disc Talking Machines Being Placed on the Market by the Standard Electric Stop Co. with Offices in the Empire Building, Philadelphia—To Make Display at the Chalfonte Hotel During the Convention of the N. A. T. M. J.

Philadelphia, Pa., June 9, 1912.

The Standard Electric Stop Co. (Sesco), is introducing a new electric stop for disc talking machines, which has won a great deal of favorable comment among the jobbers who have seen it.

J. H. Potsdamer, formerly advertising manager of the Black Diamond Coal Co., of Philadelphia, has been secured as manager and has opened offices in the Empire building, 13th and Walnut streets, this city.

The Standard Electric Stop Co. has its own manufacturing plant and is prepared to supply orders promptly at this time.

Mr. Potsdamer will have headquarters at the Chalfonte Hotel, Atlantic City, during the convention of the N. A. T. M. J., July 1 and 2, where he will be pleased to demonstrate this latest improvement in automatic stops.

The Bloomingdale-Weiler Advertising Agency, of Philadelphia, is preparing copy at this time for a comprehensive national campaign which will begin upon the return of Mr. Potsdamer from his extensive business tour.

SPECIALTIES THAT INTEREST

A Line of Record Albums and Record Carrying Cases That Are Greatly in Demand.

The announcement of the Schafford Album Co., of New York, which appears elsewhere in The World, should interest members of the trade desirous of handling specialties that appeal to the purchasing public. There is no mistake but that record albums to match cabinets in golden oak, Mission, mahogany, bird's-eye maple and Circasian walnut should prove quick and profitable sellers. These albums are admirably constructed and very handsomely finished, and better still, are sold at a price that cannot fail to win consideration. Each record album has gold-plated ring on the backs, so as to match the metal finish of all machines. The albums are made to fit all Victrolas and Columbia machines. The company will be ready to fill orders for these albums after June 15.

Another novelty offered by the Schafford Co. is a complete line of record carrying cases, which are of the same high quality as the Schafford record albums. The carrying cases are made of the very best of imported Viennese imitation leather, artistic and durable, and made of material to match the wood cabinets so much used by large manufacturers. They are made to hold 24 to 50 ten-inch and twelve-inch records. They are partitioned and contain drop fronts with index attached, so that records can be selected with celerity. These specialties are now ready for the trade and the manufacturers invite immediate consideration.

T. C. Schafuss, head of the Schafford Album Co., 26-28 Lispenard street, New York, in a chat with The World this week, stated that his business was exceedingly active and that he is having a tremendous demand for record albums and carrying cases from the talking machine trade in all parts of the country. The Schafford Co. has just moved into a factory double its old capacity, directly opposite the old address. This step became necessary in order to meet the demands of the business.

GOES IN FOR MOTOR BOATS.

J. Newcomb Blackman, president of the Blackman Talking Machine Co., who has long been an enthusiastic automobilist, has decided to go in for motor boating this season and has purchased a speedy 35-foot motor boat which he will use extensively while staying at his summer home at Brightwaters, Long Island. If Mr. Blackman has the hair-raising experiences with the new boat that he has had with his automobiles, there are



SOLID WOOD (NOT VENEERED)

Mr. Dealer!
Stop and Think!

MUSIC
MASTER
Solid Wood Horn
Gives



The Most
Resonant Tone
To the Record
Reproduction.

Our Horns are now and always have been at the head of the list. (Not only from the standpoint of workmanship and finish, but from Scientific Principle).

Since the first MUSIC MASTER SOLID WOOD HORN was placed on the market,

"It has no EQUAL"
in Horns or Hornless Machines.

The Only Horn Guaranteed.

The many thousands in use and the demand for them fully attest to the incomparably clear, beautiful, mellow tone quality, etc.

Should your Jobber be unable to supply you, write us.

SHEIP & VANDEGRIFT, Inc.
PHILADELPHIA, PA.

going to be some classy swimming matches this summer.

GRAFONOLA FOR PEARY.

The Famous Arctic Explorer Buys a Grafonola "Princess" with a Full Complement of Records Through the Columbia Store at Portland, Me., for His Summer Home.

A letter from the Columbia Phonograph Co. store at Portland, Me., to headquarters, New York, announces the fact that Rear Admiral Peary, the famous Arctic explorer, recently purchased a Grafonola Princess and a full complement of records. The management of the Portland store attribute the sale to the power of their window display, which first attracted the Admiral's attention. Admiral Peary has expressed himself as much pleased with the machine and particularly with the new tone shutter, which is an exclusive Columbia feature. The machine was delivered to the Admiral's summer home at Eagle Island, Me.

VICTOR TRADE PUBLICITY.

Under date of May 20 the Victor Talking Machine Co., Camden, N. J., sent to their dealers a letter and the supplements containing the list of new Victor records for June. The letter in a general way takes up the manner in which the Victor Co. is handling the present season's aggressive advertising campaign and urges the dealers to join their forces and utilize the local mediums, thereby creating a demand which is only possible by co-operation.

A special hanger advertising the new Champ Clark records is a recent creation for the dealers. Champ Clark is discussing the great questions of the day by the medium of Victor records. These records should prove popular, considering the interest manifested in the present political campaign.

A company is known by the men it keeps.
The best employers were once the best employees.
Do you know how much business each clerk has done?

AN ENGINEER OF REPUTATION.

Clinton E. Woods, New Manager of the Factory of the American Graphophone Co., Enjoys a High and Recognized Position in His Chosen Field.

Clinton E. Woods, who has succeeded Horace Sheble as manager of the factory of the American Graphophone Co. at Bridgeport, Conn., has behind him a splendid record in varied lines of effort. After graduating from school in 1884 he immediately entered into electrical engineering work as a construction engineer for the Westinghouse Electric Co., and later became consulting electrician of the National Electrical Manufacturing Co., of Eau Claire, Wis., being made subsequently consulting electrician and designer for the Standard Electric Co. of Chicago. In 1895 he went into business for himself as a general mechanical and electrical engineer, making a specialty of designs for electrical machinery and motors. Naturally the question of having his designs manufactured brought Mr. Woods in close contact with manufacturing, accounting and other industrial problems, and he became so interested and met with so much success in dealing directly with the industrial problems that he adopted as his profession that of industrial engineer, which work he has been engaged in for some 12 years, during which time he has reorganized, revised and straightened out the affairs of more than 100 different factories and has written and had published some fifteen books on industrial organization, systematization and accounting, and is considered to-day to be one of the foremost authorities on such questions. His writings have been quoted very largely on both continents and in very many text books, and it has been his constant endeavor not only to do an honest work in a practical engineering field, but at the same time to pass his accomplishments along for the benefit of others.

"I have taken up the work of managing the factory of the American Graphophone Co. with an unusually keen interest," said Mr. Woods, "as perhaps nothing has appealed to me in connection with it so much as the highly specialized industry in itself, and that probably there is no industry in the country that represents an acquisition of such a variety of different experiences as are required in the conduct of this business when one considers in conjunction with the manufacturing problems the various laboratories used for the continued development of new ideas and the various talents that are required as a surrounding element to the manufacture.

"Further, I am keenly interested for the simple reason that I believe there is no limit to be put upon the magnitude that the business may ultimately develop into. In other words, it has seemed to me to be the offering of an opportunity where all the previous experiences that I have had in the industrial world could be brought into play with full force and effect.

"I think this answers, in a large measure, why I have been willing to consider the proposition for



Clinton E. Woods.

giving up my professional work and confining myself to the management of talking machine manufacturing problems."

IT IS A MUSICAL INSTRUMENT.

Momentous Question Decided by the Chairman of the Railway Commission in Canada.

A much discussed question as far as talking machine and railroad people are concerned was decided last week by D. Arce Scott, assistant chairman of the Railway Commission when he issued an order declaring that the gramophone is a musical instrument. An application on the part of the Berliner Gramophone Co. of Montreal, Ltd., brought the matter to a head and provoked the judgment which it is hoped will forever settle the question which has exercised such a disturbing influence ever since the first talking-machine gave utterance to human speech. The order says: "It is ordered that in Canadian freight classification the following articles be transferred from their present position and that they also be included in second class freighting applicable to musical instruments, namely, gramophones, graphophones, phonographs and records."

AN IMPORTANT ANNOUNCEMENT.

Under date of May 14 the Columbia Phonograph Co., General, New York, sent to the trade letters announcing the discontinuance of the sale of indestructible cylinder records. To assist their dealers in disposing of any stock they may have on hand the company has reduced the retail price to a point where dealers can offer their customers exceptional bargains in these records. The prices quoted are twenty-one cents each for the two-minute records, or five for one dollar, and twenty-

six cents each for the four-minute records, or four for one dollar. The Columbia Co. feels confident that these reductions will move the entire stock in a comparatively short time. Suitable advertising in publications best adapted will be carried out, and with the dealers' conjunction and the cut in prices a quick demand should be easily stimulated.

VICTOR RECORDS BY CHAMP CLARK.

The Democratic Candidate for the Presidency Makes Five 12-Inch Double and One 12-Inch Single Faced Records—Announcement by the Victor Co. Means a Lively Demand Will Follow.

The Victor Talking Machine Co. last week announced the issuance of five twelve-inch double-faced records and one twelve-inch single-faced record by Champ Clark, who is now conspicuously in the public eye as a candidate for the Presidency of the United States on the Democratic ticket.

Sunday recently Mr. Clark made a special trip to the Victor laboratory to make his records, and at that time reminded the manager that as the nomination campaign is now at its height, there is an immediate demand for the record in very many sections of the country, and urged upon the Victor Co. the importance of placing them on sale at the earliest possible moment—hence the special announcement.

The titles of the records made by Mr. Clark are as follows:

(1) Payne-Aldrich Bill a Humbug; (2) Clark Opposed to Automobiles at Public Expense. President Taft's Lost Opportunity.

Champ Clark at Jackson Day Banquet in Washington, January 12, 1912 (Part I.).

Champ Clark at Jackson Day Banquet in Washington, January 12, 1912 (Part II.).

Champ Clark at Jackson Day Banquet in Washington, January 12, 1912 (Part III.).

(1) Last Part of Jackson Day Banquet Speech; (2) Champ Clark on Peace.

Speaker Clark on Russia.

(1) Champ Clark on Good Roads, Rivers and Harbors; (2) Hours of Labor of Railroad Employees; (3) Contract Labor.

American Citizenship.

Speaker Champ Clark's Speech of Acceptance.

12-Inch Single-Faced—(1) All Public Plunderers Look Alike to Me; (2) Democracy, the Friend of Legitimate Industry.

It goes without saying that these records will form a very interesting feature of the dealer's trade during the next couple of months.

Volubility in salesmanship, or in an advertisement, takes up valuable time in its production and confuses the mind of the prospective customer.

Plenty of men have succeeded in business and reached the top through their ability to take advice and absorb ideas from others.

A New Schafford Product—Record Albums to Match Cabinets in Golden Oak, Mission, Mahogany, Bird's-eye Maple and Circassian Walnut.

It is now possible to sell a talking machine and a record album to match; something never before possible. Each Record Album has a gold plated ring in the back to match the metal finish of all machines.

For both sizes Victor and Columbia machines. Holds 16 Records.

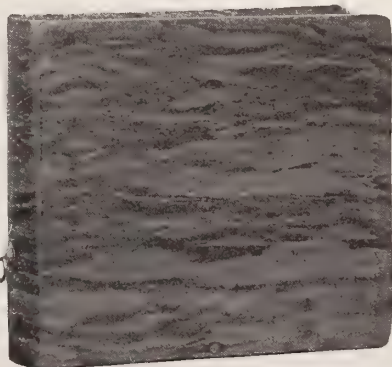
In every sense an art product.

Distributors report that they are now taking the brown cloth albums out of cabinets and are substituting "the album with the wooden grain."

Do this and you'll increase your business 50%.

Write for full details, prices, etc., to

THE SCHAFFORD ALBUM CO.
26-28 Lispenard St., New York



A Better Line of Record Carrying Cases—Created by Schafford—and Possessing Quality, Durability and Artistic Beauty.



Made to match the cabinets—Bird's-eye Maple, Circassian Walnut, Mahogany, Flemish Mission and Golden Oak.

Material of "Viennese Imitation Leather" enriched by nicked hinges, joints, corners, handles and fasteners.

The cases made to hold 24 Records in 10-in x 12-in. have drop fronts with index attached, each fitted with heavy board partitions, pages 1 to 24.

The cases to hold 50 Records made in same materials and fittings. Very strong and durable.

The above is one of the greatest propositions ever offered to the trade.

Send for complete information, telling more about this fast selling specialty.

THE SCHAFFORD ALBUM CO.
26-28 Lispenard St., New York



That's a great record catalog of ours—it's a salesman: use it as a salesman. It presents just such a good list that musical people who don't yet own any talking machine at all will be made to want one for the sake of the records.



**Columbia Phonograph Co., Gen'l
Tribune Building, New York**

VICTROLA FOR HOOSIER POET.

Purchases Instrument from Aeolian Co. in Indianapolis—Some of the Records That Are Selling Well—Wulschner-Stewart Co. Rearranging Stock—Feature Weber and Fields Records—General Items of Interest Worth Recording.

(Special to The Talking Machine World.)

Indianapolis, Ind., June 4, 1912.

The talking machine business is quietly pursuing its way in the Hoosier State these days. Every now and then one or other of the dealers makes a neat little sale and altogether the talking machine men are not in a position to grumble, considering the time of the year.

James Whitcomb Riley, the poet, is enjoying a Victrola XVI, which he bought several days ago at the talking machine department of the Aeolian Co. in North Pennsylvania street. The poet reports that he is much pleased with the instrument, and the strains of fine operas can be heard as one passes down the quiet Lockerbie street, where the poet lives.

The Aeolian Co. has experienced a phenomenal sale of the Gluck-Homer duet record "Whispering Hope." All the June records put out by the Victor company have been pleasing to the Aeolian patrons and the sale of the records has been very good.

W. S. Barringer, of the talking machine department of the Wulschner-Stewart Music Co., in

North Pennsylvania street, says the retail city business has been very satisfactory and that the entire spring and early summer business has been better than ever before. The Wulschner-Stewart Co. has been putting in a number of new record racks in its warerooms and also has relabeled the stock. The Wulschner-Stewart Co.'s talking machine stock room is perhaps as thoroughly equipped as any in this part of the Middlewest. The company boasts that it is always ready to supply any record desired by a patron. The company has had a good sale of Victor records in the last month.

The Kipp-Link Co., which handles the Edison machine, reports that business is keeping up even though the weather has become of that variety which tempts one to lie under the trees and gaze skyward.

Weber and Fields visited here on the night of June 8 and the Columbia Phonograph Co. profited much by the visit. A special display of the Weber and Fields records was made. These records have proved to be big sellers in the past few months and the coming of the great comedians in person will not tend to diminish these sales. The more the people hear of them the more they want to hear.

The Columbia Co. is profiting by the opening of the airdomes throughout Indianapolis and other cities and towns in Indiana. The managers of these show places are investing in the Twentieth Century B. C. machine, and the local company has

made a number of sales in the last few weeks. The B. C. machine is taking the place of the child singers. Opposition to the putting of children on the airdome stage became so strong that the airdome owner would rather deal with a machine than with those who are interested in the welfare of the child. And the result is that everybody is pleased.

C. P. Herdman, assistant manager of the local branch, is making a campaign among the schools and lodges of the city, urging the buying of the Columbia talking machine. The campaign thus far has resulted in a gratifying number of sales.

L. A. Moler, manager of the Columbia store at Terre Haute, spent a day at Indianapolis a few days ago. He reports conditions good in the southeast part of the State.

NEW STUNT IN VAUDEVILLE.

Henry Tyrrell, the well-known writer and critic, called Gean Smith the "Velasquez of the American Turf." He is one of the few really great animal painters of to-day. Gean Smith, who is now appearing in vaudeville, has as an assistant in his act a Columbia graphophone. The title of the act is "How Salvator Won," and Mr. Smith reproduces this picture on the stage in three minutes and a few odd seconds. He used to paint it in his home for the amusement of friends, telling the story as he painted. Now, as he paints it on the stage, a Columbia graphophone tells the story.

INCREASING INTEREST MANIFESTED IN THE VICTOR IN THE SCHOOLS.

The widespread campaign of the Victor Talking Machine Co., carried on with a view of placing talking machines in the schools of the country, is meeting with continued success as the dealers in the various sections begin to take a personal interest in the movement and those in charge of the schools are impressed with the arguments advanced by and the demonstrations given under the auspices of the educational department of the company. In Chicago, Milwaukee, Denver, Minneapolis, Los Angeles, Boston and practically all the larger cities and towns to the number of 350 have purchased large numbers of Victors for the schools. In Chicago alone 150 machines have been purchased for that purpose, in Los Angeles over 60, and so on. The excellent use to which a talking machine may be put in a school is indicated in the accompanying illustration of a group of pupils on the roof of Public School No. 59, New York, engaged in folk dances to the music of a Victor.



NEW HOUSE IN DETROIT.

Another Prominent Piano House Takes on Victor Talking Machines—The Farrand Co. Will Feature These Products in Its New Warerooms—Max Strasburg Co. Enlarging Floor Space to Meet Trade Demands—The Goldberg Phonograph Co. Is Also Expanding—The Question of Interest on Installment Sales a Live Topic—Business Conditions Discussed—Other Items of News.

(Special to The Talking Machine World.)

Detroit, Mich., June 8, 1912.

By the time this is circulating on Broadway there will be another new and first-class talking machine establishment in Detroit. The Farrand Co. will devote a large part of the first floor of its new piano house on Woodward avenue to the Victor line. It also will have a large representation in the show windows of the big institution. It will be practically the only sales business conducted on the first floor, as the piano salesrooms will be on the upper floors. E. K. Andrew, son of E. P. Andrew, will have charge of the records. The business will be conducted on a large scale. Everything in the American catalog will be carried in stock, as will also a complete line of Victors and Victrolas of all prices.

The Max Strasburg Co. finally put through the deal which will double its floor space, but cannot get possession before the latter part of the summer. It is likely that the opening of the new store will be made an anniversary celebration. The first year of the company's existence will be marked up September 1. It will be just about that time that the new store will be ready to receive customers. "When we started in here nine months ago," said Mr. Strasburg, "we thought the space we had would do us for a number of years; in fact, we made our lease for ten years. But in less than four months we found need for larger quarters. If it keeps on this way even our doubled capacity will not be sufficient for next winter's trade." Extensive alterations and improvements will be made in the added store before the Strasburg Co. takes possession.

The activities of the talking machine trade here are reflected in enlargements and improvements in another big retail house, the Goldberg Phonograph Co., whose phenomenal rise from a single display machine to one of the largest talking machine retail houses in the city was related in The World last month. When the alterations are completed the Goldberg store will be almost as large as the Columbia jobbing and retail branch, and will be similarly laid out, with a large parlor at the entrance, in which the best machines will be displayed and demonstrated and a number of smaller demonstrating rooms at the rear, with the offices opposite them.

S. E. Lind, assistant manager of the Columbia branch, whose dozen or more years in the business have taught him just what is needed, planned the architectural features for Mr. Goldberg. He says that the store will be the prettiest in the city, which is "going some," for all downtown talking machine stores in Detroit are swell affairs.

Mr. Lind is still acting manager of the Columbia branch, Manager K. M. Johns not having finished his tour of outside duty for the company. He is at the Chicago headquarters this month. A couple of weeks ago he came to Detroit to have an operation for tonsillitis performed, but left again as soon as he recovered.

The Columbia business throughout Michigan has been stimulated by the introduction of a number of new finishes. Formerly all Columbias were in mahogany, which was good, but not furnishing that variety which is said to be the spice of life. The golden oak, fumed oak and walnut are making quite a hit.

Mr. Lind was just completing a rather good sale when the typewriter jammer called. On the floor was a "B. T." machine of the old hand organ architecture, listed at \$200, and which had been in stock six years, mainly because it was kept as a display piece when it was a leader of style and later as a first-class demonstrator, for it was a swell machine in quality. Mr. Lind disposed of it

for full price, nearly all spot cash. This latter feature is in itself unusual, for almost all machines, no matter what the price, are sold on time, without interest.

That is something that the Detroit men will try to have altered at the coming convention of talking machine jobbers at Atlantic City. It takes an enormous amount of capital to carry contracts under the present ironclad one-price system, and the retailers have to stand practically all of it, for the manufacturers get their money thirty days from date of shipment. If the dealers were permitted to charge interest on contracts they would not lose money on their investment, and many more cash sales would result. As it is there is every incentive to induce a customer to purchase on time. He has the use of the machine and of the money for nothing. Detroit dealers favor a change permitting them to charge ten per cent. additional for machines sold on time. It would not make much actual difference in the prices of the machines, a \$200 one selling for \$220, and a \$100 one for \$110, and so on, but it would be enough to induce the buyers to write their checks for the full amount.

Some of the large houses here sell several thousand dollars worth of machines in a week, and at the end of a few months such a business amounts to a very large investment.

"I am heartily and aggressively in favor of such a change," said Max Strasburg. "It would be a big benefit to the trade as a whole. Dealers would have a great deal more cash to do business with, therefore they would have resources to buy more machines and to sell more machines. The talking machine manufacturers would benefit in this way and the dealers in their increased profits."

Harry Rupp, manager of the talking machine department of Grinnell Bros., talked in the same vein.

The annual summer lull in the business is noticeable, but not markedly so. In all of the houses the business for May was less than for April, but from two to three times as large as that for May of last year, showing the actual growth to be phenomenal. Grinnell Bros. report that all but two or three of their twenty-five branch stores up State are making lots of money in the phonograph end of the business. Over in Canada also the Grinnell stores are waking up the natives. Of course, Grinnells cannot ship across the river into a foreign land, but they are doing much through Canadian houses.

Business in records and sundries continues unabated. People who have talking machines make as much or more use of them in the summer as they do in the winter, and then, hereabouts at least, the demand for both machines and records for use on boats of all sizes is a large factor. The high-priced machines are still in greatest demand.

TO ORGANIZE IN CANADA.

Distributors and Dealers in Victor Talking Machines to Gather in Toronto on June 19 for Purpose of Forming Association.

(Special to The Talking Machine World.)

Toronto, Ont., June 10, 1912.

Plans are now under way for the formation of a permanent organization of the Victor talking machine distributors and dealers throughout the Dominion, along the line of similar associations of talking machine jobbers and dealers in the United States. The first meeting of the talking machine men, at which it is hoped the organization will be perfected, it is scheduled to be held in this city on June 19 and the prospects are that the attendance will be large and consists of men of many provinces, owing to the number of subjects of importance to the trade, to be discussed and the interesting papers on live subjects to be read. The meetings, which will occupy two days, will be held in the premises of His Master's Voice Gramophone Co., 208 Adelaide street, West.

The esthetic nerve is in the breeches pocket. Your customer will take in the good points of the line, once he is made to realize that it means profit for his pocket.



When it comes to speedy delivery

we are right there with the goods.

Every order shipped the same day it is received.

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LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

(Special to The Talking Machine World.)

Washington, D. C., June 7, 1912.

AUTOMOBILE HORN. Charles Raymond Heilmann, Reading, Pa. Patent No. 1,023,016.

The object of this invention is to provide means for producing certain given sounds through a horn.

The invention is particularly adapted for use on automobiles or other vehicles in sounding an alarm.

In the accompanying drawings Fig. 1 is a side view of the improved device illustrated in connection with an automobile horn; Fig. 2 is a plan view; Fig. 3 is a sectional view on the line 3-3, Fig. 2, and Fig. 4 is a perspective view of a portion of the device.

The invention can be used in connection with any sound reproducing mechanism, and in the drawings is illustrated a graphophone construction using a cylinder upon which are the indentations for producing given sounds. This device is preferably placed in close proximity to the seat of the automobile driver, so that he can operate the lever in place of the air bulb, although the device can be placed at any point and the lever actuated through operating mechanism without departing from the essential features of the invention. The horn can be placed at any convenient point and connected with the instrument by any flexible tubing.

A is the base upon which the graphophone is mounted. B is the base plate of the graphophone and B¹-B² are the vertical supports for the mechanism. C is the drum on which the tubular record c is mounted. D is the feed screw for traversing the carrier E. F is the main shaft on which is mounted the ratchet wheel f, which is engaged by a pawl f¹ on a gear wheel F¹ loosely mounted on the said shaft F. A train of gears transmits the motion from the gear wheel F¹ to a pinion d on the shaft D. On one of the intermediate shafts is a belt pulley around which passes a belt for driving the drum C. On the carrier E is mounted the speaker e having the needle which contacts with the record. G and H are two bars which are parallel with the screw shaft D and are supported at their outer ends, as well as the screw shaft by a bearing B². I is the governor for limiting the speed of the mechanism.

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ATTACHMENT FOR PHONOGRAPHIC AND LIKE MACHINES. John D. Barter, New York, assignor of one-half to Mary Barter, same place. Patent No. 1,023,544.

This invention relates to an attachment adapted to be used in connection with a phonograph or other similar sound reproducing machine, and has for its object to produce an instrument that will amplify the sounds reproduced from the record and which shall accomplish this without impairing the timbre and tone qualities of the record being translated, a defect that is common to amplifying horns such as are usually employed in connection with sound reproducing machines; and which often renders their use, especially in parlors and small apartments, objectionable.

Fig. 1 is a side view of an instrument embodying the invention applied to a sound reproducing or talking machine of a well-known type. Fig. 2 is a rear elevation of the attachment; Fig. 3 is a front elevation of the same, the front wall of the casing being removed; Fig. 4 is a similar view to Fig. 3, with the sounding board removed and parts being in section; Fig. 5 is a longitudinal sectional view through the complete attachment; Fig. 6 is an elevation of the sounding board detached; Fig. 7 is an edge view of the sounding board drawn to a larger scale; Figs. 8 and 9 are detached views of the support for the attachment.

In the accompanying drawings A designates the casing of a talking machine, provided with mechanism for supporting and revolving a record B, with which engages the stylus C, connected with the sound box D. These parts may be of any usual or approved construction, as they form no part of my invention, which is adapted to be used in connection with talking machines of a wide variety of styles.

PHONOGRAPH. Cyrus C. Shigley, Grand Rapids, Mich., assignor of one-half to Patrick McLaughlin, same place. Patent No. 1,024,034.

The main objects of this invention are: First, to provide in a phonograph an improved control mechanism for the various coating parts. Second, to provide in a phonograph an improved carriage control. Third, to provide in a phonograph an improved record driving mechanism. Fourth, to provide in a phonograph an improved record magazine. Fifth, to provide in a phonograph an improved magazine lock and adjusting mechanism therefor. Sixth, to provide an improved magazine phonograph, which is simple and compact in structure and easily operated, and, further, one which is not likely to be broken by an unskilled operator or to get out of repair in use.

The structure described constitutes one effective embodiment of the invention. Other embodiments would be readily devised by those skilled in the art.

A structure constituting an effective and preferred embodiment of the features of this invention is clearly illustrated in the accompanying drawing, forming a part of this specification, in which:

Fig. 1 is a detail front elevation of a structure embodying the features of the invention, the operating parts on the outside of the casing only being shown; Fig. II is a rear elevation of the maga-

zine and operating mechanism of the improved phonograph; Fig. III is a horizontal section, taken on a line corresponding to line 3-3 of Fig. II, the control lever being omitted; Fig. IV is a detail

vertical section, taken on a line corresponding to line 4-4 of Fig. III, showing details of the sound-box carriage; Fig. V is a detail vertical section, taken on a line corresponding to line 5-5 of Fig. III; Fig. VI is a detail vertical section, taken on a line corresponding to line 6-6 of Fig. V, showing details of the control mechanism; Fig. VII is a detail section, taken on a line corresponding to line 7-7 of Fig. VI; Fig. VIII is a detail view partially in section, showing structural details of the carriage 6; Fig. IX is an enlarged detail section, taken on a line corresponding to line 9-9 of Fig. I, showing details of the index.

HORN FOR TALKING MACHINES. Thomas H. Towell, Cleveland, O., assignor to the U-S Phonograph Co., same place. Patent No. 1,024,108.

The present invention relating, as indicated, to horns for talking machines, has as its object the

provision of a horn suitable for use on such machines whether of the disc or cylinder type, and one that will be readily adjustable to the various requirements encountered in operating either such type of machine.

In said annexed drawings Fig. 1 is a side elevation of one typical form of cylinder talking machine, with a horn shown in connection therewith embodying the present improvements; Fig. 2 is a side elevation similar to that of Fig. 1, but showing the horn as applied to a talking machine of the disc type; Fig. 3 is a horizontal sectional detail of such horn; Fig. 4 is a vertical section of a de-

tail vertical section, taken on a line corresponding to line 4-4 of Fig. III, showing details of the sound-box carriage; Fig. V is a detail vertical section, taken on a line corresponding to line 5-5 of Fig. III; Fig. VI is a detail vertical section, taken on a line corresponding to line 6-6 of Fig. V, showing details of the control mechanism; Fig. VII is a detail section, taken on a line corresponding to line 7-7 of Fig. VI; Fig. VIII is a detail view partially in section, showing structural details of the carriage 6; Fig. IX is an enlarged detail section, taken on a line corresponding to line 9-9 of Fig. I, showing details of the index.

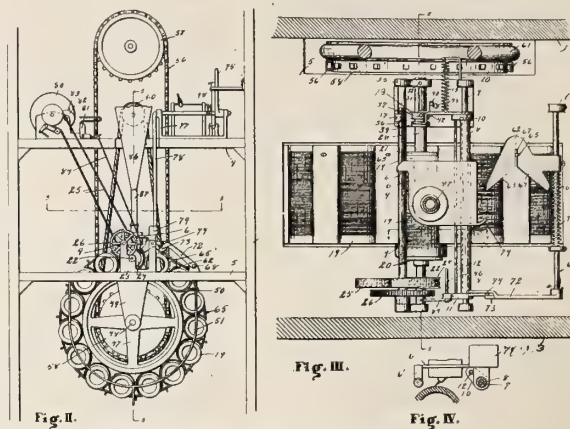
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Fig. 5 is a detail vertical section, taken on a line corresponding to line 5-5 of Fig. III; Fig. VI is a detail vertical section, taken on a line corresponding to line 6-6 of Fig. V, showing details of the control mechanism; Fig. VII is a detail section, taken on a line corresponding to line 7-7 of Fig. VI; Fig. VIII is a detail view partially in section, showing structural details of the carriage 6; Fig. IX is an enlarged detail section, taken on a line corresponding to line 9-9 of Fig. I, showing details of the index.

Fig. 6 is a detail vertical section, taken on a line corresponding to line 6-6 of Fig. V, showing details of the control mechanism; Fig. VII is a detail section, taken on a line corresponding to line 7-7 of Fig. VI; Fig. VIII is a detail view partially in section, showing structural details of the carriage 6; Fig. IX is an enlarged detail section, taken on a line corresponding to line 9-9 of Fig. I, showing details of the index.

Fig. 7 is a detail section, taken on a line corresponding to line 7-7 of Fig. VI; Fig. VIII is a detail view partially in section, showing structural details of the carriage 6; Fig. IX is an enlarged detail section, taken on a line corresponding to line 9-9 of Fig. I, showing details of the index.

Fig. 8 is a detail view partially in section, showing structural details of the carriage 6; Fig. IX is an enlarged detail section, taken on a line corresponding to line 9-9 of Fig. I, showing details of the index.

Fig. 9 is an enlarged detail section, taken on a line corresponding to line 9-9 of Fig. I, showing details of the index.

tail of the jointed elbow connecting the tone arm with the amplifier proper; Fig. 5 is similarly a vertical section of the forward end of said tone arm, the pitch of the coiled interlocking strip composing such tone arm being exaggerated in order to render the construction of the latter clear, and Figs. 6 and 7 show the adaptation of the horn to two types of cabinets.

APPARATUS FOR MAKING DUPLICATE PHONOGRAPH RECORDS. Jonas W. Aylesworth, East Orange, N. J., assignor by mesne assignments to Thos. A. Edison, Inc., West Orange, N. J. Patent No. 1,027,793.

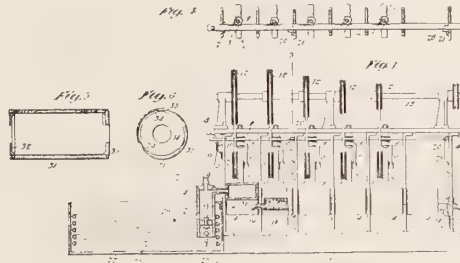
This invention relates to improved apparatus for making duplicate phonograph records, and the object is to provide apparatus for the purpose by which duplicate phonograph records may be produced at low cost, of superior quality, and where-by the percentage of imperfect records or "discards" obtained in actual manufacture will be very largely reduced.

In the present development of the phonographic art, it is possible to make matrices or molds which for all practical purposes are mathematically exact negative copies of the original master records, and several processes have been suggested and commercially used for obtaining duplicates from these matrices or molds. In a practical duplicating process, it is important that the temperatures used should not be too high, since the material from which the records are made contains considerable quantities of free stearic acid, which in the presence of a high temperature attacks and roughens the surface of the mold, even when the latter is protected by a non-oxidizing film of gold or nickel. These molds are very expensive and the slightest roughening is manifested in the reproduction from a record obtained from the same. Hence, it is important that the temperature should be kept in the neighborhood of the melting point of the material, or at best, only a few degrees above the same, in order that the life of the molds may be prolonged as much as possible. In working with the material at relatively low temperatures another difficulty is encountered, namely, the formation of air and gas bubbles, which appear on the surface of the record. These bubbles are sometimes caused by the trapping of air in the mold, even when great care is taken to avoid the difficulty, and some are caused by the decomposition of the material, in its original manufacture, or when scrap material is remelted. The low temperature at which the material is worked makes it more or less viscid, and hence the bubbles do not have the opportunity of freely escaping, but move sluggishly through the mass.

By the present invention the inventor is enabled to produce duplicate records in a highly efficient and economical manner, the material being maintained in a molten state at not necessarily less than a few degrees above the melting point, so as to prevent it from attacking and corroding the mold, while at the same time, the operation is such that air and gas bubbles are effectively prevented from appearing on the record surface. To this end the invention consists in the provision of apparatus for making duplicate records by centrifugal force, the mold being rotated at a sufficiently high speed and the molten material being introduced therein, so as to be forced outwardly and distributed evenly around the entire bore of the mold, the mold being heated to about the temperature of the molten material, so that when the molten material is introduced therein, it will not chill on the mold, but will retain its fluid state, thereby permitting its complete and uniform distribution to be effected and allowing all bubbles to be displaced and forced into or through the body of material. This forcing of the bubbles inwardly away from the surface of the record can be effected rapidly and perfectly, since the tendency of the material to displace the bubbles, (provided the speed of rotation is high enough) may be made very much more decided than if the bubbles are allowed merely to float to the surface as at the present time. Consequently, by using centrifugal force, bubbles may be effectively forced back from the record surface even when such bubbles are so minute that their tendency to rise to the surface of the material is not sufficient to overcome the natural viscosity of the

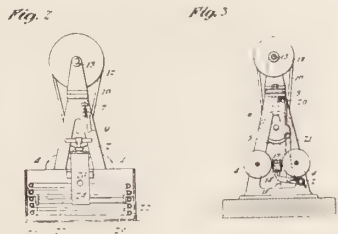
material. Yet, these very minute bubbles which are due to decomposition within the material are prominent enough to seriously affect the character of the reproduction. Having introduced the molten material in the rapidly turning mold, so as to uniformly distribute the material over the bore of the mold, it is of course important that the mold should continue to rotate until the material becomes hard enough to retain its shape, but obviously the speed of rotation can be gradually reduced as the material becomes gradually hardened.

It will of course be understood, that the general principles of the invention can be carried out in many different ways, and in many different forms of apparatus. Preferably, however, the apparatus is one in which a practically continuous process can be carried on, a succession of molds being at



all times undergoing treatment, so that when, for example, the step of introducing the molten material into one of the molds, is being carried out, the record will be practically finished in a previously introduced mold in which the several operations have been performed.

In the accompanying drawings, forming part of this specification, is illustrated a convenient appa-



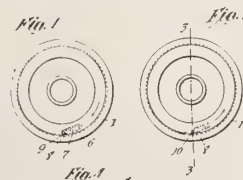
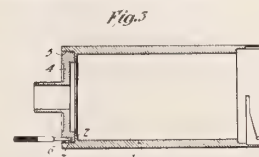
ratus for the purpose, said apparatus being simple in construction and capable of effective operation by comparatively unskilled labor.

In these drawings Figure 1 is a side elevation, partly in section, Fig. 2 a cross sectional view on the line 2-2 of Fig. 1, Fig. 3 a similar view on the line 3-3 of Fig. 1, Fig. 4 a horizontal sectional view on the line 4-4 of Fig. 1, Fig. 5 a longitudinal sectional view of the mold showing the end plates in position, and Fig. 6 an end view of the same illustrating the removable end plate.

PHONOGRAPH RECORD MOLD. Albert F. Wurth, Orange, N. J., assignor by mesne assignments to Thos. A. Edison, Inc., West Orange, N. J. Patent No. 1,027,788.

This invention relates to phonograph record molds or matrices of tubular form, and has for its object the provision of a removable end piece therefor, improved locking means being provided for preventing the removal of said end piece, said means being capable of being readily unlocked whenever it is desired to remove the end piece from the mold.

Figure 1 is an end view of a tubular mold having an end piece constructed in accordance with the invention and locked thereto; Fig. 2 is a similar view showing the manner in which the end piece is unlocked from the mold; Fig. 3 is a section on line 3-3 of Fig. 2, and Fig. 4 is a detail view showing the key or instrument for unlocking the end piece and the ball which forms a part of the lock.

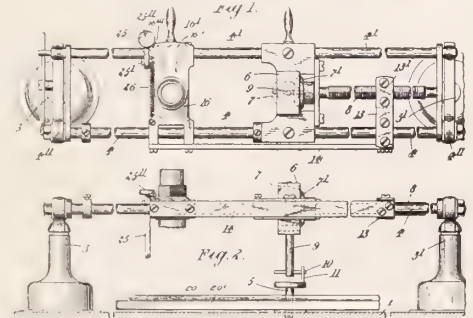


TALKING MACHINE. Hans Mikorey, Berlin, Germany, assignor to Lettrophones, Ltd., London, Eng. Patent No. 1,027,350.

This invention relates to talking machines and more especially to a guide for the sound-box holders thereof.

The machine is adapted for use as a recorder as well as a reproducer. The guide can be fitted to any machine as well as to apparatus especially constructed.

The novel features of the machine according to this invention consist broadly in the employment of a guide-bridge spanning the record tablet and capable of being thrown back about an axis parallel with its length, while it can also be lifted bodily together with a diaphragm-holder, a direct driving mechanism and a screw gear for traversing the diaphragm-holder for which it acts as a guide in its movement over the record; and in a construction and arrangement of the parts such that when the bridge is lifted the traversing gear is immediately disengaged from the driving motor, while conversely the bridge when lowered at any position of the traversing gear as promptly puts the latter into operation again by clutching with the said driving motor without the need of careful centering. It is preferred in such a mechanism that the bridge should have the diaphragm-traversing-guide in one half, and the screw or other traversing gear in the other half with a dividing box, wherein a direct gear drive, screw, or the like is contained. In addition to the two movements



which may be given to the bridge, the diaphragm-holder may itself be swung back about a pivot formed by one of the guide-bars of the bridge, and when so moved, takes the traversing nut out of engagement with the traversing screw.

A further feature is a device on the guide by means of which the sound-box is lifted from the record disc when the spindle is made to run idly.

Figure 1 is a plan showing only the bridge and its pertinent gear and omitting the base table and record tablet

of the machine; Fig. 2 is a side elevation with parts of the machine broken away; Fig. 3 is an end view of Fig. 2 showing one mode of mounting the bridge; Fig. 4 illustrates a somewhat different construction, and particularly an alternative mode of mounting the bridge; Fig. 4a shows a plan of Fig. 4; Figs. 5, 6 and 7 are detail views relating to the device of Fig. 4, and Fig. 8 is a perspective view of a detail usable on either form of machine as illustrated.

PHONOGRAPHIC RECORDING-STYLUS.

Thos. A. Edison, Llewellyn Park, Orange, N. J., assignor by mesne assignments to Thos. A. Edison, Inc., West Orange, N. J. Patent No. 1,024,839.

This invention relates to an improved phono-

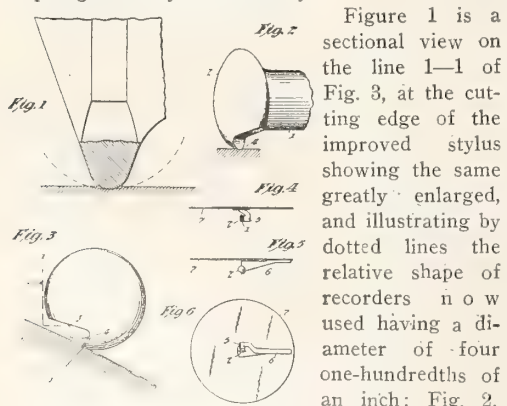
(Continued on page 60.)

graphic recording stylus, and the object is to provide a device for the purpose in which a very perfect curved cutting edge can be formed of very small diameter.

At the present time the available path on the blank for the accommodation of the record is one one-hundredth of an inch (.01"), since this is the standard pitch originally proposed by me and now adopted universally by talking machine manufacturers. The recorders at present used present a substantially circular cutting edge the diameter of which is about four one-hundredths of an inch (.04"). It is proposed to make phonograph records with a pitch of two hundred threads per inch, the advantages of which are explained in an application for letters-patent filed on even date herewith.

In order to form a record in a path one-half as wide as that now presented, and of the same depth as that now formed, the recording stylus should not, as might be supposed, be one-half the diameter, but it is necessary that it should be substantially one-fourth the diameter of that now employed, namely, about one one-hundredth of an inch. Even in the manufacture of a recording stylus four one-hundredths of an inch in diameter the operation is a difficult one, requiring labor of the highest skill, machines of great delicacy of adjustment and construction, and most of the operations have to be performed under the microscope. Yet with these precautions there is very considerable loss by breakage, since the material used, sapphire, although extremely hard, is very brittle and of little bodily strength, so that it chips and cracks readily. To attempt to form a recording stylus only one one-hundredth of an inch in diameter of this material by present processes and machines, and of the present type or form, might be possible as a mechanical phenomenon, but is not believed it can ever be done in a commercially practical way. The inventor has sought to modify the shape of the recording stylus whereby it may be readily made with a cutting edge of smaller diameter and at the same time its shape will be such that the production of sharp angles is avoided, and sufficient material always presented to reduce cracking or chipping to a minimum.

This improved recording stylus comprises a shank on the end of which is formed a circular or parti-circular head somewhat like the head of a pin, whose periphery presents in cross section the proper curve for the cutting edge, and the head is cut away or notched to result in the production of a cutting edge somewhat similar to that employed on an enormously larger scale in a shape tool. The stylus is obtained is mounted in a suitable socket so that the cutting edge will be properly presented to the blank, and is carried by or affixed to the diaphragm in any suitable way.



a perspective view of the improved stylus enlarged to one-fourth the scale of Fig. 1; Fig. 3, a front view of the same on the same scale as Fig. 2, and showing the stylus engaging a blank; Fig. 4, an end view of the stylus on a smaller scale, showing the same mounted on a diaphragm; Fig. 5, a front view of the same, and Fig. 6 a plan view of the same.

PHONOGRAPH REPRODUCER. Alexander N. Pierman, Newark, N. J., assignor by mesne assignments to Thos. A. Edison, Inc., West Orange, N. J. Patent No. 1,024,697.

This invention relates to phonograph reproducers of the pneumatic type, or, generally speaking, of the type in which undulations corresponding to sound waves are impressed upon a current of any

suitable moving fluid by the operation of a suitable valve through which the fluid is allowed or caused to pass, the valve being operated in accordance with the sound waves as by connection with a reproducing stylus tracking a record groove. There is filed in the United States Patent Office an application Serial No. 493,281 on May 1, 1909, in which is disclosed and claimed broadly a phonograph reproducer of this general type in which the valve or vibratory member or members were of minimum mass, whereby defects due to inertia and momentum of parts are largely avoided. In the application referred to, thin, reed-like members are interposed in the path of the moving fluid current and are vibrated in accordance with sound vibrations to be reproduced to set up corresponding undulations in the moving fluid current passing through the sound box. Specifically, in the application referred to a port plate is provided having one or more slit-like ports therein upon which are seated the thin, reed-like members which are placed under tension and secured rigidly to the port plate at both ends. These members are joined together and flexed by connection with the stylus to vary the extent of opening of the ports to a greater or less extent.

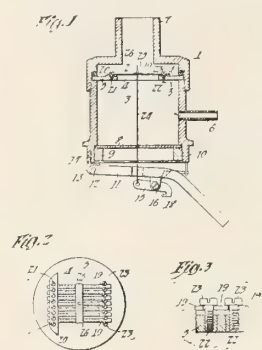


Figure 1 is a side elevation, partly in section, of a sound reproducer embodying the invention. Fig. 2 is a plan view of the port plate with the valve members secured thereto. Fig. 3 is an enlarged cross section on line 3-3 of Fig. 1.

SOUND REPRODUCER. Alexander N. Pierman, Newark, N. J., assignor by mesne assignments, to Thos. A. Edison, Inc., West Orange, N. J. Patent No. 1,024,696.

This invention relates to phonograph reproducers of the pneumatic type, or, generally speaking, of the type in which undulations corresponding to sound waves are impressed upon a current of any suitable moving fluid by the operation of a suitable valve through which the fluid is allowed or caused to pass, the valve being operated in accordance with the sound-waves as by connection with a reproducing stylus tracking a record groove.

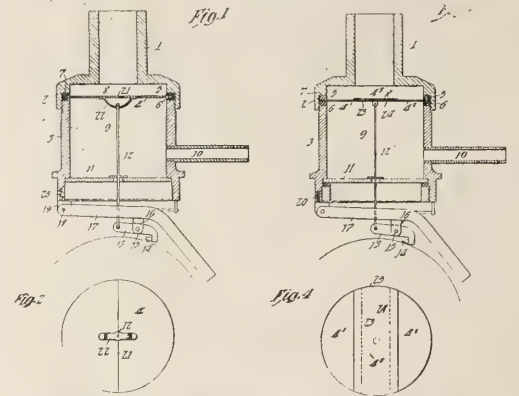
The improvements covered by the present application reside chiefly in the construction of the valve through which the air or other moving fluid is caused to pass in setting up the undulations corresponding to the sound-waves.

The chief object of this invention is the production of a sound reproducer having a vibratory member which serves to set up vibrations corresponding to sound waves in the well known manner when the device is operated under atmospheric pressure, that is to say, when a moving fluid is not progressed therethrough, the vibratory member or diaphragm being so formed as to act as a valve under abnormal or forced fluid pressure, that is to say, when a current of air or other fluid passes through the reproducer, the valve, which is then formed by the vibratory member, serving to set up undulations in the current of fluid passing therethrough in accordance with the sound-waves to be reproduced.

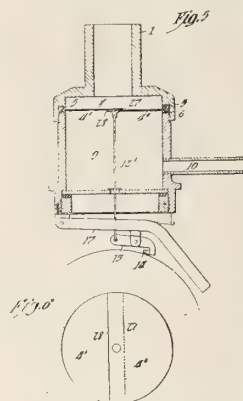
Other objects of the invention include the production of a diaphragm so formed as to be capable of vibration in accordance with sound vibrations under atmospheric pressure and capable of opening more or less in accordance with sound vibrations to form a port for the passage of fluid therethrough under forced fluid pressure, and the construction and combinations of parts suitable for the production of the objects above enumerated.

Figure 1 is a side elevation, partly in section, of a sound reproducer embodying a form of the in-

vention; Fig. 2 is a bottom plan view of the diaphragm or vibratory member employed in the same; Fig. 3 is a side elevation, partly in section,



of a reproducer embodying a second form of this device, Fig. 4 representing a top plan view of the vibratory member employed in the same; and Figs. 5 and 6 represent respectively a side elevation, partly in section, of a reproducer embodying a third form of this device, and a bottom plan view of the vibratory member employed in the same.



SUPPORT AND SOUND-DUCT FOR SOUND-BOXES. Thomas H. MacDonald, Bridgeport, Conn., assignor to American Graphophone Co., same place. Patent No. 1,024,640.

This invention relates to talking machines, particularly the so-called tone arm for use with graphophones or other talking machines, and is especially adapted for use with the so-called Grafonola or graphophone enclosed within a cabinet which conceals its horn, though of course it can be used with other types.

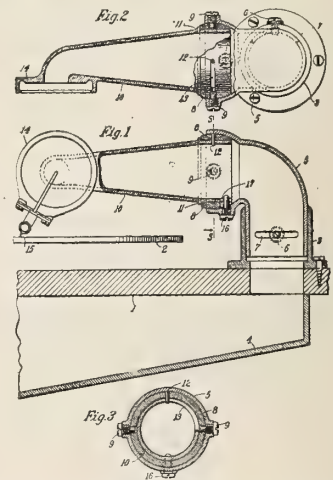


Figure 1 is a side view, partly in vertical section, of a tone-arm embodying this invention and applied to a Grafonola; Fig. 2 is a top view of the same, partly in horizontal section; and Fig. 3 is a transverse section, viewed from the right, through lines 3-3 of Fig. 1.

60 YEARS' EXPERIENCE

PATENTS

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RECORD BULLETINS FOR JULY, 1912

VICTOR TALKING MACHINE CO.

No.	Title.	Size.
17090	Cappa's 7th Regiment March (Quinn) with special drum effects....Arthur Pryor's Band	10
	Skyrocket March (Grafulla) with special drum effects....Arthur Pryor's Band	10
17081	Movin' Man, Don't Take My Baby Grand! (Kalmarsnyder).....Al Jolson	10
	Ragging the Baby to Sleep (Gilbert-Muir).....Al Jolson	10
17082	Under the Love Tree (Brown-Grant) with Will Oakland.....Heidelberg Quintet	10
	Mammy's Shufflin' Dance (Gilbert-Gideon).....American Quartet	10
17089	I'd Love to Live in Loveland with a Girl Like You (Williams).....Walter J. Van Brunt	10
	Daddy (Brown-Ayer).....American Quartet	10
17090	That Shippers Slide Trombone (Williams-Van Alstyne).....American Quartet	10
	Ragtime Cowboy Joe (Clarke-Muir-Abrahams).....Bob Roberts	10
17091	Baboon Baby Dance Two-Step, "Gaby, Glide," "Let Me Be the First One, Dearie," "That Baboon Baby Dance"....Arthur Pryor's Band	10
	Everybody's Doin' It Two-Step Medley (Berlin-Snyder) "Take a Little Tip from Father," "Ragtime Violin," "I Want to be in Dixie," "Everybody's Doin' It Now".....Arthur Pryor's Band	10
17092	The Ragtime Drummer (Lent) Drum Solo, accomp. by Pryor's Band.....Jas. I. Lent	10
	Iffa-Saffa-Dill (Brown) Xylophone, orch. accomp.William H. Reitz	10
17093	Remember Me to My Old Gal (Moriarty-Walsh-Brown).....Walter J. Van Brunt	10
	When You're Lonesome Don't Forget My Number (Esrom-Morse).....Campbell-Burr	10
17094	I Got You Stevel! (Morton).....Eddie Morton	10
	That Precious Little Thing Called Love (The Riddle Song) (Mack).....Collins and Harlan	10
17095	Whistle It, from "The Wall Street Girl" (Bryan-Clarke-Schwartz).....Ada Jones	10
	A Girl Like Me, from "Winsome Widow" (Hubbell).....Elizabeth Wheeler and Lyric Quartet	10
17096	Autumn (Saviour, Breathe an Evening Blessing) (Von Esch).....Trinity Choir	10
	God is Love (Shelley).....Lyric Quartet	10
17097	Tell Me, Sweet Rose, (McKeon-Frantzen).....Henry Burr with Quartet Chorus	10
	Down de Lover's Lane (Dunbar-Cook).....Peerless Quartet	10
17098	On the Road to Mandalay (Kipling-Prince).....Earl Cartwright	10
	The Outlaw's Song, from "Prince Ananias" (Dixon-Herbert).....Frederick Wheeler	10
17099	Hear that Orchestra Rag (Brannen-Hollander).....Peerless Quartet	10
	Pucker Up Your Lips, Miss Lindy (A. Von Tilzer).....American Quartet	10
17100	Narcissus (Nevin) Transcription for piano, forte, Ferdinand Himmelreich	10
	The Last Hope (Gottschalk) piano forte, Ferdinand Himmelreich	10
17101	To a Wild Rose (MacDowell) violin J. Hoffmann	10
	Serenade (Pierrot) Violin J. Jacques Hoffmann	10
17102	My Sumurun Girl (Sung at the Winter Garden) (Jolson-Hirsch).....Walter J. Van Brunt	10
	Please Don't Take My Lovin' Man Away (Van Tilzer) (quartet chorus).....Edna Brown	10
35226	Texas Minstrels, introducing "Golden Wedding," "Angel Gabriel," "Bye, Bye, My Eva, Bye Bye".....Victor Minstrel Company	12
	South Carolina Minstrels, introducing "Bully Song," "Black Jim," "Just Kiss Yourself Good-Bye".....Victor Minstrel Company	12
31858	Gems from "Rob Roy".....Smith-de Koven	12
31864	Natoma Selection.....Victor Herbert	12
	Lucy Isabelle Marsh, Soprano, Purple Label, 12-in.—In English.	12
70072	Sunshine Song (Solvel's Lied).....Grieg	12
	Victor Opera Quartet, Purple Label, 12-in.	12
70073	Rigoletta Quartet (Act III) Bella, figlia dell'amore (Fairest Daughter of the Graces) Verdi	12
	NEW RED SEAL RECORDS.	
	Enrico Caruso, Tenor.—In English	
88378	The Lost Chord.....Proctor-Sullivan	12
88376	Dreams of Long Ago.....Carroll-Carusio	12
	Victor Herbert, Cellist, Piano Accompaniment by Rosario Bourdon	10
64240	The Angel's Whisper.....Samuel Lover	10
74300	Simple Aveu (Simple Confessions) (Romance sans paroles).....Thome	12
	John McCormack, Tenor.—In English.	
64260	Silver Threads Among the Gold.....Danks	10
	Vladimir de Pachmann, Pianist.	
74301	La fileuse (The Spinner).....Raff-Henselt	12
	Alma Gluck, Soprano—Louise Homer, Contralto.—In English.	
88375	Hymn of Praise—I Wanted for the Lord.....Mendelssohn	12
	A DRAMATIC FREISCHUTZ AIR BY JOURNET.	
	Marcel Journet, Bass.—In French.	
64236	Freischütz—Neou, qu'il me m'eschappe pas (Caspar's Air).....Weber	10
	Efrem Zimbalist, Violinist, Piano accompaniment by Sam Chotzinoff.	
64261	Orientale (No. 9, Kaleidoscope).....César Cui	10
	Maud Powell, Violinist, Piano accompaniment by Waldemar Liachowsky.	
64262	Zigeunerweisen, Op. 20 (Gypsy Dance).....De Sarasate	10
	Palquere Amato, Baritone (with Metropolitan Opera Chorus)—In Italian.	
87105	Il Guarany—Senza tetto (Act II).....Gomez	10
	Margarete Matzenauer, Contralto; Pasquale Amato, Baritone (with Metropolitan Opera Chorus)—In Italian.	
89061	Carmen—Se tu m'ami (If You Love Me) Act IV.....Bizet	12
	Johanna Gidski, Soprano.—In German.	
88377	Lohengrin—Euch luffen du mein Kiagen (Ye Wandering Breezes) Act II.....Wagner	12
	Frances Alda, Soprano.—In French	
97096	Romance.....Bourget-Debussy	10
	NEW EDUCATIONAL RECORDS.	
	From "Folk-Dance Music"—Burchenal-Crampton.	
17083	(a) Tarantella (Italian Folk-Dance) Victor Band	10
	(b) The Ace of Diamonds (Danish Folk-Dance) Victor Band	10
17084	(a) Klappdans (Swedish Folk-Dance) Victor Band	10
	(b) Shoemaker's Dance (Danish Folk-Dance) Victor Band	10
17085	(a) Fialnaspolska (Mountain Polka) (Swedish Folk-Dance) Victor Band	10
	(b) Bieking (Swedish Folk Dance) Victor Band	10
	From "Folk-Dances and Singing Games"—Elizabeth Burchenal.	
17086	(a) Morris Dance—Laudnum Bunches (English Folk-Dance) Victor Band	10
	(b) Carrousel (Merry-Go-Round) (Swedish Sing-	

1434	Where Love Is King (In Beautiful Star Land).....J. Lu Young
1448	Let Me Call You Sweetheart.....Geo. W. Ballard
1468	Bendemeere's Stream.....Albert J. Wiederhold
1475	Tancredi Overture.....J. Louis von der Mehden and Orchestra
1484	Sweet Genevieve.....Oakland & Thompson
1496	Keep Away from a Married Man, from "The Quaker Girl".....H. Hindermeyer
1501	That Precious Little Thing Called Love.....Collins and Harlan
1504	Oh, Mr. Dream Man.....Ada Jones
1506	Ancient Court Whisperings—Gavotte (Bells).....Albert Benzler with Orchestra
1507	Awakening of the Lion.....U-S Concert Band
1517	That Raggedy Rag.....Peerless Quartet
1524	That Baboon Baby Dance.....Collins and Harlan
	TWO-MINUTE RECORDS.
403	Bohemia—That Is My Home Land.....Kryl
414	Just a Wearin' for You.....Wheeler
467	Campin' on De Ole Suwanee.....Van Eps & Benzler
469	I'm Going Back to Old Virginia (Duet).....Burr & Campbell
477	Call of America (Band).....J. Louis von der Mehden
486	The Trolley Car Swing.....Walter Van Brunt

COLUMBIA PHONOGRAPH CO.

Double disc.	12-INCH SYMPHONY DISC RECORDS.	Single disc.
A5385	Il Trovatore—Ah! si ben mio coll'essere (Ah! yes, beloved maid)—Verdi. Tenor Solo in Italian, orch. accomp.Leo Slezak	30993
	Otello—Ora e per sempre addio (Ah, now, farewell forever!)—Verdi. Tenor Solo in Italian, orch. accomp.Leo Slezak	30991
A5387	Aida—Ritorna vincitor (Return with victory crowned)—Verdi. Soprano Solo in Italian, orch. accomp.Emmy Destinn	30971
	Aida—I sacri nomi (These sacred names)—Verdi. Soprano Solo in Italian, orch. accomp.Emmy Destinn	30972
	10-INCH SYMPHONY DOUBLE-DISC RECORD.	
A1162	Maryland, My Maryland—Words by Randall Baritone Solo, String Quartet and Piano accomp.Cecil Fanning	
	Disc—Dan Fennes, Baritone Solo, String Quartet and piano accomp.Cecil Fanning	
	10-INCH DOUBLE-DISC BLUE-LABEL RECORDS.	
A1154	Invictus—Bruno Huhn. Baritone Solo, orch. accomp.Bertram Schwahn	
	Over the Desert—Lawrence Kellie. Baritone Solo, orch. accomp.Bertram Schwahn	
A1158	Faust—Sword Scene—Shai tu poter di Demon (Against the power of evil)—Gounod. Baritone Solo and Chorus in Italian, orch. accomp.Cesare Alessandroni and Grand Opera Chorus	
	La Traviata—Di Provenza il mar il suol (From your home in fair Provence)—Verdi. Baritone Solo in Italian, orch. accomp.Cesare Formiche	
A1159	Humantic Scene—Mike and Meyer—Weber and Fields. Vaudeville Sketch, orch. accomp.Joe Weber and Lew Fields	
	Drinking Scene—Mike and Meyer—Weber and Fields. Vaudeville Sketch, orch. accomp.Joe Weber and Lew Fields	
A1168	Mosquito Trust—Mike and Meyer—Weber and Fields. Vaudeville Sketch, orch. accomp.Joe Weber and Lew Fields	
	Heinie at College—Mike and Meyer—Weber and Fields. Vaudeville Sketch, orch. accomp.Joe Weber and Lew Fields	
A1160	In the Shadows—Finck-Ellis. Piano Solo.M. Ellis	
	Arrangement of "Alexander's Ragtime Band" (Berlin) and the Magic Fire Scene from "Die Walkure" (Wagner). Piano Solo.M. Ellis	
A5386	A Stein Song—Frederic Field Bullard. Tenor and Bass Duet, orch. accomp.Reed Miller and Frank Croxton	
	Robin Hood—Brown October Ale—De Koven. Bass Solo, orch. accomp.Frank M. Conly	
A5888	The Quaker Girl—Vocal Gems—Monckton. Operatic Selection, orch. accomp.Columbia Light Opera Company	
	The Quaker Girl—Selections—Monckton.Prince's Orchestra	
	10-INCH DOUBLE-DISC RECORDS.	
Y30	Alpha Oe. Vocal Duet—Mme Alapai and H. N. Clark	
	Waialae (Waltz Song). Vocal Solo with Chorus.Harry Clark and Kaai Glee Club	
A1155	America (My Country 'Tis of Thee). Vocal Chorus, Mixed Voices, orch. accomp.Columbia Mixer Chorus	
	Battle Hymn of the Republic—Words by Julia Ward Howe. Vocal Quartet, Mixed Voices, orch. accomp.Columbia Mixed Quartet	
A1156	America—Overture on National Airs, Part I—Theodore Moses.Prince's Military Band	
	America—Overture on National Airs, Part II—Theodore Moses.Prince's Military Band	
A1157	Herd Girl's Dream—August Labitzky. Violin, Flute and Harp Trio.....Geo. Stehl, Marshall P. Lufsky and Paul Surth	
	Paraphrase on Die Lorelei—Nesvadba.....Prince's Orchestra	
A1161	Good-Night, Mr. Moon—A. Von Tilzer. First and Second Tenor Duet, orch. accomp.Albert Campbell and Henry Burr	
	Something's Going to Happen to You—Theodore Morse. First and Second Tenor Duet, orch. accomp.Albert Campbell and Henry Burr	
A1163	Society Bear—Irving Berlin. Tenor and Baritone Duet, orch. accomp.Byron G. Harlan and Arthur Collins	
	That Precious Little Thing Called Love (Riddle Song)—Smith and Mack. Baritone and Tenor duet, orch. accomp.Arthur Collins and Byron G. Harlan	
A1164	I'm Afraid, Pretty Maid, I'm Afraid—Irving Berlin. Soprano and Tenor Duet, orch. accomp.Ada Jones and Walter Van Brunt	
	Cabaret Rag—Tierney.....Prince's Band	
A1165	Ted Snyder's Medley Overture, No. 3—Part I. Prince's Orchestra	
	Ted Snyder's Medley Overture, No. 3—Part II. Prince's Orchestra	
A1166	Serenade d'Amour—Franz Von Blon....Ellery Band	
	Old Comrades March—C. Tirke....Ellery Band	
A1167	Salome Intermezzo—Wm. Lorraine....Ellery Band	
	The Songs of the Village Women—Constantino, Ellery Band	
	12-INCH DOUBLE-DISC RECORDS.	
A5383	The Rye Waltzes (On Scotch Melodies)—MacLaughlin. Dance Music.....Prince's Orchestra	
	Through Battle to Victory—Franz Von Blon. Dance Music, March and Two-Step.....Prince's Orchestra	
A5389	Les Millions d'Arlequin—Serenade—Drig.....Ellery Band	

(Continued on page 62.)

THOMAS A. EDISON, INC.

AMBEROL CONCERT.	
28020	Annie Laurie.....Christine Miller
28021	A Song of Thanksgiving.....Charles Hackett
28022	Simplicious Waltz.....Armand Veevey and His Hungarian Orchestra
AMFEROL RECORDS.	
1040	Fourth of July Patrol.....New York Military Band
1041	I'm A-bringing Up the Family.....Irene Franklin
1042	Timmy Valentine.....Peerless Quartet
1043	Till the Sands of the Desert Grow Cold.....Donald Chalmers
1044	Souvenir.....Demetrius C. Dounis
1045	Absent.....Elvabeth Spencer and C. W. Harrison
1046	Hear the Pickaninny Band.....Walter Van Brunt and Chorus
1047	Oh, Mr. Dream Man.....Ada Jones
1048	Allerdeen March.....John Kimmble
1049	The Gaby Glide—"Winter Garden".....Billy Murray
1050	That Baboon Baby Dance.....Collins and Harlan
1051	Mammy's Shufflin' Dance.....Billy Murray and Chorus
1052	Serenade.....The Tollefsen Trio
1053	The Girl I'll Call My Sweetheart Must Look Like You.....Walter Van Brunt
1054	I Am With You.....Harvey Hindermeyer and Danold Chalmers
1055	My Laddie.....Irene Armstrong
1056	A Day in Venice (Suite) No. 2—(a) Venetian Love Song; (b) Good Night.....American Standard Orchestra
1057	All Hall, Thou Dwelling Lowly!.....Chas. W. Harrison
1058	O Gladsome Light and the Lord's Prayer—Chant.....Fifth Avenue Presbyterian Church Choir
1059	Hear Me! Ye Winds and Waves!.....Frank Croxton
1060	King Chantecler—Rag Two-Step.....National Promenade Band
1061	Ave Maria—Adapted to intermezzo from "Cavaleria Rusticana".....Ralph Errolle
1062	I'd Love to Live in Loveland with a Girl Like You.....Walter Van Brunt
1063	Be Happy.....Edison Mixer Quartet
1064	That Skeleton Rag.....Premier Quartet
STANDARD RECORDS.	
10561	Santa Lucia March.....H. M. Irish Guards Band
10562	My Father was Born in Killarney.....Billy Williams
10563	Aubade Printaniere.....Victor Herbert and His Orchestra
10564	When I Was Twenty-one and You Were Sweet Sixteen.....Joseph A. Phillips
10565	I Would Like to Try It.....Premier Quartet

U-S PHONOGRAPH CO.

FOUR-MINUTE RECORDS.	
1380	I Would Still Love You.....Jones and Van Brunt
1394	Any Place the Old Flag Flies, from "The Little Millionaire".....Walter Van Brunt
1400	Canada—Our Father's Land of Old.....H. H. McClaskey

RECORD BULLETIN FOR JULY, 1912.

(Continued from page 61.)

- Minuet Antique (Wood-wind only)—Boccherini Ellery Band
 A5390 Lucia di Lammermoor—Sextet—Donizetti Ellery Band
 Il Trovatore—El Miserere—Verdi Ellery Band
 A5391 On Tip Toe—De Angelis Ellery Band
 The Little English Girl March—Delle Cese Ellery Band
- COLUMBIA DOUBLE-DISC RECORDS—FOREIGN SERIES
 10-INCH BLUE-LABEL BOHEMIAN DOUBLE-DISC RECORDS.
 E941 Poledne v Praze. Trio sung by Tichy, Sládek and Slavinska, orch. accomp.
 Ach Má Milá Andulko. Xylophone Solo, orch. accomp.
 E942 Pauljani Popevky, Part IV (Konopásek). Played by Postkapelle.
 Zahradko March (Kovarík). Played by Postkapelle with Song.
 E943 Cikánsky Baron (J. Strauss). Soprano and Tenor Duet sung by Micková and Lubin, orch. accomp.
 Karntnerlieder March (Seifert). Played by Military Band.
- 10-INCH POLISH DOUBLE-DISC RECORDS.
 E956 Gonda Luba z Oper. "Rozwodka" (Fall). Napoleon Sawicki, art. teatru lwowskiego.
 Skarbie Jak Ty Tanczysz z Oper. "Rozwodka" (Fall). Napoleon Sawicki, art. teatru lwowskiego.
 E957 Romans Do Ksiezyca (Czesz I) z Oper. "Jesienne Manewry" (Kalmann). Napoleon Sawicki, art. teatru lwowskiego.
 Romans Do Ksiezyca (Czesz II) z Oper. "Jesienne Manewry" (Kalmann). Napoleon Sawicki, art. teatru lwowskiego.
 E958 Mów Do Mnie Jeszcze, Piesn (Rutkowski). Napoleon Sawicki, art. teatru lwowskiego.
 Stracone Szczescie, Piesn (Sprowacker). Napoleon Sawicki, art. teatru lwowskiego.
 E959 Piesn Freda z "Ksiezniczki Dolarów" (Fall). Napoleon Sawicki, art. teatru lwowskiego.
 Calowac Sie Nie Grzech, Walc (Eysler). Napoleon Sawicki, art. teatru lwowskiego.
 E960 Powrót Mam, Komiczne Bajeczka, Zejdowski, Lwow Przedslone Rady Mateczki, Komiczne, Zejdowski, Lwow.
 E961 "Postep" Czesz Druga, Komiczne, Zejdowski, Lwow. "Postep" Czesz Pierwsza, Komiczne, Zejdowski, Lwow.
 E962 Sztuka Pod Psem, Zejdowski, Lwow. Goldrehen Walc, Karasinski Orkiestra.

UNIVERSAL TALKING MACHINE CO.

- ZON-O-PHONE DOUBLE RECORD DISCS, 10-INCH.
 Zon-o-phone Concert Band.
 5916 A—Take a Little Tip from Father—Medley Two-Step Berlin-Snyder
 B—Jolly Elks Patrol Hugo Frey
 Miscellaneous Selections with Orchestra Accompaniment.
 5917 A—Maple Leaf "Rag" (Banjo Solo; Fred Van Eps)
 B—Spanish Waltz (La Gran Via) (Zon-o-phone Orchestra)
 5918 A—Tony from America (Miss Mae Jennings)
 B—Keep Away from a Married Man (Billy Murray), from "The Quaker Girl"
 Clifton Crawford
 5919 A—Lead Me to That Beautiful Band (Arthur Collins and Byron G. Harlan)
 B—Mister Pat O'Hare (W. H. Thompson)
 Ben H. Burt
 5920 A—Since My Margaret Became De Suffragette (Maurice Burkhardt)
 B—The Cobweb Man (Miss Ada Jones)
 Egbert Van Alstyne
 5921 A—Pucker Up Your Lips, Miss Lindy (Al Campbell and Henry Burr)
 B—Sleep, Little Baby of Mine (Mrs. Edith Chapman Gould)
 Charles Dennee
 5922 A—Your Daddy Did the Same Thing Fifty Years Ago (Billy Murray)
 B—Drifting (Miss Dorothy Hammond and Walter Van Brunt)
 W. R. Williams
 5923 A—My Marguerite (Wm. Wheeler)
 B—The Song of the Cavalry Sabre (James F. Harrison)
 E. M. Grant
 5924 A—When Uncle Joe Plays a Rag on His Old Banjo (Arthur Collins)
 B—Call Me Back Again (Miss Elsie Baker)
 P. H. McElhinny
 5925 A—When the Roses Bloom (Harvey Hindermeyer)
 B—Mother o' Mine (Vernon Archibald)
 F. E. Tours
 5926 A—Irish Vaudeville Sketch (Ada Jones and Steve Porter)
 B—Down in the Old Town Hall (Walter Van Brunt)
 Geo. Evans
 5927 A—Same Old Love (Alice Stevenson and Henry Burr)
 B—Thy Toreador (Wm. F. Hooley)
 Joseph Roeckel
 German Songs with Orchestra Accompaniment
 5928 A—J. K. Emmett's German Yodel
 B—Du-Du with Yodel
 George P. Watson

VALUE OF DETERMINATION.

The Only Quality That Will Down the Obstacles to a Successful Business Career.

Determination has quite as much as means or opportunity to do with giving one success. If a man is determined to do, he will be likely to do whether things favor or oppose him. If a man makes up his mind that, as things are, he cannot do what he ought to do, or would like to do, he will not be likely to accomplish anything, however circumstances combine to help him. "Only Omnipotence can hinder a determined man," and Omnipotence will not oppose a determined man who is set in the right direction. It is not the opportunity that a man has, or the tools that are available to him, but it is the determination with which he pushes on against unfavorable circumstances, and with which he uses such tools as are available, that settles the question of how much he amounts to and what he accomplishes in life.—The Caxton.

FIGHTING THE OLDFIELD BILL.

The Correspondence of J. C. Roush, Secretary of the National Association of Talking Machine Jobbers, with Senator Smoot on the Price Maintenance Question.

The National Association of Talking Machine Jobbers has been very active, through Secretary J. C. Roush, in opposing the Oldfield bill, which proposes a change in the patent law bearing upon price maintenance. In response to a letter of protest sent to Senator Reed Smoot, Mr. Roush received the following letter, under date of May 15:

"Dear Sir—I desire to acknowledge the receipt of your letter of May 6, 1912, urging me to oppose any change in the present patent laws that may affect price maintenance, and calling my attention to the millions of capital invested in the talking machine business, and stating that any change in the patent laws that would prevent the manufacturer of a patented article from prescribing the retail price of his patented goods would be a serious blow to all dealers in your line of business. While I was chairman of the Committee on Patents of the Senate this question was considered, and at that time I was opposed to the measure. Unless there are some good reasons given why a change should be made, I would still be inclined to my former view. I shall give this matter my most careful attention.

"Yours very truly,

"REED SMOOT."

On May 25 Secretary J. C. Roush again wrote Senator Smoot as follows:

"Dear Sir—I thank you very much for your courteous and interesting letter of May 15 in reply to mine of the 6th, and while I have no doubt that you have been flooded with many letters on this subject, I feel that in fairness to the interests I represent, as secretary of the National Association of Talking Machine Jobbers, I should again write you on this subject.

"Without going into the technical end of the discussion, or without using many of the now hackneyed arguments as to the extensive real rights of the owners of patents, there are a few points that I will merely touch upon.

"It may be that our patent laws require some modification, but it is my firm conviction that there is no real hardship worked upon the public itself by leaving with the patentees the right to distribute their merchandise and their products as they may see fit.

"If a man does not wish to eat the patented breakfast foods, he certainly can revert to the old-fashioned oatmeal mush, which is probably the best and most wholesome of them all; if he does not wish to drink or pay the price of the various patented medicines, in all probability it may be for his good if he is thereby forced to revert to goose grease, quinine and calomel.

"It would seem to me that between getting few, if any patents at all, in consequence of removing the emoluments which flow to the patentees, or being in receipt of an abundance of valuable patents in consequence of the monopoly which follows their possession, the latter condition is by far the more desirable, especially when the situation, in the great majority of cases, is made a perfectly

agreeable and comfortable one to the purchasing public by the reasonable prices fixed by patent owners, and this has no doubt been suggested by thousands of letters which have flowed into the Congress of the United States opposing any unreasonable or damaging alteration of our patent law.

"Patented articles, which are manufactured in quantities in an economical manner, and distributed most largely by an economical distribution, are not those which the public are complaining regarding the prices of (and their common sense would make them do so if that same common sense did not tell them that they were reasonably priced), but rather the necessities of life, food products—hay, corn, heat and all those articles not protected by a patent law, but rather assisted in the economic production of by protective and economically operated patented machinery.

"I hope that the President's suggestion for the appointment of a commission to study and suggest modification, if necessary, of our patent laws will meet with your endorsement.

"Again thanking you for your kind consideration, I beg to remain,

"Yours most respectfully,

"J. C. ROUSH, Secretary."

DRAWING POWER OF A SMILE

Often as Important in Building Up Trade as Quality of Goods and Prices—Smiling Is Contagious.

A successful merchant in speaking of the many characteristics that help men along the road to success spoke emphatically of the drawing power of the smile:

"A customer frequently does not stop to think why he prefers to patronize one store rather than another, but if you analyze the reason you will often find that, other things being equal, it is a friendly smile that attracts him, and makes him feel at home in your place. A wholesome smile breeds confidence, makes a man feel that you are his friend and that you will receive fair treatment at his hands.

"How much easier it is to transact business with a man when you have greeted him with a pleasant smile! Like pouring the proverbial oil on the troubled waters, it immediately eliminates friction. A smile requires so little effort and the results are so far-reaching it is surprising that it is not more assiduously cultivated.

"You may not always feel like extending this pleasant welcome, but when you realize how handsomely it pays—and how inexpensive it is—it will gradually become easier for you to overcome your personal feelings. The peculiar part about it is that it reacts beneficially on yourself, often dissolving the frown which you have allowed to possess you.

"Smiling is contagious, and if you cultivate the habit of smiling, those about you will presently assume this attitude."

The man who coincides with the judgment of every acquaintance is a mere mirror, simply reflecting the characteristics of others, lacking in strength—a human chameleon, changing his colors as he changes his surroundings.

Leading Jobbers of Talking Machines in America

Paste This Where You Can Always See It!

MR. DEALER:

We refer all Talking Machine inquiries coming from towns where we are represented by dealers to the dealer or dealers in that town.

VICTOR and EDISON JOBBERS

Lyon & Healy

CHICAGO

Leading Jobbers of Talking Machines in America

HARGER & BLISH
JOBBER

**VICTOR
EDISON**

It's worth while knowing we never substitute a record. If it's in the catalog we've got it.

Dubuque, Des Moines and Sioux City
IOWA

Try Our Hurry-Up Service



on VICTOR,
EDISON and
REGINA.

We make a specialty of getting
the order out on time—every time.

The Rudolph Wurlitzer Co.
Cincinnati and Chicago

Two points of supply; order from the nearer

CHASE & WEST
DES MOINES, IOWA

Machines
Records
Cabinets

Victor

Everything
in stock all
the time.

Exclusively Victor Distributors

WHOLESALE To Iowa Trade RETAIL

Send us your name and address and we will mail you postpaid complete illustrated catalogues, giving detailed information concerning all Victor products. Showing the various styles of Victor Machines, list of all Victor Records, the entire line of Victor Cabinets, Repair Parts and all Accessories. Dealers, let us help you build a Victor business.

SOLE JOBBERS OF ZONOPHONE GOODS
IN GREATER NEW YORK

Greater New York Phonograph Co.

'Phone, 3425-3426 Orchard 308-310 Grand St., N. Y.

Repairs and Parts For Dealers in All Lines A Specialty

IF YOU'RE IN WESTERN MICHIGAN
it will be money in your pocket to order

Victor Machines and Records
...of...

JULIUS A. J. FRIEDRICH

30-32 Canal Street, Grand Rapids, Michigan

Our Motto: Quick Service and a Saving
in Transportation Charges

PERRY B. WHITSIT

L. M. WELLER

PERRY B. WHITSIT CO.,

213 South High Street, Columbus, Ohio.

Edison Phonographs and Records **JOBBER** Victor Talking Machines and Records

**OLIVER
DITSON
COMPANY**

BOSTON

Largest VICTOR Talking
Machine Distributors East
of Chicago.

Creators of "The Fastest Victor
Service." Let us tell you more
about our service.



Where Dealers May Secure
Columbia Product

Ready, Full Stocks, and Prompt
Deliveries from Convenient
Shipping Centers all
over the United
States

Distributors

Atlanta, Ga., Columbia Phonograph Co., 82-84 N. Broad St.
Baltimore, Md., Columbia Phonograph Co., 204 W. Lexington St.
Birmingham, Ala., Columbia Phonograph Co., 2025 Second Ave.
Boston, Mass., Columbia Phonograph Co., 174 Tremont St.
Buffalo, N. Y., Columbia Phonograph Co., 622 Main St.
Chicago, Ill., Columbia Phonograph Co., 101 N. Wabash Ave.
Cincinnati, O., Columbia Phonograph Co., 117-119 W. Fourth St.
Cleveland, O., Columbia Phonograph Co., 913 Euclid Ave.
Dallas, Tex., Columbia Phonograph Co., 1403 Main St.
Denver, Colo., Columbia Stores Co., 505-507 Sixteenth St.
Detroit, Mich., Columbia Phonograph Co., 114 Broadway.
Hartford, Conn., Columbia Phonograph Co., 719 Main St.
Indianapolis, Ind., Columbia Phonograph Co., 27 N. Pennsylvania St.
Kansas City, Mo., Columbia Phonograph Co., 1112 Grand Ave.
Livingston, Mont., Scheuber Drug Co.
Los Angeles, Cal., Columbia Phonograph Co., 422 S. Broadway.
Louisville, Ky., Columbia Phonograph Co., 425 South Fourth St.
Memphis, Tenn., 91 South Main St.
Milwaukee, Wis., Albert G. Konde, 516 Grand Ave.
Minneapolis, Minn., Columbia Phonograph Co., 424 N. Third Ave.
New Haven, Conn., Columbia Phonograph Co., 25 Church St.
New Orleans, La., Columbia Phonograph Co., 933 Canal St.
New York City, Columbia Phonograph Co., 89 Chambers St.
Omaha, Nebr., Columbia Phonograph Co., 1311 Farnam St.
Philadelphia, Pa., Columbia Phonograph Co., 1109 Chestnut St.
Pittsburg, Pa., Columbia Phonograph Co., 101 Sixth St.
Portland, Me., Columbia Phonograph Co., 550 Congress St.
Portland, Ore., Columbia Phonograph Co., 371 Washington St.
Providence, R. I., Columbia Phonograph Co., 110 Westminster St.
Rochester, N. Y., Columbia Phonograph Co., 38 South Ave.
Sacramento, Cal., Kirk, Geary & Co.
Salt Lake City, Utah, Daynes-Beebe Music Co., 45 Main St.
San Francisco, Cal., Columbia Phonograph Co., 334 Sutter St.
Seattle, Wash., Columbia Phonograph Co., 1311 First Ave.
Spokane, Wash., Columbia Phonograph Co., 818 Sprague Ave.
Springfield, Mass., Columbia Phonograph Co., 208 Worthington St.
St. Louis, Mo., Columbia Phonograph Co., 1008 Olive St.
St. Paul, Minn., Columbia Phonograph Co., 20 E. Seventh St.
Toledo, O., Columbia Phonograph Co., 229 Superior St.
Washington, D. C., Columbia Phonograph Co., 1210 G St., N. W.
Wilmington, Del., Columbia Phonograph Co., 610 Market St.

DEALERS WANTED—Exclusive selling rights given where we are not actively represented.

Write for particulars to the Columbia Phonograph Co., Wholesale Department, Tribune Building, New York.

Headquarters for Canada:

Columbia Phonograph Co., McKinnon Building,
Toronto, Ont.

You should
get this
sample package
of
Puritone Needles
sent free

Puritone Needles should pay you a good profit. It costs nothing to sell them because you have your organization.

To help you we will print special envelopes with your name and business; every envelope gives you profits and free advertising.

You will be advertised, too, by the satisfaction-qualities of the needles; owners of machines will regard yours as the best needle store; this will build your business.

Get this sample package, telling us who's your jobber, and find out the goodness of Puritone Needles, built of experience, material and brains.

JOHN M. DEAN
PUTNAM, CONN.



PACIFIC COAST DISTRIBUTORS OF
Victor Talking Machines and RECORDS
STEINWAY PIANOS—LYON & HEALY
"OWN MAKE" BAND INSTRUMENTS
Sherman, Clay & Co. San Francisco Portland
Oakland Los Angeles

NEW ENGLAND
JOBBER HEADQUARTERS
EDISON AND VICTOR
Machines, Records and Supplies.
THE EASTERN TALKING MACHINE CO.
177 Tremont Street BOSTON, MASS.

Edison Phonograph Distributors
for the SOUTHWEST

All Foreign Records in Stock

Houston Phonograph Co., HOUSTON, TEXAS

STANDARD TALKING MACHINE CO.
PITTSBURGH, PA.

Exclusive Victor Distributors

"If it's made we ship it the same day order is received"

Every Jobber in this country should be represented in this department. The cost is slight and the advantage is great. Be sure and have your firm in the July List.



Who buys
The EDISON
PHONOGRAPH

The man who does not like eternal needle changing—the one who wants real music, minus the scratch—who wants to make records at home—who

prefers to hear *all* of every selection.

And how many does that make within your selling radius?

So many that you'll never catch up.

Thomas A Edison
INCORPORATED 59 Lakeside Ave., Orange, N. J.

The TALKING AND NOVELTY NEWS MACHINE WORLD

Published Each Month by Edward Lyman Bill at 373 Fourth Avenue, New York, July 15, 1912



A Corner of the Music Room
in the White House

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Victor-Victrola



Salesrooms of the Talking Machine Co., Philadelphia

The one musical instrument that dominates the entire musical world today is the Victor-Victrola.

Its bigness as a commercial success and its artistic triumph stand as testimony to what supreme merit can accomplish in even a few years.

The success of the Victor-Victrola has been so far-reaching that it has brought about a wonderful uplift in the entire music trade, and has transformed what were once perhaps small and unattractive stores into modern and luxurious salesrooms; many handling the Victor line exclusively, and in some instances paying rentals of from twenty thousand to thirty thousand dollars a year.

And while Victor dealers are enjoying this era of prosperity, the introduction of the modestly priced Victor-Victrolas at \$15, \$25, and \$40 with their wider appeal to the people, gives added impetus and insures continued prosperity that will mount even higher in years to come.

Victor Talking Machine Co., Camden, N. J., U. S. A.

Berliner Gramophone Co., Montreal, Canadian Distributors.

Always use Victor Records to play Victor Records—there is no other way to get the unequalled Victor tone.



The Talking Machine World

Vol. 8. No. 7.

New York, July 15, 1912.

Price Ten Cents

SECURING SUMMER BUSINESS.

B. P. Woodward, Manager of Talking Machine Department of Emahizer-Spielman Co., Topeka, Kans., Discusses Development of Business During Summer Months—A Great Believer of Going After People Instead of Waiting for Them to Come to Him.

(Special to The Talking Machine World.)

Topeka, Kan., July 6, 1912.

B. P. Woodward, manager of the talking machine department of the Emahizer-Spielman Furniture Co., who handle Victor and Edison talking machines in addition to a large line of pianos, headed by the Chickering, is quite an originator and developer of ideas, as applied to the expansion of business. In a talk with The World he said:

"I have recently decided upon a new plan for getting summer business for the Victor. In a radius of about one hundred miles north and west of our city is a very rich farming country—and I hold that no one needs a Victor more than a farmer. To reach these prospects I take either a wagon and load it up with Victrolas and drive from one ranch to the other, or ship the Victrolas to the nearest town and have them handled from that point. In these small towns will be found a great number of retired ranchmen who own large tracts of land and have moved to town for a little enjoyment. These are the kind of people who will buy Victrolas.

"The talking machine business, as I find it, always makes money nine months in the year, with a falling off or loss for the remaining three months. Something that will stimulate business for these three months is what we need, and as the farmer never takes a vacation he will buy a Victrola just as readily in the summer as the city people will in the winter, and more so, because he never has an opportunity to go to shows, nor is it possible for him to hear the great artists of the world in any other way than through the talking machine.

"I recently had a very odd experience with record No. 88108, Nevin's 'Rosary,' sung by Mme. Schumann-Heink. One night a man and his wife came in to look at a Victrola, or rather, I should say, it was the wife, for the man seemed to be very antagonistic in regard to talking machines. While I was playing the various records that the lady called for, he absolutely would not listen to them and tried to keep her from doing so—in fact, he was constantly desirous of leaving. After I became provoked and had given up the prospects of a sale, I asked the lady to hear a record of 'The Rosary,' and for the first time her husband seemed to display attention. When the record was finished he asked for another record sung by Schumann-Heink, and the result in short was that I sold them a Victrola XVI and \$50 worth of records. So you see it pays to be patient. Moreover it demonstrates that the tastes of people differ. It was clear that the wife wanted popular music while the husband preferred something classical, at least high-class musical numbers. It also points out that it is well not to leave all the requests for records in the hands of the visitors, but to ask their indulgence to listen to such numbers as the salesman may consider would appeal to his callers.

"In our business, which covers so many interests besides talking machines, we have about six thousand accounts on our books, of which about eight hundred are paid up piano accounts. I have found it most profitable to take these names and send them circulars, or call upon them in person and interest them in the Victrola, to the end that they may give it a trial in their homes, just to prove its merits in the parlor. This I have found most profitable, because once a Victrola goes into the home it stays there.

No placard is needed on the Washington Monument to call attention to the fact that it's tall. Waste no time on the obvious.

BECKER WITH ESPENHAIN CO.

The Talking Machine Co. Retires from the Milwaukee Field and Mr. Becker Becomes Manager of New Talking Machine Department Opened by Espenhain Dry Goods Co.

(Special to The Talking Machine World.)

Milwaukee, Wis., July 8, 1912.

The Talking Machine Co., the retail exclusive Victor store opened at 1120 Walnut street some months ago with J. H. Becker, Jr., in charge, has been closed and Mr. Becker has accepted the management of the new Victor department opened by the Espenhain Dry Goods Co., one of the large Milwaukee department stores. Quarters have been opened on the second floor of the Espenhain store and several soundproof demonstration parlors have been installed. Mr. Becker's former patrons are his customers at the new department.

One of the features of the annual picnic of the Espenhain Dry Goods Co., held recently, was the



Espenhain Co.'s "Talker" Staff.

entertainment furnished by Mr. Becker and the employees of his new talking machine department. Believing that the employees of the store should become acquainted with the new talking machine department, Mr. Becker took along a Victor V and nearly 100 records to furnish entertainment and incidentally to advertise his department. The venture was a success from both standpoints and the 800 or more employees present at the outing went home well pleased with the Victor line and its manager at the store. The picture shows Mr. Becker reclining in front of the Victor sign, surrounded by the employees of his new department. The lady standing at the left of the Victor is Mrs. Becker, a capable talking machine saleslady.

TALKING MACHINE MEN IN COLLISION.

Not content with the excitement caused by the introduction of the new Edison line of disc phonographs and records, spending two days hearing and seeing them at the Edison building, New York, some of the Boston talking machine fraternity had to add to it by returning home on the Ss. Bunker Hill, one of the boats plying between Boston and New York on what is known as "the outside line." The Ss. Bunker Hill had about fifty feet torn away from her side by a collision with the U. S. S. Massachusetts, and no one was injured, which was a remarkable thing about the incident.

The talking machine men "participating in the event" were F. H. Silliman, manager of the Pardee-Ellenberger Co., Inc.; E. F. Taft, general manager of the Eastern Talking Machine Co.; Mr. Carpel, of the Herzog Art Furniture Co.; Mr. Francis, of the Iver Johnson Co., and J. G. Widener, of the F. C. Henderson Co.

Poverty is uncomfortable, as I can testify; but nine times out of ten the best thing that can happen to a young man is to be tossed overboard and compelled to sink or swim for himself.—James A. Garfield.

Push gets a bridge built, while Patience waits for winter, planning to cross on the ice.

TALKING MACHINE EXPORTS.

The Figures for May Presented—Reports Show Strong Gain in All Departments of Industry.

(Special to The Talking Machine World.)

Washington, D. C., July 8, 1912.

In the summary of exports and imports of the commerce of the United States for the month of May (the latest period for which it has been compiled), which has just been issued by the Bureau of Statistics of the Department of Commerce and Labor, the following interesting figures relating to talking machines and supplies are set forth:

The total exports of talking machines, records and supplies for May, 1912, amounted to \$163,156, as compared with \$246,023 for the same month of the previous year. The eleven months' exportation of talking machines, records and supplies amounted to \$2,376,122.

AN OPERATIC CONCERT.

"La Boheme" Given by E. E. Forbes Co. at Jackson, Miss., by Means of the Victrola and the Victor Records—Attracts Large Audience

Enterprising talking machine dealers throughout the country are profiting from the "Book of the Operas" issued under the auspices of the Victor Co., Camden, N. J., for during the month we have come across a number of special Victrola performances in which the complete operas form a chief attraction through invitation concerts.

One in particular which has come in for most favorable mention was that given by the E. E. Forbes Piano Co., at Jackson, Miss., on the evening of June 21, with M. E. Taylor, manager of the talking machine department, in charge. This operatic recital was given at the store, and the program contained the history of the opera, as well as the libretto or story of each act of "La Boheme," while on the opposite page appeared the various numbers sung by the leading grand opera artists heard through the means of Victor records.

The entire affair was most successful and delighted a large and fashionable audience, many of whom had really no comprehension of the tremendous advance made in the perfection of the talking machine record, as well as the talking machine itself.

Work of this kind is to be commended because it elevates the prestige of the talking machine business and enables the talking machine to occupy that artistic position to which it is entitled by reason of its remarkable advance both musically and artistically within recent years.

TALKING MACHINE ENDORSED

By Austrian Government as an Aid in Educational Work—Teachers Have Obtained Good Results from Using Records as Examples.

The Austrian government has officially indorsed the value of mechanical sound-reproducing machines for educational purposes. The "Ministerium für Kultus und Unterricht" in Vienna has contributed funds for the publication of a "Neue Gesangsschule mit praktischen Biespielen auf dem Grammophon," by Prof. Eugen Fischer, and the Allgemeine Musik-Zeitung speaks highly of the value of the new method. It consists in providing records reproducing exercises and songs as sung by prominent artists. The pupil first listens to these attentively, then sings along, and finally tries to sing the music alone, as nearly as possible with the same tone-color and phrasing as the original. A number of teachers have attained surprisingly gratifying results by this method.

The moment that everyone thinks you are right, you are probably wrong. Popularity is by no means an indication of strength. Individuality is positive. It has a distinct form—it is unique—it departs from precedent.

MCGREAL IN NEW QUARTERS.

Destruction of the Four-Story McGreal Building by Fire Compels the Wisconsin Talking Machine Co. and Miss Gertrude Gannon as Well as Mr. McGreal to Secure Quarters on Grand Avenue—Losses Satisfactorily Adjusted by Insurance Companies.

(Special to The Talking Machine World.)

Milwaukee, Wis., July 3, 1912.

Losses sustained in the disastrous fire which destroyed the four-story McGreal building at 172-176 Third street on June 13 have finally been adjusted. Lawrence McGreal, Edison jobber, experienced a total loss of \$40,000, while Miss Gertrude Gannon, owner of the McGreal retail store and head of the Wisconsin Talking Machine Co., Victor jobber, sustained a loss of \$37,000, including stock and fixtures. The insurance carried



The McGreal Building After the Fire.

amounted to practically 90 per cent. and the companies have settled in a very satisfactory manner. The loss was practically total, with little or no salvage. The building, valued at about \$30,000, will have to be rebuilt, so the total loss sustained as a result of the conflagration approximates \$107,000.

Mr. McGreal, the Wisconsin Talking Machine Co. and Miss Gannon's retail store are now located at 213 Grand avenue in the Merrill building. New fixtures have been installed, new stock has arrived and all companies are settled satisfactorily.

The building destroyed had been remodeled by Mr. McGreal into one of the finest talking machine establishments in the United States. All of the first and most of the third and fourth floors were in use for talking machine purposes. The fire proved that the only unsatisfactory feature of the building

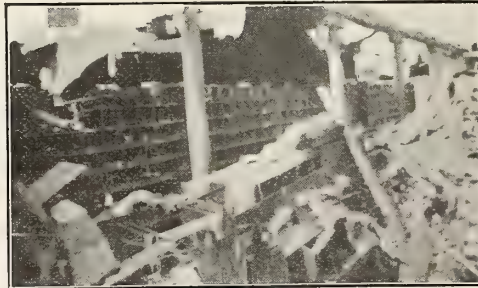


McGreal Office in Burned Building.

was the big open elevator shaft at the rear of the structure, as it was this which allowed the blaze, originating in the basement, to spread with remarkable rapidity to all four floors. Practically every floor was ablaze when the fire department arrived on the scene. The building was located in the heart of the downtown district and surrounding property was endangered, while the fire was one of the most spectacular that Milwaukee has experienced in some time.

Miss Gertrude Gannon discovered the blaze, and, although she is decidedly modest about it, she really saved the lives of most of the employees on the fourth floor by rushing up the smoke-driven stairways and alarming the workers. Her brother, Joseph Gannon, assistant manager of the Wisconsin Talking Machine Co., was badly cut by falling glass while endeavoring to locate his sister. Hardly had the employees of Mr. McGreal, whose offices and warerooms were located on the fourth floor, reached the street before the floor was a mass of flames. The roof later fell in, carrying with it a portion of the fourth floor.

The fire came at a most inopportune time for



Present Condition of Record Department.

Mr. McGreal, as he had just completed arrangements of his affairs preparatory to leaving for Baltimore, where he attended as a Clark delegate from the Sixth Wisconsin district. He hardly had time to secure new quarters and make a few arrangements for the settlement of losses before he was forced to leave for the East.

As a result of the conflagration Miss Gannon

was prevented from attending the Baltimore convention and the later convention of the National Association of Talking Machine Jobbers at Atlantic City. Because of Mr. McGreal's absence it was necessary for her to remain in Milwaukee and



View of Display Rooms on Fourth Floor.

superintend the remodeling of the new quarters in the Merrill building, look after the adjustment of the heavy losses, and see to the various other matters that came up as a result of the fire. Miss



Another View of Talking Machine Department.

Gannon is the only woman member of the National Association of Talking Machine Jobbers, and it was the first convention that she has ever missed.

CLEVER TALKING MACHINE PUBLICITY.

George Francis Rowe, one of Seattle's well-known advertising writers, who has recently become connected with the Eilers Music House of that city, has started a campaign of advertising in the local papers bearing upon the talking machines handled by the Eilers house, in which the merits of these instruments are presented in a strikingly original manner, the unique drawings which head the advertisements being especially clever. One in particular, which appeared above the caption, "The Minstrel Jumps Right Out of the Machine"—a Columbia, by the way—is an inspiration and makes an attractive feature of a mighty cleverly designed advertisement. Mr. Rowe's work is worth watching.

During the Summer Months We Are Active

Preparing for the Fall and Winter rush. Receiving and storing machines, records and supplies to admit of our making prompt deliveries when the rush is on.

Remember This Next Fall

when excuses are offered for non-delivery of your orders by your jobber and get acquainted with *Eastern Service*. It's different from others. Exclusiveness is the reason.

For Eighteen Years Talking Machines Exclusively

EASTERN TALKING MACHINE COMPANY

177 TREMONT STREET, BOSTON, MASS.

The biggest free advertisement ever offered talking machine dealers



These are the labels of the Columbia Demonstration record—the only article of merchandise ever sold that literally tells its own story; the only “talking catalog” in the world; the record that not only gives the owner a full 65 cents’ worth of music for 10 cents, but three minutes of argument and demonstration, with samples of Columbia music, and gives it better than most salesmen can do it in person. That record has never yet gone into the hands of a record buyer without creating Columbia Double-Disc record business. We are hearing from it all over.

A Columbia dealer wrote: “We, ourselves, were not wholly prepared for the phenomenal results obtained from this method of advertising. As a matter of fact, the actual benefits which we derived from the use of the Columbia Demonstration record far exceeds our expectation.”

Another Columbia dealer wrote: “Within two weeks over a thousand new names of record buyers were added to our mailing list.”

Every day we are hearing from more dealers who are just beginning to use it, and they take the trouble to tell us that owners of other talking machines than Columbia are borrowing this record from these dealers’ regular customers and taking it home to let their folks hear it; also that much to the dealers’ surprise the average family admits that the “Kentucky Babe” side of the record is not only worth any man’s sixty-five cents instead of ten cents—but that they unanimously insist on playing the *advertisement* side over and over again.

That’s a significant thing, too. Because there is one thing sure—every owner of a *not* Columbia talking machine, who hears our Demonstration record, is sure to know all about Columbia double-disc records, and he is sure to put some of his record money into them right along.

If you haven’t heard that Demonstration Record you’ve missed something.

(See our Demonstration Record page in this week’s Saturday Evening Post.)

Columbia Phonograph Co., Gen’l

Tribune Building, New York



The Columbia business has multiplied so fast during the past year that there's no need of telling you—except to say to you, over our signature, that it is **just getting started.** You will remember this with pleasure about next February if you act on it now.



(Reprinted from last year's convention number. It's now July and running 60 per cent. better than last year. A good many of you *did* remember it last February!)

**Columbia Phonograph Co., Gen'l
Tribune Building, New York**

CONDITIONS IN CINCINNATI.

Something of the Milner Co.'s Plans—Columbia Co. Report Immense Improvement—L. C. Penn Now Traveling for This Company—Wurlitzer Co.'s Trade in Machines and Records Away Ahead of Last Year—Joseph Dittrich Attends Convention—Other News.

(Special to The Talking Machine World.)

Cincinnati, O., July 9, 1912.

The Krolage Music Co.'s plans have not yet developed and it appears that this firm is waiting to see what the Milner Musical Co., Sixth avenue, will do under its new method of giving talking machine instruments more attention.

There is reason to believe that the sheet music lines of both houses are factors in the existing situation. Both have their bearing upon the future plans of these two houses. The Krolage concern wants to start a separate house wherein the talking machine trade will be given exclusive attention. In order to do this the house wants to strengthen its sheet line and then oust the machines to a home of its own. The Milner folks have ideal plans for improvements, and when these are completed it will unquestionably have one of the best talking machine systems in the city.

Manager R. J. Whelen, of the Columbia Phonograph Co., stated: "We are well pleased over June business and July has started out with a real Fourth of July boom. June business was greatly stimulated by the splendid Saturday Evening Post ad (supplemented by local newspaper advertising) featuring the Lyric and six 10-inch double-disc records at \$28.90, which proved to be a winner with both the retail and wholesale trade. We received a number of inquiries from these ads from towns where we had exclusive dealers, and it gave us pleasure to turn the sales over to these exclusive Columbia men. This is what we call the 'Columbia policy of co-operation.' The arrival of the new Grafonola De Luxe was welcomed by us, and it is beyond doubt one of the handsomest instruments we have ever had the pleasure of seeing, and its tone quality is marvelous. The 'Ellery Band' records are beautiful and we are glad to offer them to our trade."

The Columbia Phonograph Co. was successful in placing one of its BII \$50 graphophones in "Inwood Park" of Cincinnati, for use on the children's playground. This sale was made after a keen competitive trial, and the children are all more than proud of their "Columbia."

L. C. Penn, one of the best known talking machine men in Ohio, having some twenty years' experience in the business, is now traveling for the Columbia Phonograph Co. in Ohio, and is signing up many new representatives. He works chiefly with the piano and music trade and says the talking machine business is better to-day than in all previous years in his twenty years' experience. Mr. Penn spent several days in the Cincinnati store and was highly elated over the new models, especially the \$200 Grafonola De Luxe and the \$75 Princess. He has some big deals under way which he expects to close within sixty days.

Miss N. E. Minton, for six years chief clerk of the Columbia Phonograph Co., leaves for the mountains of Kentucky about the middle of this month on an extended vacation, expecting to spend most of the time on the Cumberland river in camp. She says she will have her "Columbia" Grafonola with her and it will be one of the most important features of the camp all summer.

Recent visitors to the Columbia headquarters here were Miss Glass, in charge of the Grafonola department of C. F. Brower & Co., of Lexington, Ky., who selected new goods, and Miss Nellie B. Hockwaldt, head of the Grafonola department of J. C. Martin & Co., Dayton, O., who was arranging for a Grafonola recital and selected special records and machines for this purpose.

Adolph Fleischman, one of the bookkeepers of the Columbia Phonograph Co.'s store, surprised his many friends by announcing his marriage to Miss Melva Wolff on June 19 in this city. They both have the best wishes of their friends for a

long life of happiness and prosperity.

The Rudolph Wurlitzer Co. announces the close of a very successful month for June. Sales on talking machines and records were far over those of last June. This increase is attributed to the special attention paid to campers' outfits. Several of the Wurlitzer salesmen have devoted their time entirely to this line with very good success.

Joseph Dittrich, manager of the Wurlitzer talking machine department, has just started on an extensive trip through the East. He attended the talking machine convention at Atlantic City and other points of interest. The Wurlitzer Co. had two particularly good Victor windows during the past month. In one was represented an entire camping outfit with the Victor machine in evidence, the other being a garden representing "The Moonlight, the Rose and You."

"If you must blow your own horn, don't use too much hot air."



Won't You Have a Lesson in Spanish?

It's so easy to learn by the I. C. S. system—and a knowledge of Spanish is so useful nowadays.

The I. C. S. system of language instruction by means of the phonograph makes easy the mastering of a foreign language, and appeals with compelling power to thousands. The dealer in phonographs who does not carry I. C. S. Language Outfits is neglecting a quick and sure way to increase his business. The new \$35 Language Outfit of the I. C. S. is a marvel. It represents the highest art in the teaching of languages, and embodies a method that has won the warmest praise of thousands qualified to speak authoritatively. The Spanish, French, and German Embassies at Washington, as well as the leading colleges, have cordially indorsed the I. C. S. method of teaching languages.

The I. C. S. Language Outfit consists of an Edison Gem Phonograph made especially for language work; small horn; headband hearing tube; oil can; and 25 Conversational Records teaching pronunciation guaranteed to be absolutely correct, with native intonation and inflection. In addition to these Conversational Records there are pamphlet Instruction Papers teaching the theory of the languages. The new Outfit is at one and the same time the best and cheapest ever offered—the price being only \$35.

If you want to increase your business, write to-day for full particulars.

International Correspondence Schools
Box 918, Scranton, Pa.

The only thing that has so far barred you from your legitimate profits in such demand-filling trade leaders as the Columbia Grafonola "Regents," for instance, and the Columbia records by Destinn, Fremstad, Nordica, Garden, Slezak, Zenatello, Nielsen, Pasquali, Bispham and the rest, has been the manufacturer's inability to meet that sort of competition. Meantime *you* are losing the money.



**Columbia Phonograph Co., Gen'l
Tribune Building, New York**

BOOM TIMES IN CLEVELAND.

Trade Unusually Good and Dealers Looking Forward to a Still Larger Business in the Fall—Trade Much Interested in the New Edison Disc Machines—Geo. M. Nisbett Speaks in Optimistic Vein of Conditions with the U-S Phonograph Co.—The Months News.

(Special to The Talking Machine World.)

Cleveland, O., July 10, 1912.

The volume of trade during June, which was very gratifying, and which has continued well into July, is pleasing to the dealers generally, and all express themselves pleased with conditions. This situation prevails in the various industries and different lines of trade. A local agent of the department of Commerce and Labor reports that, so far from being disturbed by political uncertainties, the demand for labor in Cleveland is now so steady and strong that there is work for all who want it, skilled or unskilled.

This desirable situation inures to the benefit of the talking machine dealers, perhaps more largely than to most other branches of trade.

While all the principal dealers are now doing more than a normal amount of business, they are looking forward and preparing for a still greater volume as the season advances. As time passes it is more and more in evidence that the more ornate and costly machines and the better class of records are in demand, and the talking machine business is continually advancing to a higher plane.

Frank Dorian, general manager of the dictaphone, and J. D. Westervelt, of the executive office, paid the Columbia store and G. F. Probeck, local manager of the dictaphone, a recent visit. Mr. Dorian spent a day and Mr. Westervelt a week in the city. They expressed themselves highly pleased with conditions in this branch of the company's business.

"Business is moving along very satisfactorily," said Mr. Peterson, manager of the Edison distributing house. "The volume of trade in June showed a marked increase over May. Our sales cover about the entire list of machines and records, but demand is especially good for the Opera and the Amberola No. 3, and the new Amberola Concert records, productions of the highest class, and which sell at popular prices. With the many Edison dealers I am pleased with the information that the new Edison disc machine will be in the market for the fall trade. It will unquestionably prove a most desirable acquisition in our trade."

"We have just fairly got settled in our new quarters here—in fair working order," said F. B. Guyon, manager of the talking machine department of the B. Dreher's Sons Co. piano store. "Business is fine. We are having good sales of the various types of Victor machines every day, principally of the higher grade, while our record sales are good and daily increasing. We are delighted with our new store and the surroundings, and the prospects for future business are of the most encouraging character."

Geo. M. Nisbett, manager of the sales department of the U-S Phonograph Co., who recently returned from an extended trip South, West and

East, said he found business in the U-S line in a most prosperous condition, and that the prospects were exceptionally fine in every place he visited. Business at the factory is in the most flourishing state. He stated they were running to the limit with a large force to meet the continued increasing demand for both machines and records, and that the prospects were very bright. Mr. Nisbett attended the convention.

Geo. R. Madson, manager of the Columbia store, reports a very substantial increase in business over last year, especially in the wholesale department. Sales in both departments, wholesale and retail, he stated, were unusually good for the season and constantly increasing. The store is being refurnished and refitted preparatory for the fall season, adding largely to its attractiveness.

The W. H. Buescher & Sons Co. is furnishing and fitting up the new store at 1016 Euclid avenue. The entire force are busy arranging the fixtures and goods preparatory to a grand opening about July 15. Mr. Roberts said business had continued good all through the upheaval and they had managed to take good care of the customers.

The Eclipse Musical Co., always busy, was unusually so during June, especially in the wholesale department. Mr. Towell stated orders had been coming in with great regularity and that the company was rushed with trade covering the entire line of Victor goods. In the retail department business was said to be normal for the season. Sales of machines of the different kinds are good and the record trade is large and constantly increasing. T. H. Towell, president of the company, attended the convention at Atlantic City, and returning visited the Victor Co. at Camden and the metropolis.

The H. M. Brainard Piano Co., handling the Columbia line of goods, states that trade in both machines and records is very satisfactory, and that the business is improving every month.

Mr. Friedlander, of the Bailey Co.'s store, said: "Our sales of Victors and Victrolas and the Edison Opera Amberola No. 3, and the other cheaper styles daily aggregate large numbers. The demand for cabinets is also good. Our June sales were larger than for the same month last year."

The talking machine business of the Collister & Sayle Co. is being largely side-tracked these days for the sporting goods trade, still sales of machines and records are said to be about normal. Miss Bessie M. Grabler, in charge of the department, said: "Business is fairly good—it is not as brisk as it has been or as it will be later, but it is very satisfactory in both the wholesale and retail departments. We are making some sales of the Victrolas of the various types, but the demand is largely for Victors, and especially for Victor IV."

The Hart Piano Co., 33-35 The Arcade, which recently purchased the stock of the Talking Machine Store, has taken on a full line of Edison and Victor goods. F. A. Krauss, in charge of the department, said that there had been a good, steadily increasing trade during June in all branches of the Victor and Edison lines.

Chas. I. Davis, who controls a chain of stores in a number of the principal cities, has just returned from his Pittsburgh branch, where he made

arrangements to remodel his store in that city, devoting larger quarters to the talking machine department. Mr. Davis had installed the Edison and Victor lines in his Pittsburgh store about a year ago, and he says it is more than surprising the business that has been built up in so short a time. It is his intention to install eight or ten booths. He also designs installing talking machines in all of his fifteen stores the coming fall. In addition to the very satisfactory talking machine trade, Mr. Davis is doing a phenomenal music publishing and jobbing business.

The West Side agency of the Columbia Phonograph Co., under the energetic management of R. Svehla, is having a steady increase in business.

G. M. Ott & Bro., proprietor of the large piano house at Akron, O., have just added a complete line of Columbia goods and are making preparations to push the business vigorously.

H. C. Jason, of Lodi, O., and Max Greenfield, of Akron, have recently put in the Columbia line and are having a fine trade.

Henry Matern, of Sandusky, O., reports his Columbia business is extraordinarily good, especially with the Favorite Grafonola.

The Witt Music Co., Lorain, O., states its business is prosperous and that June was the record month for the sale of Columbia Grafonolas.

IMPRESSED BY THE VOICE.

How Col. Harding Conquered the Hostility of African Native Tribes Through Use of the Talking Machine.

The well-known advertisement picture "His Master's Voice" has been as it were humanized in the heart of Africa. Colonel Harding, in his intended—and ultimately successful—attempts to ascertain the sources of the Zambesi, feared the hostility of the native tribes on the way. So he induced Lewanika, the native king of Barotzeland, to issue appropriate orders to the chieftains subject to him. He spoke these orders into a talking machine and Colonel Harding took the records and an instrument along with him. When they came across a chieftain they made him listen to the spoken order. These local potentates were decidedly more impressed than if their master had appeared in person, for here was his disembodied voice, and they stayed spellbound, expecting him to step out of the instrument.

THE INVENTION OF A PHILADELPHIAN.

In The Talking Machine World for May an interesting illustrated article appeared bearing upon the photographic phonograph, the invention of which was credited to a Frenchman. E. Leschbrandt, of Philadelphia, Pa., however, maintains that he is the inventor, and not the Parisian, of this novel method of reproducing sound, and which consists in forcing a current of air through an air-impervious sound record. In this connection Mr. Leschbrandt says: "If you will look at U. S. patent No. 908,683 you will see that this principle is my invention and dates back six years or more. I enclose a piece of a record such as I used at that time."

The Edison

The Opera



This type has a powerful double spring motor, geared to body. It plays Amberol Records only, and is equipped with the new style Model L reproducer which is stationary, the mandrel feeding the record past. Furnished in mahogany or oak with self supporting wood cygnet, horn to match.

All Edisons have

The right home tone.

The sapphire reproducing point.

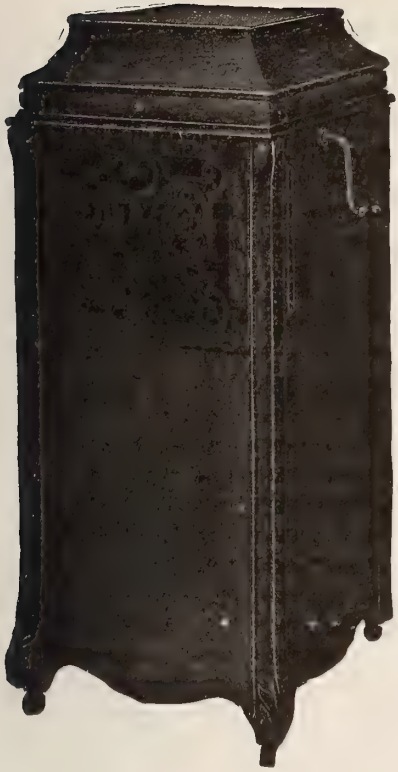
The long playing, smooth running motor.

Thomas A Edison
INCORPORATED

59 Lakeside Avenue, Orange, N. J.

Phonograph

Amberola



The finest sound reproducing instrument made. Furnished with cabinet of oak, mahogany or Circassian walnut, capacity 100 records. New style motor with double springs and improved suspension, direct drive, will play five Amberol records with one winding. Stationary reproducer, model L, plays Amberol records only. Automatic stop of new design.

All Edisons render

Amberol Records.
Every kind of music.
The best talent.

Home recording with Triumph, Home, Standard Combination, Fireside, Gem and Alva types.

**Thomas A Edison**
INCORPORATED

59 Lakeside Avenue, Orange, N. J.



EDWARD LYMAN BILL, - - - Editor and Proprietor.

J. B. SPILLANE, Managing Editor.

Trade Representatives: GLAD. HENDERSON, C. CHACE, L. E. BOWERS, B. BRITTAIN
WILSON, A. J. NICKLIN, AUGUST J. TIMPE, H. E. JAMASON.

Boston: JOHN H. WILSON, 324 Washington Street.
Chicago Office: E. P. VAN HARLINGEN, 87 So. Wabash Ave.
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St. Louis: CLYDE JENNINGS. Cincinnati: JACOB W. WALTER.
London, Eng., Office: 1 Gresham Building, Basinghall St. W. LIONEL STURDY, Manager.
Sole Representative for Germany and Austria: KARL E. DIESING, Berlin, S.W.,
68, Ritterstrasse 72. Telephone Amt. IV, 11754.

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NEW YORK, JULY 15, 1912.

A COMPLETE report of the Convention of the National Association of Talking Machine Jobbers at Atlantic City will be found elsewhere in this issue.

More than ordinary interest was manifested in the talking machine meet this year because it was expected that on account of pre-Convention agitation considerable bitterness might be injected into the various gatherings on account of the feeling engendered by the canvass for votes previous to the gathering of the forces at Atlantic City.

However, the association gathering passed off quietly in direct contrast to the two great political conventions which have recently been held in Chicago and Baltimore.

It only shows that while business men may have differences regarding men and methods, when they get together for serious consideration they can carry on convention work without resorting to personal abuse and bitter invectives.

IN his address, Lawrence McGreal, the retiring president, said that there had been but one meeting of the executive committee during the year and that this fact indicated a most satisfactory condition between the factory and the jobber, and he felt that the less agitation created on matters except those of vital importance, the better it was for all concerned.

He emphasized the point that it was easy to start agitation on things of minor importance which might lead simultaneously to misunderstanding and clashes between manufacturer and jobber. He urged that the members of the association should discard all personal interests and forget all personal likes and dislikes and to stand together for harmony, and he urged united association.

IN Secretary Roush's report he said that at the meeting of the executive committee a number of important matters were discussed, and one was the question of charging interest on instalment accounts.

The vote of charging interest on talking machines sold on time was 38 for and five against. The vote for increasing the initial order from three to five machines and from 100 to 150 records was 39 for and nine against.

The report of the traffic committee appears elsewhere and should be carefully perused as well as other matters in relation to the association work.

Resolutions against the Oldfield Bill were passed at the business session.

One of the most interesting addresses made at the open meet was by Mrs. Frances E. Clark, who has charge of the Educational Department of the Victor Talking Machine Co. Mrs. Clark outlined the object of the educational campaign and showed the great progress which had been made.

One point which she emphasized particularly was the necessity of the dealers' co-operation in this campaign if the best results were to be obtained—the necessity of keeping in close touch with the work done in their local fields. The address of Mrs. Clark is reprinted elsewhere in this publication, and it is worthy of the closest perusal.

THERE were two tickets in the field and there was considerable speculation as to who would come out the victor. Naturally, every effort was made to change the views of delegates, and the contest was a very warm one, resulting in J. Newcomb Blackman being elected president for the year 1912-1913.

Mr. Blackman, in his address at the banquet at the Marlborough-Blenheim, pledged his earnest support to all trade movements conducted along progressive lines having for their object the best interests of the industry.

He agitated warm and hearty co-operation in all matters and said that it should be his aim to cultivate the most cordial relations between the factories and the distributors.

THE closing event of the Convention was the entertainment given by the Victor Talking Machine Co. to the visiting delegates.

The delegates left Atlantic City in two special cars provided by their hosts and upon arrival at Philadelphia enjoyed a buffet luncheon at the Bellevue-Stratford and then were placed in about thirty automobiles, visiting many of the historic spots in Philadelphia, after which a run to Valley Forge was made; here some time was spent in going over the ground made sacred by the suffering of Revolutionary heroes, and later a splendid banquet was served at Fort Side Inn. In the dining-room a special stage had been erected and vaudeville talent of the highest order was provided.

After the banquet the guests repaired to the lawn, which had been specially decorated by myriads of electric lights, where the vaudeville entertainment was continued.

The report of this, which appears elsewhere, will show that the officers of the Victor Co. lived well up to their established reputation as royal entertainers in this finale of the Convention meet of 1912.

THE address delivered to Louis F. Geissler at the banquet at the Marlborough-Blenheim is deserving of the closest reading by the talking machine men everywhere, and through the mediumship of The World his splendid essay is carried to many thousands of men in all parts of the earth.

His optimistic views should inspire every talking machine man whether in America or in foreign lands.

It shows how a great company perfectly organized is moving ahead at enormous strides and yet at all times is considering the welfare of its business constituency.

Mr. Geissler figures that politics will have less effect upon commercial affairs than ever before, and he does not anticipate the slightest interference with prosperity by reason of the coming Presidential election.

In other words, with bumper crops practically insured, industries active, labor well employed, he rightly figures that men can go ahead and do business with a reasonable certainty—that they are on safe ground.

INSTEAD of slowing up in advertising and publicity, the Victor Co. will spend more money than ever this year.

Mr. Geissler said, regarding advertising: "The year 1912 was again launched with the largest advertising appropriation in the history of the company. I hope that our enlarged newspaper campaign is appreciated and that it will prove effective. In connection with this increased advertising a man said to me: 'Geissler, you are foolish. You're now always advertising goods before you

can furnish them. Isn't your factory rushed to death? Are you not selling all the goods you can manufacture? Doesn't everybody know the Victor? That little dog is the best known and most valuable advertisement in the world. Why don't you save a half million this year instead of spending it? It will make a difference of a million dollars in profits to your company.'

"Our reply was that 'we were spending nearly a million dollars extra this year in extensions to our plant. We are trying to sell the output of that factory *two years hence* and *not to-day*,' and I believe we will do it, and *then some*."

"The daily newspaper advertising which the Victor name is receiving I have had carefully estimated by our advertising managers, and find that that effort alone is costing \$600,000 per annum."

"Our appropriations for advertising in the magazines, weeklies, agricultural, school and trade papers, export and foreign publications have through this year's increase, reached a stupendous sum, but I assure you that we are not appalled thereby, and it would not be at all like us if we did not soon increase it again."

MOST readers of The World are familiar with the fact that in various countries of the world the voices of some of the greatest men of the present age are being preserved through the mediumship of talking machine records which are filed away for the instruction of those who follow in days to come. The languages of Indian tribes and the dialects of the people in different parts of the earth are preserved in this manner, and now comes California with the preservation idea as applied to moving pictures.

At a "millionaire wedding" in California a series of moving pictures are to be taken of the ceremony. The films are to be preserved as parts of the family record. Thus in private as in public life the "movies" are beginning to take an established place from

which they will rival the portrait gallery and perhaps supersede it.

Some years ago it was the vogue to keep a book of autographs in which friends were invited to write answers to various questions tending to show temperament and taste. One of these questions was, "What historic event would you most like to have seen?" The question was, of course, more amusing than useful, but to future generations it may be quite reasonable with regard to any event that happens from this time on.

As for the family records of moving-picture films, they, too, are likely to have a large development. At present a portrait painted of some obscure squire by Joshua Reynolds for £50 could be sold for \$50,000. So it will be with family movies. Entertaining to-day, they will be valuable assets for great-grandchildren. The Californian innovation is bound to become the fashion.

THE latest is the Magnaphone, which brings you into immediate contact with the world of news and the world of music. Sweet songs and orchestrations, says the owner, will float into your room simply by moving a little switch. This service is maintained through a central station and the sound is transmitted over wires similar to telephone wires.

Every week you are furnished with a time schedule of musical numbers showing you the approximate time at which each solo or orchestral selection will be given.

The Magnaphone is along the lines of Dr. Cahill's invention, but it is a very simple instrument compared with the Cahill invention. A franchise has been recently granted by the City of New York to the New York Magnaphone & Music Co., for the purpose of enabling the latter to install its service throughout the city. It is said that there is ample capital behind this new enterprise, so that it will not languish for lack of necessary funds.

TALKING MACHINE POPULARITY.

Pianos More Affected by Automobile Competition Than Talking Machines, Says a Piano Merchant Who Talks Most Interestingly.

A piano merchant, in a chat the other day, gave it as his opinion that the automobile is a real rival of his product. This information was the outcome of a question respecting the greater popularity of talking machines, the low-priced kind in particular, in the rural districts, in villages and small towns. Said this gentleman:

"The talking machine hasn't done nearly so much harm to the piano business as has the automobile. It is true that plain country folks set great store by a talking machine. For instance, I spent part of my vacation fishing a stream miles from a town in a section where the houses were widely separated. Within a radius of ten miles there were perhaps ten or a dozen residents. Four of these had pianos and four had talking machines, and by all odds the latter carried off the honors. By invitation neighbors of each of the talking machine quartet would drive miles to spend an evening listening to the sort of varied program usually associated with the talking machine in rural places. Campers along the lake were included in these invitations sometimes and usually they accepted."

"I found that the records in each case were about evenly divided among popular vocal and instrumental selections and humorous recitations and jests of the vaudeville order."

"I never heard of a gathering of the neighbors to listen to piano playing. This was up in New York State, and in some of the Western rural communities the proportion of pianos to talking machines is less. Nevertheless this doesn't indicate as much of a slump in the piano market as might be imagined, for the reason that forty-nine out of fifty of the talking machine owners wouldn't buy a piano anyway. Perhaps there is no one in their family who can play a piano or who cares to learn to play. As matter of fact the sale of pianos in villages and small towns is quite as brisk now as it ever was, that is, of the less expensive grades. The talking machine has hindered the growth a little, but not much."

As a general thing, the self-made man makes a lot of hay first.

TO DISSOLVE THE COMPANY.

Business of the Universal Talking Machine Mfg. Co. to Be Liquidated—The Formal Notification to This Effect Just Issued.

The Universal Talking Machine Mfg. Co., manufacturers of Zonophone disc machines and records, Fourth and Race streets., Philadelphia, Pa., has sent out the following letter under date of June 28 to its customers, which explains itself:

"Gentlemen—At a special meeting of the stockholders of the Universal Talking Machine Mfg. Co., held on June 17, 1912, it was decided to dissolve the company and liquidate its affairs."

"In the meantime if you wish to order any records

in our catalog, supplies or parts of either new style or old style machines, or any type machine, according to our catalog, we will be in a position to take care of your wants. If you find yourself in need of any of the goods above mentioned, we would advise you to place your order as early as possible, as we do not expect the stock we have on hand will last long. We will not issue any new records, the July list being the last. Very respectfully,

"UNIVERSAL TALKING MACHINE CO."

I think I could succeed as well now as in the past. It seems to me that the conditions of to-day are even more favorable to success than when I was a boy.—John Wanamaker.

The DITSON Pledge

Is to see that our clientele has a better service than ever—setting a new standard in Victor jobbing deliveries. The demands of alert Victor dealers—the kind that grow—are many and varied, and we furnish the "first-aid" in every instance.

We believe this year's Victor business will be of tremendous proportions, and it will pay you to have

The Fastest Victor Service

which is a requisite in this hustling age. We possess the largest stocks, the best organization and most up-to-date equipment in the Eastern half of the country.

This covers Victor machines, records and supplies of every kind, not to mention cabinets, needles and trade-marked accessories.

Will you let us tell you more about Ditson co-operation? A postal gets this information!

OLIVER DITSON CO., Boston, Mass.



The Columbia sales-policy is that of the open shop for the dealer. He can make his own business decisions—and we will boost both his demand and his supply.



(Reprinted from last year's convention issue. That boosted demand is what is making it necessary for us to provide a 50 per cent. increased factory output six weeks from now.)

**Columbia Phonograph Co., Gen'l
Tribune Building, New York**

GOING AFTER SUMMER TRADE.

The Dealers of St. Louis Are Carrying on a Lively Battle and Securing Results in the Sales of Talking Machines and Records Despite the Hot Weather—How Recitals Help Business—Silverstone Interested in the New Edison Disc Machines—Other Items of Interest from the Saintly City.

(Special to The Talking Machine World.)

St. Louis, Mo., July 10, 1912.

The jobbing business appears to have an edge on the retail business for June, but at that the retailers are not complaining. Trade has held up well and the summer vacations are proving as much a boon as they are a handicap. Neither are the record departments complaining, and Mark Silverstone declares that the Democratic convention at Baltimore has boomed the Bryan talking records more than the "Houn' Dawg" song. "We have several good records by Bryan," said Mr. Silverstone, "and they are fairly good sellers. His talk on 'Immortality' has been a steady seller, and some of the old political bits have come into demand again. We also have the Taft records, but they are not selling and never have."

W. C. Reece, of Elvina, Mo., a Columbia dealer, was a recent caller.

Manager D. S. Ramsdall, manager of the Columbia store, returned the first day of the month from a short trip through northern Missouri, calling upon dealers. It was sort of a departure for Mr. Ramsdall to get out with the trade, but results were sufficient to encourage the belief that he will carry out his proposal to make such trips frequently.

The Columbia Co. is going to feature the demonstration record again this month to boom sales in the record department, and Retail Manager C. L. Byars has great hopes of results. "Last year," said Mr. Byars, "we sold 130 of the ten-cent records in one day and very few of them went without taking other records with them, and we know positively that we found many new customers through this record. It is a bargain and it attracts and brings excellent business with it and opens the way for more new business." The recent record trade at the Columbia store is reported to have been very good.

A. E. Robinson, manager of the Victrola department for the Stix, Baer & Fuller Dry Goods Co., is of the opinion that recitals help the talking machine business, especially for a department store department. Some may say that Mr. Robinson has an exceptional opportunity for display, as the piano department for that store is a new one and the recitals there gathered quite a large crowd. The conditions under which the machine was used were a bit unusual, as the piano department was making a special effort to introduce the Cable Inner-Player and the machine was used in connection with this instrument.

"We put on a lot of heavy stuff, such as the 'Lucia' sextet and quartets of that nature," said Mr. Robinson, "and we made quite an impression on the musical folk assembled there. Of course there are a good many happenings at a department store recital, and some of these were not so musi-

cal and were perfectly amazed at the tone quality. They were under the impression that a talking machine was mechanical and sounded well merely because there was no comparison. When they heard some of our machine music and a real, first-rate, real voice number next following, they realized that the quality was there. These were the folk we reached through recitals, and we also had some sales of machines and records to the musical folk. Of course we put on some lighter numbers."

Another department store feature that Mr. Robinson has found profitable has been the playing of a machine in front of his department merely to catch whoever passes. The store playground is next door to his department and a lot of persons go there to see or to permit their children to rest during shopping, and these listen and often ask, and then a sale is possible.

"And you cannot tell what is best to play. One day," said Mr. Robinson, "I was at a loss to know what record to put on my display machine, and as a last resort struck on a Sousa march. Now it proved that one of the men who came up to the garden supply department that day was a former professional drummer and that Sousa march was his favorite selection. He listened, was charmed, and came in and bought a machine especially to play that record, but incidentally, of course, he took other records."

Mark Silverstone, president of the Silverstone Talking Machine Co., departed for New York the first of July in high spirits over anticipation of a treat in looking over the new disc machines and Indestructible records and hearing the new business outline of the Edison Co. "At last we are going to have the long-talked-of disc machine," said Mr. Silverstone, "and I am a good deal like the small boy anticipating a new toy. I want to see it at work and get a good look inside of it (for it must be remembered that Mr. Silverstone is an expert mechanic and divides his admiration of machines between the mechanism and the tone). I expect these machines to become a big factor in the market."

This trip came as a good deal of a surprise to Mr. Silverstone, who had just given up his proposed trip to Atlantic City because he did not like the conduct of arrangement of affairs for the convention, and to miss the trip after anticipating it was something of a disappointment. But the later trip more than fulfilled his plans for the first one.

"June was one of the very best months we have had," said Manager Robinson, of the Thiebes talking machine department. "Rather strange to say there has been little feature to the trade, but everything is moving with equal success—by that I mean all classes of machines and records."

Special Representative O'Neil, of the Victor Co., was in the city recently and freely praised the newly-decorated parlors of the Thiebes Piano Co. "They are the handsomest I have seen on this trip, which has included most of the cities of the South and West," he remarked. In addition to being newly decorated, the parlors have been rearranged.

The Columbia Co. sold a machine through the local Indian supply agency for use at the government schools on the Sac and Fox reservation at Stroud, Okla. With the machine went five dozen

records for use in the schools, being chiefly patriotic and popular music.

Mark Silverstone is receiving congratulations on the sale of a \$200 Amberola to Thomas Noble, a prominent East St. Louis resident. The demand was that the machine must be fitted so that a member of the Noble family who is very deaf could hear it. Mr. Silverstone made a tube connection with the reproducer and tried it on the person who is to use it. The result was very satisfactory and did not appear to affect the tone, but for fear that it would Mr. Silverstone inserted a cut-off that could be used to close the opening so made when not in use. A report of the sale by Mr. Silverstone to the company brought the felicitations of the advertising department to him. He had tried similar experiments with other machines, but this was his first effort on an Amberola or a machine of like value.

The Columbia Co. reports excellent business following the general advertising campaign of that company.

The Silverstone Talking Machine Co. reports the sale of several dictating machines to the legal department of East St. Louis municipal government.

The talking machine boys are making their influence felt in the piano baseball league. Four talking machine houses are in the league and from four to five of each team representing those houses are drawn from the talking machine departments. A. J. Robinson, manager of the Thiebes talking machine department, is captain of that house's team. The other teams which have a good representation of talking machine players are the Aeolian, Val Reis and the Bollmans.

E. C. Rauth, secretary of the Koerber-Brenner Music Co., and Harry Levy, manager of the talking machine department of the Aeolian Co., were convention visitors from St. Louis.

SERVICE.

One of the Most Important Things a Merchant Has to Offer His Customers.

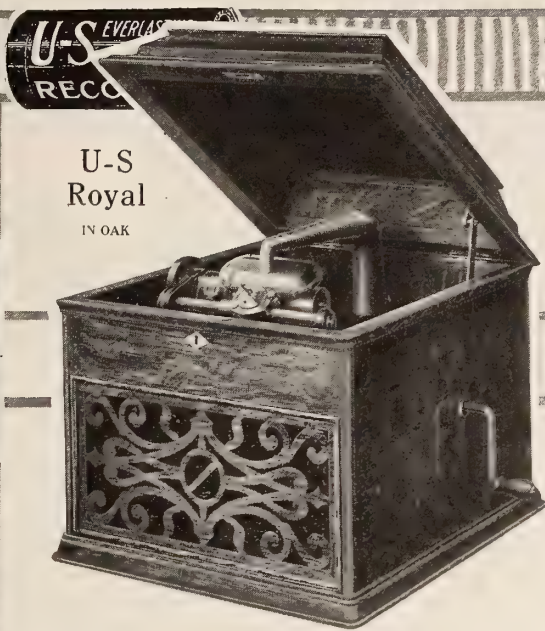
Two things you have for sale and two things only—material and service. The reason people go to your competitor rather than to you is not often because they find better material there—but because they find better service there.

The reason the employer gives the preferred place to another rather than to you is probably not due so much to the other's superior ability as to his greater willingness to serve.

There is no success without service, says Glen Buck in Ford Times. There is no getting without giving. Your bread turns to poison when you do not digest it. And the more you give the more you have to give. Service means growth. Its opposite is stagnation. Marshall Field learned how to serve—first his employer, then the people.

Material we have everywhere—in plenty. But real service is a rarity. And it is in big demand.

Have you mapped out your line of campaign for the holidays, or are you going to "take things as they come"? Being prepared to meet the situation is nine points of the game.



U-S
Royal
IN OAK

Are You a
Live Dealer



Opportunity
To Make
More Money

Best Value Ever Offered
Sells Itself on Sight

THE U-S ROYAL PHONOGRAPH in a choice of oak or mahogany finish, is the finest Cabinet Phonograph ever offered for the low price of \$50.00.

The ROYAL excels not only in appearance but in perfect sound reproduction, and is an entirely new model of the U-S PHONOGRAPH, with horn of non-vibrating material entirely concealed within the cabinet.

The ROYAL is a beautifully finished cabinet that will adorn any apartment, and without protruding horn to stamp it as a Phonograph and to be continually in the way.

Plays three Four-Minute or six Two-Minute Records with one winding.

Dimensions, 20½ x 18 inches. Height, 16½ inches. Shipping weight, 70 pounds.

*The Phonograph that meets good taste
At an exceedingly modest expenditure.*

The U-S Phonograph Co.

Associated with
THE BISHOP-BABCOCK-BECKER CO
1013 Oregon Ave., Cleveland, Ohio
219-225 W. Washington - Chicago
Portland and Chardon Streets - Boston
58-60 W. Mitchell St. - Atlanta
210-12 S. Broadway - St. Louis
5-7 Union Square - New York
338-340 Minnesota St. - St. Paul
368-370 Broadway - Albany
1106 Commerce St. - Dallas

The
U-S
Phonograph
Company

1013 Oregon Avenue
CLEVELAND, OHIO

Send at once full information and literature regarding your special offer to Dealers.

Name
Street
Town
State

Think How Easy
it is to Sell with
these Selling Points

NO "needles" to change. Sapphire Reproducing Points never wear a record—last forever and are a feature of U-S PHONOGRAPHS.

U-S EVERLASTING RECORDS can be handled by children—cannot be broken by careless handling even in the delicate sound grooves.

U-S EVERLASTING RECORDS never wear out, but preserve their tone values forever.

The most powerful, even-running, and long-running motor ever made for a phonograph.

Plays four-minute and two-minute records. A turn of a thumb-screw to left instantly engages four-minute gear, and to the right engages two-minute gear.

A Phonograph so superbly equipped that it reproduces whispering harmonies of music usually lost in the sound volume. Absolutely true to original rendition.

The everlasting enjoyment of the best talent that the musical, theatrical, and vaudeville world affords, becomes his who accepts this most remarkable offer, which is for a short time only.

**It's Easy to Make Big
Money If You Get
This Winning Line**

U-S EVERLASTING
NON-BREAKABLE
RECORDS

The Coming Line

U-S EVERLASTING
NON-BREAKABLE
RECORDS



It is getting harder by the minute to **substitute** for the Columbia. There **is** no substitute for the Grafonola "Regent", for instance, and it was some time before there was a substitute for the "Favorite" at \$50. Same thing over again in this Fall's business—put a chalk mark on that!



(Reprinted from last year's convention number. Did you put a chalk mark on that?)

**Columbia Phonograph Co., Gen'l
Tribune Building, New York**

EDISON TELLS OF HIS SCHOOL DAYS.

Letter from the Inventor the Subject of Essays by Children in the Closing School Examinations Throughout New Jersey—Pays Graceful Tribute to His Mother Who Was His Teacher and Who Always Encouraged Him.

Part of the examinations of the Eighth Grade pupils of the schools of West Orange, N. J., during the closing exercises was to write an essay on a letter to New Jersey school pupils written by Thomas A. Edison. The same examination is to be given to all the pupils of the grade throughout the State in compliance with a new law. The letter is a message of encouragement and good willing part of his remarkable life. Mr. Edison writes as follows:

"Dear Young Friends: I have been asked to write a letter to the boys and girls in the grammar schools in New Jersey, telling something of my

own school days. Such a letter as that would be very short, for I really never had any school days as you understand them.

"I was rather delicate when a small boy, and instead of sending me to school my mother, who had been a high school teacher, educated me herself at home. She had only the one pupil, which was fortunate for me, as I received thoroughly sound teaching. My mother also taught me how to read good books quickly and correctly, and as this opened up a great world in literature, I have always been very thankful for this early and valuable training.

"I was fond of experimenting, so, when I was 12 years old I got work as a train newsboy in order to earn my own pocket money to buy chemicals and apparatus with which to experiment. My train ran from Port Huron to Detroit, and this gave me opportunity to go to the library in the latter city and read books that could not be found in Port Huron, where I lived.

"I always kept busy and had lots of adventures in trying to add to my store of knowledge, but to

tell you the whole story would make my letter too long.

"School days are very different from what they were when I was a boy, fifty years ago. You now have beautiful school buildings, with modern conveniences and apparatus, and your studies include many interesting subjects relating to the arts and sciences. It seems to me that the boys and girls of the present time ought to be very happy in having these fine opportunities of preparing to do big things in the world. Sincerely your friend,

"THOMAS A. EDISON."

Friends of Edison who are well primed as to the great man's history smile at the paragraph in his letter in which he alludes to his "lots of adventures." They recall the story told about him to the effect that he kept an experimenting laboratory in the baggage car, by courtesy of a good-natured trainman. One day one of his experiments resulted, as experiments sometimes do, in an unexpected explosion, and the cars and its contents were destroyed. Needless to say, Tommy was forbidden to reconstruct his laboratory in the car.

At the Jobbers' Convention at Atlantic City, the most complete and up-to-date line of Record Cabinets was displayed by The Geo. A. Long Cabinet Co., and was greatly admired by the jobbers. Several new patterns have been added to the line.



D 33, with No. 9 Victor Machine.—Mahogany and Golden Oak. Top and all four sides polished to match machines. Width of top 21½ in. Depth 18 in. Moulding loose or attached. Can be supplied to fit Victrolas VIII or IX. Capacity 210 (12 in.) disc records.

ILLUSTRATED PRINTED MATTER SENT ON REQUEST

Distributed by the jobbing trade

THE GEO. A. LONG CABINET CO.

HANOVER, PA.

Address Communications to CLEMENT BEECROFT, Sales Manager, 309 W. Susquehanna Ave., Philadelphia, Pa.

Latest and Best THE ALTO BRAKE

"It Knows When to Stop"

An Automatic Mechanical Brake for Talking
Machines built on new principles



Simple

Effective

Automatically Sets Itself

THE BRAKE PERFECT

Attached Permanently with one Thumb Screw
No Adjusting or Removing. Once on Always Ready

This Brake Works— Slowly, Softly, Surely

This is the only brake on the market which
does not require adjusting for every record.

The ALTO BRAKE retails, Gold \$3.00; Nickel \$2.50. Liberal discount to jobbers.
Get one from your jobber. Write for information NOW.

ALTO SALES CO.,

1507 Humboldt Savings Bank Bldg.
SAN FRANCISCO, CAL.

The Talking Machine Trade in New England

EDISON HOME KINETOSCOPE

Being Placed with Great Success by the Pardee-Ellenberger Co.

F. H. Silliman, manager of the Boston headquarters of the Pardee-Ellenberger Co., Inc., was in New York recently, and commenting upon the volume of business that the company had created in New England for the Edison home kinetoscope, showed some figures that were of startling size. Mr. Silliman has been doing a whole lot of work in connection with the introduction and exploitation of the Edison home kinetoscope, not only through personal work but in a general way. The first kinetoscope advertising to appear in The Talking Machine World came from the Pardee-Ellenberger Co. and it is still appearing. The officers of this company are aggressive people; they are business builders, and it is only natural that success should follow hustling qualities plus "first water" ability.

LARGE SHIPMENTS OF NEEDLES

Being Made by John M. Dean from His Factory at Putnam, Conn.

(Special to The Talking Machine World.)

Putnam, Conn., July 9, 1912.

That the talking machine industry is in an excellent condition is best attested by the large shipments of needles that are constantly going all over the country from the factory of John M. Dean, of this city. The Dean plant is one of the best-equipped and modern factories of its type in the country, and it is the aim of the Dean organization to have its output consistent in every manner.

The line of Puritone needles, which is the one that Mr. Dean concentrates upon, is held to be an exceptional needle in style and finish. Most of the trade prefer to handle these under the Puritone brand as made and packed by Mr. Dean, but to those who do not wish this, Mr. Dean will gladly put them up in envelopes bearing special printing and advertising. The price for either service is about the same.

Samples of these needles—Puritone brand—or of the other types of needles made by John M. Dean will be sent upon request to the jobbers.

OLD JIGGER—MAN HANDLER.

The Story of a Man Who Insisted on Being the Boss or Nothing.

Happen to know "Old Jigger?"

One of the Has-Beens. Regular Rose of Yesterday. Hits one selling force, then another. Gets a job. Don't do anything. Sponges off all the boys. Talks their joints loose telling what a big guy he used to be. Gets fired—goes on his way, looking for the next easy mark.

Old Jigger tied up with a big insurance works, a while back. Supposed to solicit. But, no, sir! Not for Old Jigger! Wanted to boss things. If he couldn't be boss, he wasn't going to bust himself, not he. Every morning he'd stick his ratty old plug hat and grizzled Burnsides into the private office, and give the General Agent a calling down.

"Why don't you give me a decent job?" he'd sputter. "Why don't you make me a branch manager, 'stead of some little squirt of a kid like the one you sent up to Milwaukee—what does he know about handlin' men?"

Could hear his observations all over the place, "Used to have charge of the hull Pacific division! I'd ought to be handling men!"

"By jinks, you'll get what you're after!" the General Agent said one day. "I know the place for you. I'll write you a letter. You'll land it! They're aching for somebody like you, who can take hold and handle men."

Grabbed a pen and started to write, the General Agent did. Old Jigger's eyes bulged out. Thought he'd made a ten-strike this time. Saw himself getting to be president of a trust.

Maybe he didn't cave when he read the letter, though! It was to the boss of a Turkish bath house. Said, "Don't you need a good rubber? Bearer's a whirlwind at 'handling men'!"

FACTS ABOUT BAGSHAW NEEDLES.

(Special to The Talking Machine World.)

Lowell Mass., July 8, 1912.

On page 2 of the new booklet issued by W. H. Bagshaw, the needle manufacturer of this city, are the following paragraphs which are of more than passing interest to talking machine men:

"As a vivid illustration of the marvelous growth of the Bagshaw needle business, take a ten-day period during which time 63,020,300 needles go out. This is over six million needles a day, and every needle is of the highest possible quality.

"Quality" has been the diaphragm of this achievement, in conjunction with the immense quantity, and it is the quality feature of the Bagshaw needles that created their universal reputation. Outside of the United States, for instance, the quality of Bagshaw American-made needles is demanded by the better class of foreign talking machine men, although they could buy inferior needles right at their homes. This statement should be remembered when anyone in this country attempts to 'palm off' 'imported' needles at any price on you.

"Bagshaw American-made needles are acknowledged by experts to be the standard talking machine needles of the world."

TRAVELERS GETTING TOGETHER.

Rapid Growth of the National Association of Traveling Men Betokens Wide Interest—Some of the Objects of the Organization.

In the general movement toward co-operation throughout the industries, professions and trades, it is interesting to note the rapidity with which a new organization, the National Association of Traveling Men, with headquarters in Chicago, is bringing together the commercial traveler of the country, a class of men who perhaps more than any other require the prestige of a strong and well organized society and yet who through the necessity of long absences from their home cities are to a considerable degree handicapped in the matter of organizing.

The National Association of Traveling Men, which came into existence last fall, will complete its first year of life in September, and while the aims and ambitions of the organization have been set unusually high there seems every likelihood that the association will actually have enrolled 5,000 members during its first twelve months. Of course, in the case of an organization of this sort the first consideration must be membership, for to secure legislative recognition of the needs of the traveling men the association which seeks to attain this aim must have the prestige of numbers. In this respect the National Association of Traveling Men may be said already to be a success, and as the organization has prepared a plan for its legislative committee to submit to the lawmakers of the various States, there seems every probability that its members and the traveling public in general will be materially benefited through the operations of the association.

NEVER PAYS TO DELAY.

"There is a good idea," said a clerk as he picked up a bright trade paper and read suggestions it contained, and which would be especially helpful to his department of the store. "I'll just file that away, until I get a little time, and then I'll make the few changes necessary in order to enable me to apply that idea in our store." That is just where this young man fell down. He filed it away instead of going at it at once to put "the bright idea" into execution.

If your advertisement is given a position where it is hard to find, make up your mind the results will be hard to find, too.

Don't waste rain coats on ducks—or sympathy on the man who enjoys his hard luck so much that he's all the time talking about it.

Yes, "Bud," some people are so high and mighty that it makes them dizzy to look down on the rest of us. Great and good old world, "Bud," just the same, for those "highups" sometimes take a tumble.

A Summer Cottage in Your Vicinity?

Every summer cottage is a prospect for the Edison Home Kinetoscope; the cost is small and the pleasures great. Away from the city, the cottagers are only too eager to see the "movies" right in their own home.

Now you, Mr. Dealer, are the one who should get these sales. The machines retail from \$65 to \$88, and the films sell at a corresponding low price. The profits are right.

We'll back your efforts with hints and suggestions, thus reinforcing every chance you get to make your profits. Take this week off for the "summer cottage sales"—it means more business.

If you don't happen to be a Kinetoscope dealer, better write to-day for full details. A postal will do provided you mail it to-day.

The Pardee-Ellenberger Company

EDISON KINETOSCOPE DISTRIBUTORS

NEW HAVEN

BOSTON

FROM OUR BOSTON HEADQUARTERS

324 WASHINGTON STREET, JOHN H. WILSON, MANAGER.

(Special to The Talking Machine World.)

Boston, Mass., July 9, 1912.

The June business with the Columbia Phonograph Co. has quite exceeded the anticipations of Manager Arthur Erisman, and when comparisons were made it was found that it was about double the business of June a year ago. Meantime Manager Erisman and all his office force are rejoicing over the victory just won, as the Boston office won the prize offered by headquarters for having had the largest cash receipts in proportion to accounts receivable for a period of several months. For some time it was neck and neck with the New York office, but the Boston quarters finally won out and everybody is much delighted. For this good showing much credit is due Jack Shaughnessy, of the bookkeeping department, who kept a close watch of things.

An Artistic Victor Window.

The window in the Henry F. Miller Co. on Boylston street, which is always given over to Victor displays, has a very catchy arrangement just now which is a direct appeal to the summer vacationist. Across the rear of the window is a placard with the words "For the Camp or Canoe," and on each side is a colored drawing of a canoe trip on the one side and a suggestion of camp life on the other. In the foreground are stacks of low-priced machines such as are especially adaptable for vacation resorts. Ubert Urquhart, the manager of the Victor department, is anticipating a trip to Maine with his family, and F. T. White, who is taking his vacation early in July, will spend it at home, for having lately moved to Brookline, he finds that that neighboring town is not such a bad place after all in which to spend a vacation.

A Visitor from Atlanta.

Westervelt Terhune, manager of the Atlanta, Ga., offices of the Columbia Phonograph Co., was a visitor in Boston lately. He came North on purpose to visit the New York headquarters of the company, and as he is contemplating making extensive changes in his Atlanta store, the New York officers suggested he come over to Boston to see what Manager Erisman is doing here, as Mr. Erisman, as mentioned last month, has extensive plans already under way for utilizing the front of the second floor of the Tremont street quarters, which probably will be ready for occupancy in a few weeks.

Outing of Eastern Talking Machine Associates.

The June 17 outing of the Eastern Talking Machine Associates held at Crescent Park, down the Providence river, was a success in every particular. Twenty-eight members and guests took the trip and the start was made from Boston at nine o'clock. Arriving at Providence there was a short trolley trip along the shore to Crescent Park. The great event of the day was the ball game between the Victor and the Edison teams, the Victor nine being captained by J. M. Price and the Edison by Mark Read. There was little left to the imagination when the final score was declared, but it would be a shame to tell how the teams stood. Following the regular game there was another by the stout gentlemen, in which "Chief" Wilkinson, of the Eastern Co. played a conspicuous part, and it was one of the funniest stunts of the day to see the "Chief" run to first base. Following the dinner, which was thoroughly enjoyed by all, Mr. Chamberlain gave an impromptu address, speaking enthusiastically of the association. Then the company scattered to enjoy themselves in their own way and the return trip to Boston was made during the cool of the evening. Among the guests who went down with the Eastern boys were Billy Veale, manager of the talking machine department of the McWhire Co. at Fall River, and John Taylor, of Boston. The outing was voted one of the most successful ever undertaken by these Associates.

Joins Dictaphone Department.

H. A. J. Niven, formerly with the Eliot Fisher Co., has been added to the dictaphone department of the Columbia talking machine department, which department, by the bye, is going through a thorough process of systematizing with an eye to improving its capacity for the growing business that has been facing the department for some time.

Attended Jobbers' Convention.

Henry A. Winkeiman, manager of the Victor department of the Oliver Ditson Co., and Herbert L. Royer, manager of the Victor's Arch street department of the M. Steinert & Sons Co., attended the Atlantic City convention. E. F. Taft, manager of the Eastern Talking Machine Co., also was at the convention.

Ditson's Good Victor Business.

The Oliver Ditson Co.'s Victor department has had a splendid June business and a great many machines and outfits have been sold to summer camps. The business this year of this character has shown a tremendous growth over last summer.

An Attractive Vacation Window.

In the establishment of the Columbia Phonograph Co. there is the best possible suggestion for summer recreation in the window and in the store itself. In one of the large show windows is a miniature pond on which floats a canoe with two little figures and a tiny representation of a phonograph. At the rear is an Indian tepee, and the entire window accessories tell of a delightful summer reverie through the medium of Columbia outfits. Inside in the store there is a full-sized canoe filled with cushions, and at one end a machine. The two together are a fine advertisement and the doorway is filled all the time with interested spectators who are attracted by the novel sight.

Victor Records for Class Gift.

One of the interesting features of the graduating
(Continued on page 18.)

An Interesting Question at the Atlantic City Convention was — "Where do You Buy Your Needles" ?

The jobbers who got together and
compared notes found that they
secured the best values

from Bagshaw, of course

To those who haven't seen the latest Bagshaw product—The DUPLEXETONE Needle—we'll mail a generous package free of charge.

The Duplexetone Needle is the wonderful Needle with TWO TONES, permitting both SOFT and LOUD with the same needle. Write us today.

W. H. BAGSHAW, LOWELL, MASS.

A limited edition of a booklet covering Duplexetone Needles and the other Bagshaw products has been published. Jobbers can have sufficient copies for their trade upon request.

Can you imagine anyone saying there would be no demand for Fremstad records? Or Nordica records? Or Mary Garden records? Or Nielsen records? And can you imagine any Smart Aleck trying to offer you a substitute for them?



(Reprinted from last year's convention number. Since then the dealer who doesn't handle the Columbia line has also had to turn aside from the demand for records by Destinn, Slezak, Zenatello, Weber and Fields—and it hurts.)

**Columbia Phonograph Co., Gen'l
Tribune Building, New York**

FROM OUR BOSTON HEADQUARTERS.
(Continued from page 17.)

exercises of the Lawrence school in Brookline was the presentation of the class gift, which was of an unusual character, being no less than a solid mahogany case for talking machine records. It will be recalled that the Lawrence school has been interested in Victor machines for some time, and W. J. Fitzgerald, of the Eastern Talking Machine Co., has kept in close touch with the school and has given several demonstrations out there. The purchase of the cabinet for records was made through him, and he also helped to make a choice selection of the records, \$100 worth of which were presented to the school at the same time.

Inspected New Edison Products.

Manager Silliman, of the Pardee-Ellenberger Co., of Batterymarch street, went over to New York last week for the exhibition of the Edison Co. in Fifth avenue, to which a number of the jobbers went. Mr. Silliman was accompanied by Frank Boyd, of the Iver-Johnson Co., whose establishment at the corner of Washington street and Cornhill is quite a popular headquarters for outfits. Mr. Silliman reports that the Edison business was very good during June, and this was especially true of the kinoscope outfits, which have been selling rapidly ever since they were put on the market. A recent visitor to the Pardee-Ellenberger Co.'s Boston office was Mr. Phillips, the credit manager of the Thomas Edison Co.

Miss Davis Married.

Miss A. J. Davis, the popular attache of the Eastern Talking Machine Co., was married on Wednesday, July 3, to C. L. Hammond, a well-known Boston man. The ceremony took place at the Church of the Immaculate Conception at Revere and several of the bride's associates in the Eastern Co. attended the ceremony. The bride was pleasantly remembered by them with a handsome silver service.

Successful Talking Machine Exchange.

A. Rosen, whose successful talking machine exchange in Bromfield street is one of the especially popular rendezvous for the public interested in machines, lately came into possession of a large number of odds and ends which his patrons were not slow to take advantage of. One of these was 108 folding Edison machines. Mr. Rosen has lately enlarged his quarters at 3 School street, and he now has a part of the floor above which he uses largely for his surplus stock. Mr. Rosen lately successfully conducted a concert at the Young Men's Hebrew Association, using a Victrola No. 16. He is planning a trip to New York, after which he will go to Buffalo for a short time, visiting the trade there.

Returns from Honeymoon Trip.

Chester J. Sylvester and his bride have returned from their honeymoon and now are pleasantly located in Dorchester. Mr. Sylvester has been making a pronounced success of his talking machine department at the C. E. Osgood Co. and June showed up as a record month.

Manager Erisman has lately completed contracts with the Burt Fur Co. as Columbia dealers for South Attleboro. Another deal has been closed by him with Almy, Bigelow & Washburn, who will

handle Columbias for Salem and Beverly, where this concern is widely known.

Concerts Greatly Interest.

R. L. Perrett, the instalment manager of the Columbia Phonograph Co., has been giving some highly successful concerts lately. One that comprised a mixed program was given at the Elks quarters in Somerset street, Boston, and was attended by a large company. Another given in Henry M. Moore Hall, Y. M. C. A. building, at Somerville, was styled a Gounod's "Faust" recital, and all the prominent numbers through the four acts were given, followed by much applause. This recital was given on a Columbia Grafonola Mignonette.

Visited Eastern Co.'s Store.

Alice Lloyd, the star of the musical comedy "Little Miss Fix It," playing a highly successful engagement at the Tremont Theater, was a visitor to the Eastern Talking Machine Co. the other day. She was accompanied by her husband, Tom McNaughton, who also is widely known in musical comedy.

Play Ball!

The talking machine boys are looking forward interestedly to another baseball game to be played at Franklin Field soon by the nine of the Eastern Talking Machine Co. and the fellows from the Victor department of M. Steinert & Sons Co.

Good Sales of Victor Machines.

George Lincoln Parker's Victor department has made a number of good sales lately, and there has been quite a lively demand for the July records. The department is making good headway in the hands of Mr. Davis.

A Timely Publication.

"How and Where to Sell Columbia Grafonolas, Graphophones and Records" is the title of a booklet which Manager Erisman has just got out. The text tells of the adaptability of machines to settlement work, children's playgrounds, State prisons, religious institutions, factories and even doctors' and dentists' offices; and is really quite ingenious.

DEPARTED VOICES LAID AWAY

In the Paris Opera House, and the Day of Resurrection Is Set by the French Government One Hundred Years Hence.

A strange ceremony was held recently at the Opera House in Paris, where phonographic records of singers were consigned to a hermetically sealed tomb under the building where they are to repose for a century, when they will be opened to allow those of another century to hear the songs and voices that delight the audiences of to-day.

The first series of such records was made by the opera in 1907, when the voices of Caruso, Tamagno, Melba and others were duly buried under the seal of the State Secretary of Fine Arts.

Take the trouble—it will pay you. One of the secrets of the success of this business is the general willingness to "take the trouble"; to do each detail in the best possible manner.

Don't expect others to do for you what you are not willing to do for yourself.

RIVAL OF THE VICTOR DOG.

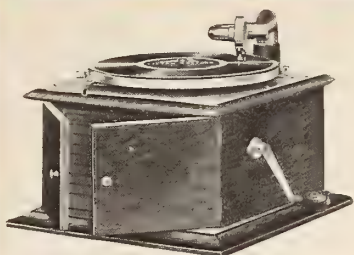
Something of the Seven-Year-Old German Setter for Whom Remarkable Claims Are Made as a Talking Dog—The Fox Terrier Who Is So Alert to Hear "His Master's Voice" Is Not Jealous or Despondent, Thank You?

Dogs have made a noise in the world before to-day, but the noisiest of them never startled the public ear with such vocalizations as have been attributed to "Don," the seven-year-old German setter of Gardelagen. Here is a canine whose reputation has literally gone out to the ends of the earth. Scientists from world-famous universities have investigated him. The contour of his teeth are known and his trachea has yielded up all its secrets. The exact mechanism of his wonderful mouthings is enshrined in numerous phonographic records and scientific monographs. He has been photographed and motion-pictured times out of number. There is a book about him, written by the learned professor of a psychological institute in collaboration with a teacher of anatomy and a doctor of philosophy.

For several years past Don has been known as "the talking dog." Numerous observers reported that he had a vocabulary of eight words, which he could utter if food were offered and certain questions propounded. Thus he could call himself "Don," say he was "hungry," express his preference for "cakes," tell of the "rest" for which he longed, reply "Yes" or "No," according to circumstances, and correctly state who wrote the first article about him in the newspaper. But Don has just been put through his vocal paces by Oskar Pfungst of Berlin, with a result that makes psychological mincemeat of the famous canine wonderkind of Gardelagen. It is admitted that Don has a "high tenor voice, ranging from F on the bass clef to the octave above middle C." But along with this gracious admission goes a flat denial that the dog really utters any of the words attributed to him. All Don does is to respond to his training by making certain sounds in regular order after other sounds which he hears. The rest is the work of enthusiastic listeners, who, expecting given answers, unconsciously distort "meaningless noises" into intelligible forms of speech, just as a well-known bird's "Piff-ah-rih" is converted by the imagination-aided senses into "Whip-poor-will."

Now all this would seem trivial were it not that on Don's alleged power of speech turns a question of great importance for science—nothing less than the claim frequently made that extremely complicated processes analogous to our own go on in the lower animals, and that therefore the difference between them and man is merely one of degree, not at all one of kind. The downfall of Don from his high estate as a "talking dog" is expected to put an end to all further attempts to dispute the intellectual primacy of the human biped over the sagacious four-footed companion of his daily walks. And that favorite saying of the ladies will still remain true of all canines: "He does everything but speak."

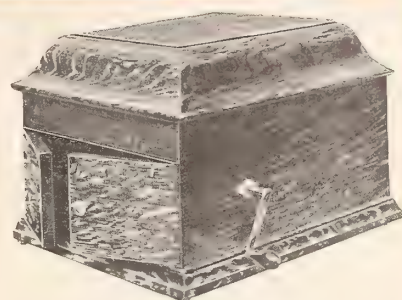
Thousands of men have failed in business because they lacked the moral courage to say No.



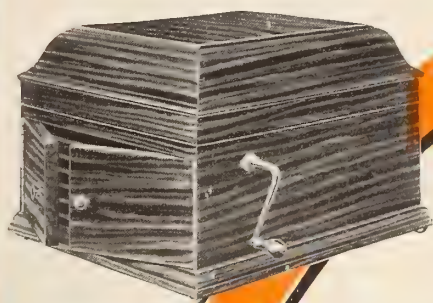
Victor-Victrola IV, \$15
Oak



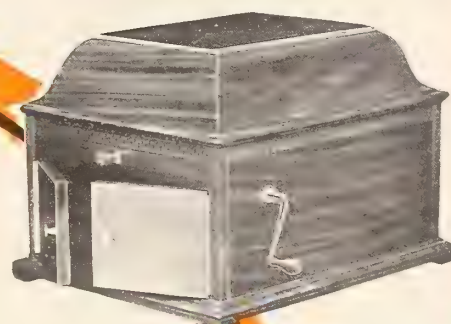
Victor-Victrola VI, \$25
Oak



Victor-Victrola VIII, \$40
Oak



Victor-Victrola IX, \$50
Mahogany or oak



Victor-Victrola X, \$75
Mahogany or oak

The most profitable branch of the musical instrument business

The Victor-Victrola has not only captivated the world with its wonderful tone qualities, but has opened the eyes of the dealers with its opportunities for profit and prestige.

It has not only imparted dignity to the talking-machine business, but made it the most profitable branch of the entire musical instrument business.

And, backed by the tremendous resources of the Victor organization, it keeps on growing and offers a constantly widening field for profit to every dealer throughout the length and breadth of the country.



Victor-Victrola XIV, \$150
Mahogany or oak



Victor-Victrola XI, \$100
Mahogany or oak



Victor-Victrola XVI, \$200
Mahogany or quartered oak

Victor

1898



The greatest in the world



Greater than the Metropolitan Opera House; greater than Covent Garden, where the royalty of England is entertained; greater than La Scala at Milan, the Grand Opera House of Paris, and the Royal Opera of Berlin; greater in fact than all the opera houses and places of entertainment in the world, is the seventh floor of Building No. 5—the center of a city in itself formed by the modern structures of steel and concrete that house the giant industry of the Victor and Victor-Victrola.

To this building in the city of Camden, just across the historic Delaware River from the city of Philadelphia, comes a never-ending procession of the

very greatest artists in the whole world. To-morrow it may be M. Amato, and to-morrow it may be M. Amato, or Farrar; or it may be several of them. It may be a masterpiece like the "Sextette from Lucia," or it may be a masterpiece like the "Sextette from Lucia." It may be a masterpiece like the "Sextette from Lucia," or it may be a masterpiece like the "Sextette from Lucia."

But whoever it is or whatever the organ, the four walls of this building is head, and

This advertisement is one of the double-center pages which we use right along in the *Saturday Evening Post*.

The cost of this space is \$8,000 for a single insertion, and yet this amount is insignificant when compared with the hundreds of thousands of dollars

musical center of the world



ld. To-day it may be Caruso or
or Tetrzzini, or Schumann-Heink,
m assembling to unite in making a
ia." Or it may be Paderewski, or
r Blanche Ring; and then again it
Herbert and his orchestra.
organization, rest assured that within
, day in and day out, year in and

year out, music in all its forms such as no other place on earth has ever heard.

And unlike music that is heard in any other place, which is only a momentary pleasure ending with its rendition, Victor music lives forever. From its beginning in Building No. 5, it goes through the various processes necessary to its perpetuation and eventually leaves the shipping department (Buildings Nos. 9 and 10) to be heard again and again in hundreds of thousands of homes, just as it is heard in the sacred precincts of the recording room on the seventh floor of Building No. 5.

expended every year for Victor publicity. Magazines, newspapers, farm papers, are used month after month sending Victor business to Victor dealers in every part of the country, and making the Victor plant grow larger and larger all the time.

The mark of quality

The famous Victor trademark, "His Master's Voice," is a guarantee of quality. It stands for all that is best in music, and is on every Victor, every Victor-Victrola, and every Victor Record.



The best-known trademark in the world

"The Victor talking machine's design, 'His Master's Voice,' has become a household word, and the quaint little fox terrier at attention before the horn is familiar to more Americans than any of the world's great masterpieces."—*Collier's Weekly*.

Victor

Good product, sold *to* the dealer and *by* the dealer strictly on its merits, co-operation always, and protection a matter of course—that's *business*, Columbia style.

(Reprinted from last year's convention number because we couldn't say it better.)

**Columbia Phonograph Co., Gen'l
Tribune Building, New York**

50 PER CENT. COLUMBIA INCREASE.

Many Additional Buildings Going Up at the Columbia Phonograph Company's Factory at Bridgeport—Many More Hands to Be Employed—Columbia Force Enthusiastic Over Present and Prospective Business.

The largest increase in production ever made by any talking machine manufacturers at one time in the history of the industry will be consummated September 1 by the Columbia Phonograph Co. at their factory in Bridgeport. This increase includes both instruments and records.

In the meantime the big plant is working two full

sible this increase in our factory output.

"Things are certainly going ahead in great shape with us. Never busier, trade booming, and the prospects ahead are multiplying every minute. This reorganization and extension of our factory has been one of the first big tasks undertaken by Mr. Woods, our new factory manager. Our national advertising campaign, reinforced by remarkable co-operation on the part of our dealers, is producing a vast increase in business throughout the country. The first half of 1912 has already proved to be by far the greatest in the history of the Columbia Co., and four months and a half still to come before the beginning of the great Christmas rush."

"THE VICTOR BOOK OF THE OPERA"

Has Proven a Great Success, the Entire First Edition Having Been Sold—Honored by the United States Government.

After sending two copies of "The Victor Book of the Opera" to the Librarian of Congress to be copyrighted, one of the members of our Legal Department visited the Congressional Library to investigate some matters, and incidentally asked for "The Victor Book of the Opera." One of the librarians on looking the matter up informed him that "The Victor Book of the Opera" was indexed in the Music Section, under books of instruction.

This, when you take into consideration that records are listed therein in catalog form, is certainly a very high compliment, and one whose significance every Victor Dealer should appreciate.

However, this is actually what "The Victor Book of the Opera" is—a book of instruction—and we believe if presented to every Victor owner with this line of argument, not only will nearly every one of them buy a copy, but all those who do will rapidly develop into much more regular customers of these beautiful operatic records.

Furthermore, it is one of the best aids every salesman in your store could possibly have. If they will read it they will certainly find themselves possessed of a wonderful store of knowledge that is bound to prove very valuable to them in selling the Victor line.

If you haven't a copy you should ask your distributor to send you a few at once.—The Voice of the Victor.

WILL REORGANIZE COMPANY.

Geo. E. Brightson has purchased the assets of the Sonora Phonograph Co., 78 Reade street, New York, and is now arranging to have the company reorganized.

CONGRATULATIONS.

The genial H. A. Yerkes, manager of the wholesale department of the Columbia Phonograph Co., General, is wearing a broad, happy smile. The reason is a son and heir, who will hereafter make his home in the Yerkes household. Mr. Yerkes insists that the boy has already commenced making "records."

TWIN CITY SUMMER TRADE.

Excellent Reports from Talking Machine Houses Regarding the Demands of Vacationists—Foster & Waldo's Handsome Victor Department—Much Interest in New Amberolas.

(Special to The Talking Machine World.)

Minneapolis and St. Paul, July 9, 1912.

Summer homes at lake and river resorts are making long drafts on the talking machine houses of the Twin Cities. Minnesota and northern Wisconsin is pre-eminently the summer home district of the Mississippi valley. St. Louis, Kansas City, St. Joseph, Omaha and numerous other cities of the Middle West are represented by large club houses all through the lake region. Many thousands, probably a full hundred thousand, from outside States spend the hot season in Minnesota. And, of course, every Minnesotan with means has a lake cottage. A certain proportion of these want talking machines, and those who have machines want better ones, and all want records. Hence, good business for the talking machine men.

Foster & Waldo, who put in a Victor department, after having existed as an exclusive piano house for more than twenty years, are more than satisfied with the experiment. Their location and their wide acquaintance naturally enabled them to get into the business on a lucrative scale at once.

A highly satisfactory tale is related by Jay Wheeler, manager of the Columbia Phonograph Co.'s stores in the Twin Cities. We did not see him personally, but the well-trained staff said trade was fine.

Much interest has been displayed in the Amberola No. 3, according to President Lawrence Lucker, of the Minnesota Phonograph Co. These instruments are going rapidly, he says. He also predicts a great demand for the Edison disc machines when they appear early in the fall and is preparing for what he believes will be a rush.

The Metropolitan Music Co. and W. J. Dyer & Bro. find that talking machines are a greater element in the world of music than they had suspected when they introduced them some years ago, and both are doing nice business in these lines.

DAY OF CERTIFIED ADS COMING

Is the Prediction Made by A. W. McCann in a Recent Address Upon "Publicity and Public Welfare."

"We have certified milk and certified checks. The day of the certified 'ad' is at hand," said Alfred W. McCann, of New York in discussing "Publicity and Public Welfare," the principal topic for consideration at a recent session of the Sagamore Sociological Conference at Sagamore Beach, Mass. Mr. McCann scored dishonest advertisements and said:

"Advertising to attain its noblest possibilities must begin with a conscience. Happily, advertising men are beginning to realize the abuses to which their profession has been subjected, and are beginning the reform from the inside, but the reform will be successful only to the extent to which the manufacturer lends his co-operation."



George W. Lyle.

shifts—day and night—in order to cope with the demand for instruments and records which is now coming to the company from all parts of the country.

This unprecedented increase of production not only indicates the extraordinary prosperity of the talking machine trade in general, but particularly emphasizes the well-recognized fact that the great campaign which has been so brilliantly conducted by the Columbia Phonograph Co. is bearing gratifying results.

Discussing the Columbia program of expansion in the company's general offices, George W. Lyle, general manager, stated to the Talking Machine World representative:

"Yes, by September 1 we plan to have increased the producing capacity of our factory 50 per cent. in all departments—machines and records. And we will use every bit of it. We are celebrating our twenty-fifth anniversary in the best way we know how—by making it our banner year. As a matter of fact, that is exactly what we had planned to do, but the way the Columbia demand has grown and is growing, and is so unquestionably going to keep on growing, has already exceeded our calculations. And that is why we found it necessary to bring into effect just as quickly as pos-

POOLEY RECORD CABINETS

NOW IS THE TIME

TO

PLACE YOUR ORDER

For the new Cabinets to Retail for

\$18.00 AND \$25.00

They will outsell any Record Cabinets in the market. The demand will be large.

POOLEY FURNITURE CO.

16th St. and Indiana Ave.

PHILADELPHIA, PA.

Sixth Annual Convention of the National Association of Talking Machine Jobbers Atlantic City, N. J., July 1 and 2, 1912

(Special to The Talking Machine World.)

Atlantic City, N. J., July 5, 1912.

The sixth annual convention of the National Association of Talking Machine Jobbers, in which there was probably more live interest shown on the part of the members and the trade at large than any previous gathering in the history of the organization, is now a thing of the past, and the association has now started on a new career as a body reunited in spirit and strengthened in many particulars.

There were, of course, differences of opinions—there must be in any gathering of more than two people—but the compromise route was found to be the safe and sane path, and its adoption served to place matters on a perfectly satisfactory and pleasing basis, much to the relief of the majority of the members.

The first session of the convention was called to order on Monday morning at the Hotel Chalfonte, with President Lawrence McGreal in the chair and with about sixty members present. After the formal roll call Mr. McGreal proceeded to deliver his annual address, which constituted a careful summing up of the conditions facing the association for some time before the convention, a summary of the threatened dangers and a warning regarding the future conduct of the affairs of that body if its strength and value to the trade were to be preserved. Mr. McGreal said:

President McGreal's Address.

Since our annual meeting a year ago, or rather since the present officers assumed their respective duties, matters of moment to the association have not presented themselves with sufficient force to call forth any special action on the part of the executive committee, with the exception of those things that brought about the meeting last January in Chicago. The secretary's report, when read, will acquaint you with our action at that meeting.

The fact that only one meeting of the executive committee during the year was necessary is by no means a sign of coma, nor does it indicate any lack of interest in association affairs by either your committee or its membership. On the other hand, it indicates a pacific condition as between the factory and the jobber; a condition, I trust, that will continue indefinitely, for I feel that the less agitation created on matters, except those of very paramount importance, the better it will be for all concerned.

It is the easiest thing in the world to start trouble in an association such as ours, and agitation on things of minor importance leads too often to serious misunderstanding and unnecessary clashes between manufacturer and jobber and dulls the weapon necessary to be used when serious and consequential matters arise.

What the Association Means.

This association, if left to itself and directed in policies by its members as a body in annual meetings and carried through the interval by a wise, carefully selected body of executive officers, means much to the jobbers and dealers. No one man, nor set of men, should consider himself or themselves bigger than the association, and the power that official position gives them should not be used to promote their own interests, lead them to attempt to divide the association into factions, nor license them to attempt to elevate their friend and crush their enemy or business competitor.

The members of this association should discard all personal interests and forget all personal likes

or dislikes, and stand shoulder to shoulder and fight as one man for anything and everything that benefits the whole.

We have witnessed a spectacle during the last few months, and which came to its climax at Chicago only a few days ago, that should be a warning to this and all other associations of its character.

We see a historic political party about to crumble, after fifty or more years of almost continual and uninterrupted unity and power, through the egotism and personal ambition of one man. Many admire that man and believe him great, an opinion I'll not gainsay, but can anyone deny that his personal ambition and greed for power will not destroy in a great measure the usefulness of a party greater than any one man?

During the proceedings of this convention I may again touch upon and speak further upon this par-

the new president will see fit to call a special meeting in conformity with the present constitution to make changes and adopt amendments that will hereafter rid this body, first, of the very obnoxious proxy stunt and in some way deprive those holding office in the association of the power of perpetuating themselves and those who are equally desirous of controlling and dictating matters that should be approved and adopted by the membership.

In conclusion, let me say that if this association is to live and carry out the objects and purposes for which it was brought into existence, we must now steer the ship into dry dock, as it were, and scrape off the barnacles that hinder our progress, and after this is done, with a good man at the wheel, steer into the bay of harmony, and see to it that all commissioned officers and the entire crew work shoulder to shoulder for the commercial safety of all on board. Let the fox terrier protect the home



Newly Elected Officers—Left to Right—Louis Buehn, Secretary; John B. Miller, Treasurer; Geo. E. Mickel, Vice-President; J. Newcomb Blackman, President.

ticular matter, but deem it sufficient at this time to caution the association members against and warn them to crush, if possible, any move that has been made or may be made here by any member to divide this house against itself by putting Victor interests against Edison interests, and vice versa.

The framers of our present constitution and by-laws constructed what, in their best judgment, was a safe, strong yet elastic constitution, but developments of certain abuses during the past year or two leads me to think that changes and amendments are vitally necessary, and while it is not my purpose or inclination to prompt or dictate any action for the incoming administration, I hope

of the old people and the old couple shelter and treat the terrier with humane kindness and consideration. Let there be no Orange nor Camden, but one united association.

Next in the regular order of business came the report of the secretary, J. C. Roush, as follows:

The Secretary's Annual Report.

"In deference to the many important matters which are scheduled to come before the association and the curtailing of the official meet to two days instead of four, your secretary will endeavor to limit his annual report, as nearly as possible, to a resume of happenings, as are.

(Continued on page 26.)

The increasing Columbia business you are missing ought to make you nervous.



(Reprinted from last year's convention number. That increase has multiplied since. Our dealers are doing 60 per cent. more business this year, and by the same token that nervousness of yours can hardly be improving much.)

**Columbia Phonograph Co., Gen'l
Tribune Building, New York**

CONVENTION OF THE NATIONAL ASSOCIATION OF TALKING MACHINE JOBBERS—(Continued from page 25).

"It also behooves him to be brief and not usurp time from the many special attractions arranged this year, in addition to the wealth of amusement, recreation and pleasure of this city by the sea.

"It has taken us long enough to get this long-distance connection with each other and the distracting or disturbing factor of a long report might complicate matters as were at a certain 'phone booth one day, when a tall and aggressive one said, 'Excuse me, but I'm in a hurry! You've had that 'phone 20 minutes and not said a word!' The short, meek man answered, 'Sir, I'm talking to my wife!' In spite of your secretary's views and beliefs there might be those here who would take exceptions to anything but a brief report and express those exceptions as clearly as did a certain man who hotly discussed the merits of a certain book with its author. The author finally replied: 'No, Jim, you can't appreciate it. You never wrote a book yourself.' 'No,' retorted Jim, 'and never laid an egg, but I'm a better judge of an omelet than any hen in the State.'

"It follows, in an association like ours, that during the period of a year there should have been some change in the personnel. We have both lost and gained members, the net result being a total of 9 having withdrawn their membership and 10 being added to the fold. This shows a distracting mortality rate and should act as an incentive to each and every member of the association to exercise during the coming year an unusual effort to recoup and enlarge our membership.

"Members having been lost to the association for various reasons: 8 having discontinued the jobbing of talking machines; 8 being suspended for non-payment of dues, and the balance for various reasons.

"The new members admitted were: Sol Bloom, Inc., New York City; O. K. Houck Piano Co., Little Rock, Ark.; O. K. Houck Piano Co., Nashville, Tenn.; Frederick Loeser & Co., Brooklyn, N. Y.; A. Hospé Co., Omaha, Neb.; Florida Talking Machine Co., Jacksonville, Fla.; W. F. Frederick Co., Altoona, Pa.; Oliver Ditson Co., Boston, Mass.

"Since the last convention the secretary has collected and turned over to the old and new treasurer \$2,580.51 for current dues and last year's banquet receipts. This leaves still outstanding dues from delinquent members amounting to \$42.50.

"During the past year there has been one special executive meeting, which was held at the Chicago Athletic Club, Chicago, Ill., January 25, 1912, at which were present the following members: J. F. Bowers, Lawrence McGreal, Geo. Mickel, J. B. Miller, Perry Whitsit, Rudolph Wurlitzer and J. C. Roush.

"At this meeting a number of very important matters were discussed, among which was the advisability of asking the Victor factory to compel the jobber and dealer to charge interest on instalment accounts, and the advisability of increasing the initial qualifying purchase from three to five machines and from 100 to 150 records.

"Your secretary was instructed to write each

jobber, asking for his vote on the subject, and the matter was to be thoroughly discussed at the convention and then put up to the company in the form of a resolution requesting it to make this a part of its contract.

"The vote on the charging of interest on all time and instalment accounts was 38 for and 5 against.

"The vote on the increasing of the initial order was 39 for and 9 against.

"Another important matter taken up at the last executive meeting was the new Victor cut-out exchange. At this meeting a resolution was passed asking the Victor Co. to grant the jobber and dealer a larger cut-out list, and upon taking this matter up with the Victor Co. it very promptly and courteously granted an increase, and listed 205 more numbers to its cut-out list than was on same before our request.

"Our president, Lawrence McGreal, was instructed to appoint a legislative committee to consist of three members, and named L. H. Clement, chairman; J. F. Bowers and H. H. Blish members.

"Mr. Taft, of Boston, was appointed to serve on the transportation committee.

"A resolution was passed at the 1911 convention, requesting the Thos. A. Edison, Inc., to modify its present exchange and grant the jobbers the privilege of returning 15 per cent. instead of 10 per cent. of their record purchases.

"The secretary mailed this resolution to the Thos. A. Edison, Inc., and received a reply from Frank Dyer, president of the Thos. A. Edison, Inc.

"The secretary took prompt action when advised of the proposed adverse legislation on patent laws, and mailed a letter on the subject to every United

States Senator and Congressman at Washington and received many replies promising support against said change.

"Both factories are working strongly on this matter and it is now believed that the right to name the price on patented articles will not be affected.

"The matter of a transfer bureau for the exchange of Edison records among members was taken up with the Edison Co., but no satisfactory plan has been suggested as yet. I herewith read you Carl H. Wilson's letter on this subject.

"As a matter of record the secretary reports that the Thos. A. Edison, Inc., in a letter dated June 4 declined the association's invitation to our 1912 convention, giving as its reason a personal letter sent out by J. C. Roush.

"J. C. ROUSH, Secretary."

The Treasurer's Report.

The treasurer, J. B. Miller, next made his report for the year, showing receipts of \$1,705.15; expenditures of \$776.60, and balance on hand of \$928.55.

Report of Resolutions Committee.

Perry B. Whitsit, chairman of the resolutions committee, presented his report at the afternoon session, in which he stated there was practically no work for the committee; the only matter brought to their attention which required any action on their part being the threatened change of the patent laws, which would have quite a bad effect upon the talking machine business. He said: "The committee has prepared a resolution on these lines which will be presented to the association for its adoption or rejection at the proper time."

(Continued on page 27.)



Standing, Left to Right: James F. Bowers, Ruby Spaulding, Perry B. Whitsit, Geo. E. Mickel.
Sitting: J. C. Roush, Lawrence McGreal, E. F. Taft, John B. Miller.



Officers, Members and Friends of the National Association of Talking Machine Jobbers, Hotel Chalfonte, Atlantic City, July 1 and 2, 1912.

Report of Membership Committee.

The membership committee of the association, through Geo. E. Mickel, the chairman, then reported.

"During the year we have secured the following members: Sol Bloom, Inc., New York City; Houck Piano Co., Nashville and Little Rock; Frederick Loeser Co., Brooklyn; A. Hospe, Omaha, Neb.; Florida Talking Machine Co., Jacksonville, Fla.; Frederick Piano Co., Altoona, Pa.; Oliver Ditson Co., Boston, Mass.; E. E. Forbes Piano Co., Birmingham, Ala., and Greenhut-Siegel-Cooper Co., New York, making a total membership of 100. During the year letters have been written to all jobbers who are not members of the association, urging them to come in with us.

"There are now about 30 jobbers who are handling Edison and Victor goods that are not yet members of the association, and a strong effort should be made to secure them, and I would suggest that the membership committee of the association for the coming year be arranged at the earliest date possible during this convention and that they be gotten together while here and be given the names of the firms that they are expected to interest in the association. By a careful selection of the committee it could be so arranged that many of the jobbers who are not now members could be personally seen, and there is not a doubt but what our membership could be very greatly increased by a plan of this kind."

Report of Special Traffic Committee.

One of the interesting reports made at the morning session was that of the special traffic committee, L. C. Wiswell, chairman, which follows:

"Your committee has been confronted during the past year with two very important questions, namely, the proposed increase in freight rates on talking machines enclosed in cabinets from first class to double first class, by the Western Classification Committee, and a uniform change in classification on phonographs and talking machines enclosed in cabinets and without cabinets, crated or boxed, LCL shipments first class, CL, or carload, third class, by the Official Classification Committee.

"The proposed change in classification by the Western Classification Committee, if adopted by it, would have meant an extra expense of thousands of dollars to distributors and dealers each year; in fact, it would have been prohibitory for a large number of distributors and dealers in the far Western territory to continue handling the Victor line on account of the fact that their profits would be practically wiped out by the increased cost in transportation.

"Your committee, reinforced by W. F. Fulghum, representing the Victor Talking Machine Co.; J. C. Rodgers, representing the Thomas A. Edison, Inc., and W. C. Fuhri, representing the Columbia Phonograph Co., appeared before the Western Classification Committee, who were in session at Milwaukee during the month of July, 1911, presenting arguments as to why the proposed change in classification should not be acted upon favorably by them.

"Your committee is pleased to report that the arguments presented were favorably considered by the Classification Committee, the result and effect being that the proposed change in classification was not made.

"A circular letter, dated September 7, 1911, was sent by your committee to all Victor, Edison and Columbia jobbers apprising them of the action taken by the Western Classification Committee.

"During the early months of this year, 1912, the Victor Talking Machine Co. experienced considerable trouble with the freight inspectors of the Pennsylvania railroad at Philadelphia, they (the inspectors) changing the classification on Victrolas from first class to one and one-half first class.

"W. F. Fulghum, of the Victor Talking Machine Co., took the matter up with the proper authorities and succeeded in having included in Docket No. 10 of the Official Classification Committee a specification reading as follows: 'Phonographs or talking machines mounted in cabinets or without cabinets, in crates or boxes (CL minimum weight

(Continued on page 28.)

Columbia dealers are holding a mid-summer convention of their own—all over the country—largely attended by customers with money to spend.



(Reprinted from last year's convention number. That convention is still in session, and the attendance is greater than ever before in the history of the talking machine business).

**Columbia Phonograph Co., Gen'l
Tribune Building, New York**

CONVENTION OF THE NATIONAL ASSOCIATION OF TALKING MACHINE JOBBERS— (Continued from page 27).

24,000 pounds) (subject to ruling 27) LCL first class, CL, third class."

"A meeting of the Official Classification Committee was held at 143 Liberty street, New York, beginning April 23, 1912, for consideration of the subjects enumerated within the docket.

"Your committee, by its chairman, together with



Mr. and Mrs. C. N. Andrews Watching Bathers.

W. F. Fulghum, of the Victor Talking Machine Co., and J. C. Rodgers, of the Thomas A. Edison, Inc., appeared at this meeting and presented arguments before the committee in support of the proposed change in classification.

"Should this uniform classification be adopted by the Classification Committee, and we have every reason to believe that it has already been adopted (no information can be obtained on this subject, for the reason that the new classification docket has not as yet been issued), it will mean the elimination of further controversies pertaining to the classification on talking machines enclosed in cabinets, for the reason that the classification covers a uniform ruling, and phonographs or talking ma-



Notice Louis Buehn's Nifty Little Cap—Why?

chines, whether mounted in cabinets or without cabinets, will only be subjected to first class rating on LCL shipments and third class on CL shipments, minimum weight 24,000 pounds.

"So important is the question of transportation—freight costs on talking machines, records, sundries, etc.—to the members of this association, as well as those jobbers who are not members of the association, and you and their dealers, that this association should have a standing traffic committee, whose duty it would be to look after all questions pertaining to same. Therefore, your committee begs to recommend that at this meeting you create and maintain a traffic and transportation committee. Respectfully submitted,

"L. C. WISWELL,
"Chairman Traffic Committee."

Arrangement Committee Report.

The Arrangement Committee also made a report of their work in connection with the making of preparations for the present convention.

Protest Against Oldfield Bill.

At the afternoon session the following resolution protesting against the passage of the Oldfield bill was offered by Mr. Whitsit and unanimously adopted:

Resolution Against Oldfield Bill.

"Whereas, Unless prompt action is taken by the holders of the patents and those interested in protecting patented articles, Congress is likely to nullify the recent decision of the Supreme Court in the Dick-Henry case, every plant owner, every patentee and every person interested should wire their Senators and House members at once, as well as other members of Congress with whom they have personal or political relations, protesting against the passage of the bills now pending; and

"Whereas, The assault on the patent system has practically been centralized in House Bill No. 23417, introduced by Mr. Oldfield, chairman of House Committee on Patents, on April 17. The companion bill in the Senate is No. 6273. The measure is intended to affect a complete revision and codification of the patent statutes. It makes many radical changes in the method of taking out patents, the terms of the patents and scope of protection afforded by them. The most drastic sections are 17 and 32, providing, respectively, for compulsory licenses, as under the English system,

and with a further provision that the owner of any improvement may compel the owner of a basic patent to grant him a license. Section 32 and other sections of the bill absolutely prohibit any restriction whatsoever accompanying the sale of a patented machine, whether in fixing the price, the mode or terms of use, or the materials with which the machine shall be used. This bill completely nullifies the recent decision of the Supreme Court in the Dick-Henry case. There is danger that the bill will pass in the House unless there is determined opposition; therefore, be it

"Resolved, That the National Association of Talking Machine Jobbers unanimously opposes this assault on the patent system of the United States, and that a copy of this resolution be sent to each



Fun on the Beach.

of our several representatives in Congress and the Senate of the United States."

The Election of Officers.

A special matter of interest in association circles and a matter that served to attract many of the members to the association in person was the question of proxy voting, which had served to stir up wide discussion and considerable feeling during the past year or so and promised to become a live issue at this year's meeting. The example of the two great political parties in their conventions in Chicago and Baltimore seemed to have a decided effect upon association politics, for there was talk of bolting the convention, disbaring delegates and

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Some of the Early Arrivals in the Convention City.

CONVENTION OF THE NATIONAL ASSOCIATION OF TALKING MACHINE JOBBERS—(Continued from page 28).

forming a third party along lines that have become quite familiar during the past month or so.

There were two tickets in the field and the electioneering was fast and furious, the most convincing arguments being offered in favor of the various candidates. Before the afternoon meeting and the election both sides stood firm and threatened deadlock, but after the matter had been talked over calmly in the convention it was decided that a compromise would not be such a bad arrangement after all, especially after the president had been decided upon. In the selection of the president the "harmony ticket" drew first blood after a strong contest and elected J. Newcomb Blackman to the highest office in the gift of the association, with a vote of 44 to 42. As a matter of fact it was proxies that really decided the matter, those favoring Mr. Blackman having taken the precaution to salt a few of those valuable documents away for safe-keeping and possible use, which move, for their interests, was a very wise precaution. The manner in which the proxies made for the balance of power is well illustrated in the figures, there being seventeen proxies voted for the winning ticket and fifteen for the ticket headed by Mr. Taft. The closeness of the vote might be taken as a tribute to both candidates and to the high esteem in which both were held by the members of the association. Following the election of the president the balance of the ticket was divided between men of both sides and neutrals, as follows:

OFFICERS 1912-1913.

President, J. Newcomb Blackman,
New York.

Vice-President, George E. Mickel,
Omaha.

Secretary, Louis Buehn, Philadelphia.
Treasurer, John B. Miller, Philadelphia.

Executive Committee:

H. H. Blish, Des Moines, Ia.
O. K. Houck, Memphis, Tenn.
J. F. Bowers, Chicago.
C. A. Grinnell, Detroit.
W. D. Andrews, Buffalo.

President Blackman's Appreciative Remarks.

Following the announcement of his election as president Mr. Blackman said:

"I suppose a few remarks from me at this time would be in order, but I will be very brief. I appreciate most highly the honor you have conferred upon me, and more particularly the confidence which I hope is expressed by your action.

"There are always those who doubt the sincerity of candidates for office, but I want to assure you that it will be my aim to serve the interests of every member without regard to my own, except in common with all members.

"Should I ever be unable to assume an impartial attitude and give a 'square deal to all,' you will have my resignation. It is a great responsibility to take office at this particular moment, owing to conditions with which you are familiar, but I believe in harmony, in the organization, will work for it, give you the best there is in me, and I ask your support to that end. I have nothing further to say at this time, except to thank you with a sincerity that comes from the heart."

Lawrence McGreal's Closing Words.

Immediately after the election of officers, when the smoke of battle had cleared away and general harmony was the rule, President McGreal made the following remarks regarding the position taken by him in the controversy preceding the election, and his statement was deeply appreciated both by those who had been against him and those who had been with him. The manly action of the retiring president made a deep impression. He said:

"I desire at this time to say a word or two in defense of the position I have taken in matters pertaining to the instance just ended. My fight, while seemingly personal, was not intended to be so. I fought for principle and not against the personnel of the opposition. I jumped into the ring

with my hat on my head and with a somewhat overheated brain under my hat, after I saw the proxy our secretary had mailed to distributors and above which he wrote that your executive committee had indorsed the ticket he set forth. Knowing this statement to be contrary to facts I assailed him for his attempt to mislead and deceive the membership, and although knocked against the ropes and on



An Early Morning Stroll on the Boardwalk. Get L. C. Wiswell's Debonair Expression.

and although knocked against the ropes and on

my knees only an hour ago, I am glad now to find that nobody turned off the gas and that little or no china was smashed in the crockery department. I am ashamed of myself and apologize to every member for the bad and most undignified letters I have written during the last month or more. I ask Mr. Roush to forgive me for all I have written or said and consider all as coming from an overwrought brain and not from the heart that throbs only in most kindly feelings for every man on his ticket. Fat, good-natured Taft and myself have been friends for years, and I love that good-natured fellow. We peddled wax records and Edison phonographs together years ago, and personally there is no man in the association whom I would rather help to honor than Elton F. Taft. Let us all forget and forgive and begin anew the work of uplift, and in harmony stand shoulder to shoulder for the promotion of all that is for the best of our association."

The meeting then adjourned until Tuesday.

OPEN SESSION OF ASSOCIATION ON TUESDAY.

The Most Notable Event of This Interesting Meeting Was the Paper Read by Mrs. Frances E. Clark, in Charge of the Educational Department of the Victor Talking Machine Co.—Remarkable Document in Many Ways—Other Speakers Included M. A. Carpell, of the Herzog Furniture Co., Daniel G. Williams, of the Udell Works, Henry C. Brown and Walter G. Fulghum, of the Victor Co.—Invitations Received for Next Year's Convention.

(Special to The Talking Machine World.)

Atlantic City, N. J., July 5, 1912.

On Tuesday afternoon was held the open session of the convention, to which were invited the various representatives of the Victor Co., and the several supply men in attendance, and on which occasion interesting addresses of special character were made.

The first business to come before the open session was the hearing and consideration of the invitations extended by those cities desiring next year's convention and Niagara Falls, Richmond, Va., and Atlantic City all made eloquent appeals for the honor. James F. Bowers, who stood for Atlantic City, said: "I don't care which city you choose for next year's convention so long as it is Atlantic City," and there were many of the same opinion, despite the fact that Col. W. F. Dabney, business manager of the Chamber of Commerce of Richmond, Va., made an eloquent address in favor of that city and promised an abundance of Smithfield ham and real mint juleps to the visitors. After a short argument the choice of next year's meeting place was left to the Executive Committee of the association, which will ascertain the desires of the members through the medium of a mail vote and decide accordingly.

The event of the open meeting was the reading of a highly interesting and valuable paper on the progress made by the educational department of the Victor Talking Machine Co., and the plans for the future in that direction, by Mrs. Frances E. Clark. The paper made a distinct impression upon the jobbers assembled and was as follows:

MRS. FRANCES E. CLARK'S ADDRESS.

To present a matter of such vital interest as our educational work to every distributor needs no apology. While the department, as such, is still in its swaddling clothes, the idea is not new, and from the nature of the subject matter must inevitably become one of the vital developments of the Victor business.

Music is at once the oldest and the youngest of the arts—the very first to be used as an expression of man's needs and the last to be developed into a practical science. A writer has truly said: "Music is the fourth great elemental need of man—first, food; second, clothing; third, shelter; fourth, music." Certain it is that beyond the bare necessities of life there is no one thing so universally loved—none so universally used in one way or another.

Because of this innate craving of the human soul for music the success of reproducing instruments has been assured.

The principal purpose of all music is to give pleasure. The degree in which it fulfills its mission depends both on the content of the music itself and upon the tastes (natural or acquired) of the hearer. For centuries of the world's history music played an important part in ceremonials and in inciting to activity, arousing the passions of love, courage, hate, vengeance; worship and adoration. Because of its rare power men finally began to study its laws, and developed its wonderful possibilities into the greatest of the arts.

The Evolution of the Talking Machine.

The history of the talking machine has been, in some sense, an epitome of the history of music—first, it inspired a feeling of awe at the marvel of it; then it was a curiosity, a luxury of the idle rich, then a toy for tickling the risibilities of the



Mrs. Frances E. Clark.

uncultured, then its largest field of usefulness, catering to the amusement of a large portion of the populace, who, financially unable to attend concerts, recitals and opera, still paid tribute to the power of the art by becoming patrons of the little soundbox that made for them many hours of pleasure and enjoyment.

Then came the era of the development of grand opera and the opera star and the marvelous reproduction of the gems from all the great operas. The artists became friends to the machines that made possible their welcome into the homes of the cultured and prosperous, and sent hundreds of thousands to hear the original voice by way of the box office. The primary purpose of amusement took on a more serious aspect and the desire to learn to appreciate a better class of music prevailed.

Now comes the latest phase of the metamorphosis of the mechanical talking machine from a toy with which to while away a tedious hour or enter-

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That's a great record catalogue of ours—it's a salesman—use it as such. It presents just such a good list that musical people without Columbias will want the records. It's a stimulant and an attraction.



**Columbia Phonograph Co., Gen'l
Tribune Building, New York**

CONVENTION OF THE NATIONAL ASSOCIATION OF TALKING MACHINE JOBBERS—(Continued from page 29).

tain one's friends, to a high class musical instrument to be used intelligently and purposefully, as a legitimate part of the intimate atmosphere of the home and an indispensable adjunct in the equipment of the modern school. What was once a luxury has become a necessity. A writer has said, "If you wish to establish a national policy put it in your school system."

Now with an invention so wonderful as the Victor, and records of all the great artists, all the great composers, showing all epochs, schools, forms and nationalities made possible for everybody—the great love of every human soul for music of some sort, the general awakening of our people to the development of music, in all its forms—choral, opera, orchestra, etc.—it is obvious that such a medium should be made a national policy.

General Manager Geissler Saw Ahead.

Our astute, wise and far-seeing general manager realized this years ago, and began looking to the schools as the means of making the use of the Victor machine stable and universal. About the same time others from the inside of the schools began utilizing the Victor as an educational factor in practical school work—not as an amusement, not as a fad, not even as an entertainment, but hailing it as the panacea of all the ills of the age in music study; a solution of the problem of pure tone production, a veritable godsend in helping to establish high standards, better tastes and a wider knowledge and higher appreciation of the best in the world's music.

So the educational department came to be and now, having completed its first year, is ready to give an account of what has been done and some outlook for the year to come.

Three years ago there were only a few sporadic cases of the Victor being used in studios and colleges, but, so far as known, none in a system of schools or as a regular part of public school work. A year and a half ago Victors had been installed in the schools of only four or five cities. To-day we find them being used in the schools, of 350 to 400 cities.

Within the year I have spoken on the programs of eleven State and National conventions, have lectured and demonstrated in forty-eight cities, in some of them several times, in twenty-two different States. Millions of copies of educational literature have been given out.

We have held demonstrations at eleven National and State conventions, and in that way reached hundreds of the leaders in educational work.

This convention work, doing personal demonstrating to such large numbers of leaders, is wonderful advertising, and of a sort that will surely bring us large returns.

Lectures in Summer Schools.

This is a busy season for the educational department. Conventions, summer schools, chatauquas must be reached during the summer term. I shall personally visit and give lectures in a number of these summer schools, speaking at the Silver-Burdett School at Evanston, Ill.; Valparaiso University, Valparaiso, Ind.; Purdue University,

at Lafayette, Ind.; DePauw University, at Greencastle; the Ohio State University, at Columbus; the State Normal School, at Ypsilanti, Mich.; Cornell University, at Ithaca, N. Y.; University of Virginia, at Charlottesville, and as many others as possible. Demonstrations were held during the session of the New York State Music Teachers' Association, and a full week of demonstrating will be held in connection with the National Educational Association in Chicago, July 6 to 12. This is the largest educational meeting in the world, and gives a splendid opportunity to reach large numbers of school people who attend this convention to get new ideas. We shall have a force of five workers there, and shall play from 7:30 each morning until 11 p. m. during the entire week.

This personal work will be supplemented by a very talented and efficient corps of helpers.

Miss May Harbin will give lectures in the State University at Athens, Ga.

Mrs. Maude Truitt, supervisor of music, Mobile, Ala., is using the Victor throughout the session at the University of Alabama.

I. G. Jones, superintendent of schools, Salada, Tex., is giving a series of ten lectures in the normal schools and universities of Texas.

Miss Ada Van Stone Harris will use the Victor throughout the session in her primary work at Chataqua, N. Y.

Miss Catherine Zisgen, supervisor of music Trenton, N. J., will use the Victor for her work at Cape May Point, N. J., in the summer school.

E. L. Coburn, supervisor of music, St. Louis, Mo., will give a series of at least ten lectures in the normals of Iowa.

Miss Celia Campbell, supervisor of music in Evanston, will give lectures at four normal schools of Illinois and four in Missouri.

Charles A. R. Stone, superintendent of schools at Coldwater, Mich., will give lectures at the State Music Teachers' Associations of Ohio at Columbus, of Indiana at Elkhart, and also a number of universities and normal schools in those States.

Miss Anne Shaw Faulkner will again use a Victrola in demonstration in the Ginn & Co. Summer School at Chicago.

Theo. E. Fitz will use the Victor in the Normal College of Colorado at Greeley, and give demonstrations in Denver and Boulder.

Frederick Chapman, supervisor of music, Portland, Ore., will give a series of ten half-hour lectures with the Victor in the regular course in the summer school of the University of California at Berkeley.

Miss Lucy Cole, supervisor of music at Seattle, Wash., will give a series of six lectures in the University of Washington at Seattle.

Mrs. Constance Barlow Smith will give a series of lecture-talks with the Victor in the University of Illinois at Champaign.

In addition to these, the Victor will be used by a great many directors of the music departments of summer schools everywhere. Miss Caroline Bourgard read a paper before the Music Section of the Kentucky State Association last week, and illustrated it by classes from the public schools, from

every grade, singing songs they had learned from the Victor records, and illustrating school work as done with the Victor.

Invitation That Could Not Be Accepted.

One of the saddest things I have been called upon to do was yesterday to file away about twenty-five letters from college and university presidents, inviting me, with most cordial welcome, to come to their summer schools and give lectures and demonstrations, in cities which it is impossible for me to reach before the term closes. These invitations have come from Maine, Massachusetts, New York, Dakota, Montana, Texas, Nevada, Washington, Alabama, Carolina, Tennessee, and from every part of the country. I have never so much wished for wings and the gift of omnipresence as at this time.

Never in all my experience of school work have I known any mechanical or commercial commodity to be welcomed into the schools, so sought for, as the Victor—our idea of "The Victor in the Schools" being placed on programs everywhere and given professional recognition. Not only have we succeeded in opening up the proposition by means of all our advertising, and making a market (as must be done with any article of commerce, which is oftentimes a difficult procedure); but the school people themselves are meeting us more than half way and are seeking diligently for more information and buying as fast as the matter can be properly presented to them.

What has been done is but the merest beginning. We are proud that we have done so much, but humble that we have not done more.

Our folk dance records have proven very attractive to the physical culture and recreation people and large numbers of them are being used this summer on the playgrounds.

Results of Recreation Congress.

One of the most delightful opportunities for exploiting the Victor came in connection with the Recreation Congress held in Cleveland, June 5 to 8. There were present nearly 400 delegates from all parts of the United States, Canada, England, China and Brazil.

Folk dancing was an important part of the discussions. On Thursday afternoon Mrs. James J. Storrow, of Boston, read a paper on folk dancing, which was followed by an hour or more of illustrative folk dancing by Mrs. Storrow, Miss Burchenal and about sixteen delegates called from the floor. This was carried out on the stage of the Chamber of Commerce before the entire congress. They danced seven of our dances. It was a decided success, every record being in perfect time, easily followed and went without a mistake.

The most fertile field for endeavor is in the high schools, of which there are 10,000 in the United States. High school music everywhere has suffered a great handicap always from the peculiar situation of affairs. The mentality of young people in high schools has been raised by their studies in literature, and the languages to a discriminating point, where, if the music is to stand comparison, it too must present opportunity for definite study

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CONVENTION OF THE NATIONAL ASSOCIATION OF TALKING MACHINE JOBBERS—(Continued from page 30).

in a tangible, sensible form. The courses are crowded with electives, and the boy and girl are often put about to find time enough to cover the courses leading to graduation. When the music is credited pupils elect it very freely, but great difficulty is found on account of music not being accredited on entrance requirements in the colleges, only a few giving such recognition.

The college people say that chorus singing alone does not represent a sufficient amount of mental development to be recognized as equal with mathematics or the sciences. The high school supervisors have tried elective classes in harmony, theory, counterpoint, etc., the dry study of form and grammar, but they attract only the musical few and so there is at present a great turning toward music appreciation, learning the literature and history of music in an effort to earn the coveted entrance credits and to make the study more popular and useful to the general embryo citizen.

Music in the Schools.

High school music should appeal to every pupil, regardless of whether he can sing or not—should be aimed to interest, develop and educate every single boy and girl, not so much in the grammar and theory of the subject, as to make intelligent listeners, a nation of music lovers, knowing enough of the history of music, the development of different schools, ideas and national characteristics to take in the message of the composer, to understand the skill of the performer when heard. Just as an educated person takes pleasure in reading a book, enjoying the story, the literature, style, the wit, the descriptions, the subtle analysis, the underlying lesson or moral. No one would become an intelli-



A Trio of Convention Ladies—Mrs. L. J. Gerson, Mrs. Green and Mrs. E. P. Hamilton.

gent reader if he never had for reading anything but his grammar school essays or a few chapters from "Little Women" or "Robinson Crusoe," yet that is exactly the condition of the average high school pupil in music.

It has never been possible for them to hear music beyond their own ability to produce or that of the church choir or an occasional concert by mediocre talent, never the really great music. High school music has for ten years been the most vexing of the supervisor's problems, largely because of this state of affairs. It has been discussed at almost every State and national meeting, everybody trying to find some way to keep the subject interesting and at the same time be worthy of credit.

I have the pleasure of knowing personally almost all the supervisors in all our large cities and have been intimately connected with most of the movements for improvement in these years. It is because I know the conditions throughout the country so well that I saw the opportunity of getting out a course of study for high schools, supplying their crying need of a course at once of the greatest possible human interest and the highest cultural and mental development.

Teaching Music Appreciation.

It has been found exceedingly difficult to teach music appreciation without the real music to appreciate, and so the field is wide open for our new High School Course of Study. We have been planning this for a year and now have ready a "Prospectus" of the work, giving you some idea of its scope and its tremendous significance. The



James F. Bowers in Reflective Mood.

book has been written by Miss Anne Shaw Faulkner, of Chicago, under my direction, and presents a full four years' course of study, thirty lessons for each year, 120 lessons in all, covering the field of music history, instruments, opera, oratorio, illustrated at every point by our records. These records are each analyzed so that the story may be understood.

Without doubt this course will have a very marked effect on high school music everywhere, and, in turn, on the tastes of the people at large. It is unique and epoch-marking—there is nothing like it anywhere, and it will inevitably change completely the teaching of music in the high school.

If we are ever to become a really musical nation, if our composite civilization is ever to develop into a really American type, seeking to express itself in music, it will come as the result of a more widely disseminated knowledge of music in its higher and better forms among all the people everywhere.

As I see it, "The Victor in the Schools" is, under a wise Providence, to be the most efficient means yet discovered to bring about a complete revolution of those conditions and make high school music equal in value to any other subject in the curriculum.

Business Side of Educational Work.

Now, what of the business side of the educational work? It is to be a substantial and real basis of demand. It is not at all the small matter of selling a few instruments into a school here and



Louis Jay Gerson and John B. Miller with the Happy Feeling.

there, but a nation-wide movement that, filtering through the schools as the most democratic institution we have, shall go into the homes of the rich and poor alike, producing an intelligent knowledge and love of good music among all our people.

As we have said, the talking machine came to amuse, but it will remain to educate, which means a Victor in virtually every one of the 525,000 public schools, and the thousands of parochial schools and the academies, private schools, colleges and universities, and all those are the merest beginning.

For the first seven years of school life we learn to read; for the next seven, and ever thereafter, we read to learn. In the beginning music reaches our love, then if our love be of the head as well as of the heart, all the rest of life we love to reach out for more and better music.

Like the Biblical Rich Man, the Victor Co. are tearing down their barns to build greater, in order to make more Victors to sing to more people, who learn more music by buying more records, which brings more money to build more factories, etc., etc., ad infinitum.

There are, approximately, 25,000,000 children in the schools of the country. Every child that hears and learns to love the Victor in school means one of an enormous army of advertisers in the homes for immediate returns, and as they grow up, an ever increasing number of homes in which the Victor is a welcome and indispensable concomitant.

The plans for school work are only yet beginning. We shall keep an ear to the ground and meet and anticipate every movement in the school work which we can serve. All our efforts could fail without the earnest co-operation of our distributors. This we are sure we shall have, now that the scope and value of the idea is better understood. It will be of the utmost value to us if we can have prompt reports of machines sold into the schools and any and all items of interest, pictures, etc., of school work.

The distributors are to us like the sentinels on the wall, and we say, "Watchman, what of the night?" Keep us posted.

Why the Dealers Should Aid.

We often are absolutely in the dark as to what is being done in the different parts of the country, through the neglect of our dealers to inform us. Ofttimes we get reports of splendid selling being done through the supervisors, superintendents or some one of our traveling men. It is to your interest and ours that we are accurately informed as to the progress of the work.

Very many of our dealers are now employing special salesmen for the school work, someone who is capable of going into the schools and presenting the matter in an intelligent fashion.

Beginning with September there is absolutely sure to be a great season of interest on the part of the school people. The field is just opening. Hundreds of schools have promised to buy the Victor at the opening of the school year in September.

If you will send a special representative into the schools of your city to follow up the immense amount of advertising that we are doing during the summer by personal work and literature, and through our advertising in school papers, which we hope next year will reach every State in the Union, we cannot fail to have a perfectly astounding result; but all our advertising and all our efforts will fail unless those on the "firing line," as it were, go directly into the schools and make the personal appeal that is oftentimes necessary to close a sale. Ofttimes it is not practical to send an ordinary salesman. The school people are, of course, cultured, educated people, and to present a matter to them properly requires some knowledge, both of school conditions and of music in general. They need to be shown not only the beauties of our Read Seal records, but how to make practical use of our educational records as well, in all lines of work, so that they may give a reason to their patrons and boards of education for the expense incurred. It is not enough that we simply show that we can amuse and entertain the chil-

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We told you so!

Told you what?

That 1912 would be the Columbia year in the Talking Machine trade: The middle of 1912 is here—and we're right here with it, where we said we would be.



**Columbia Phonograph Co., Gen'l
Tribune Building, New York**

CONVENTION OF THE NATIONAL ASSOCIATION OF TALKING MACHINE JOBBERS—(Continued from page 31).

dren; they cannot afford to spend money for that purpose alone; but if they show them that it is an actual necessity in carrying out the school work in the marching, folk-dancing, calisthenics, penmanship, etc., in giving music lessons in tone quality, tone production, breathing, enunciation, etc., and all the phases of the music work, then it appeals as a necessity, even though a very delightful one, in the same sense as maps, globes, supplementary readers, etc.

A Big Undertaking.

This school matter is not at all a small undertaking, but is already reaching into every part of the United States, Alaska, Hawaii, the Philippines, Jamaica and Porto Rico. The initial sale of the Victor in the school is but the beginning, as through that one instrument attention is called to the value of the Victor in every home in the community. In no other possible way can we build up so strong, solid and substantial support for the Victor and Victor records.

May we not depend upon your most earnest and whole-hearted support, and together we shall be instruments in the great missionary plan of mak-

ing America the most musical nation on earth?

M. A. Carpell Gives Talk on Cabinets.

Following Mrs. Clark came M. A. Carpell, of the Herzog Furniture Co., who delivered an eloquent address upon talking machine cabinets in general and the advantages that accrue to the dealer through the handling of such a line. Mr. Carpell pointed out that the cabinet was the legitimate companion to the average talking machine; that it encouraged the owner to take care of his machine and to add to his library of records and that it added materially to the attractiveness of the entire proposition. He pointed out the advances that had been made in the art of making cabinets to match talking machines and the ease with which they were sold and in short impressed those present with the opportunity that in some instances lay neglected at their door. His talk was enthusiastically received, especially in view of the fact that Mr. Carpell is a prime favorite with the trade in general.

D. G. Williams Called Upon.

Daniel G. Williams, the veteran representative for the Udell Works, was also called upon to

speak and made a short address of general character, expressing his satisfaction over the development of the trade in general and the manner in which he had been received by the jobbers.

H. C. Brown on Advertising.

Henry C. Brown, advertising manager of the Victor Talking Machine Co., next addressed the jobbers and called their attention to the efforts being made by his company to satisfy the demand for its product through the erection of large additions to both the record pressing and cabinet factories, which will be ready for occupancy early in the fall. Mr. Brown also emphasized the fact that the Victor Co. has planned to spend a million and a half dollars in advertising this year, \$190,000 being spent in special displays in the Curtis publications, the Ladies' Home Journal and the Saturday Evening Post alone. Arrangements are also being made to advertise the educational campaign in the various prominent educational publications.

After a brief talk by Walter B. Fulghum, office manager of the sales department of the Victor Co., the meeting adjourned in order that the jobbers might prepare for the banquet in the evening.

NOTABLE SPEAKERS AT THE JOBBERS' BANQUET.

(Special to The Talking Machine World.)

Atlantic City, N. J., July 5, 1912.

The gala event of the convention, from a social standpoint, was the annual banquet, held at the Marlborough-Blenheim on Tuesday evening, July 2, and which was attended by practically every jobber who had been present at the sessions, as well as by a number of guests. The general good fellowship noted at all gatherings of talking machine men, after more serious business had been disposed of, was much in evidence on this occasion and all thought of strict formality was set aside as soon as Pierce's "Angel Chorus" got into action, which was early in the evening. It is hard to find a crowd which is always so willing, and in fact anxious, to join in song.

As has been the practice for a number of years, the retiring president, Lawrence McGreal, delegated James F. Bowers to act in the capacity of toastmaster, and with the general knowledge of Mr. Bowers' talents in that line, it need hardly be mentioned that he acquitted himself quite to the king's taste and that his introductory and side remarks were as much appreciated as the formal addresses of the regular speakers. Mr. Bowers has lost none of his wit nor his ability to get close to his hearers. He opened the after-dinner proceedings, following the discussion of an excellent menu, by reading a letter from Eldridge R. Johnson, president of the Victor Talking Machine Co., who said:

Eldridge R. Johnson's Letter.

"My Dear Mr. Roush—As anticipated, I shall be on my way to Europe at the time of the Talking

Machine Jobbers' convention. Relations between the Victor Co. and the Talking Machine Jobbers are, I feel, very satisfactory indeed. I feel that during the past ten years we have been gradually gaining confidence in the talking machine trade in this country. I also feel that the jobbers and dealers are gradually gaining confidence in us. I have nothing greater to hope for than that the present satisfactory conditions may continue, and I fully believe that they will. Certainly we shall do our part. I hope that the business of the association will progress satisfactorily, and that you will all have a merry time during your visit to Atlantic City. Yours very truly,

"ELDRIDGE R. JOHNSON."

The first guest called upon when the toastmaster assumed his duties was, in the natural course of events, Louis F. Geissler, general manager of the Victor Co., who, as the direct and able representative of Mr. Johnson, read a thoroughly enlightening and entertaining address, in which he said:

Louis F. Geissler's Address.

Mr. President, Toastmaster and Ladies and Gentlemen—It is just a year since we were gathered under similar circumstances, and while enjoying your hospitality it has become our custom to discuss the business interests in which we are all so wrapped up.

Another twelve months have been vouchsafed us, in which we might either add to or detract from our reputation, help to form a character and to add to or subtract from our physical assets.

Of course, no one now remembers anything which I was given the opportunity of saying at

our last convention, but I remember that I quite naturally touched upon the prosperity of the Victor interests for the year which preceded your convention in 1911, and I remember predictions that were made at that time.

A business talk must, in a great measure, be a report of what has been accomplished—followed by a forecast. I feel sure that my listeners will agree that our prophecies as made last year have been fulfilled.

It is again my pleasure to report (and when I report the Victor results I naturally give you only the reflection of our combined efforts) that the past year has again surpassed all previous ones in volume of business.

The agreeable surprise, however, is that while the last six months of 1911 were our largest fall six months up to that period the first six months of 1912 have surpassed by a large percentage those of the previous six months in dollars and cents, as well as in quantities and numbers of machines and records actually sold.

As to the future—I am always an optimist. There is small place in this magnificent country of ours for the pessimist. I am "bullish" on its prospects—as brokers say—for the long pull. In my opinion, a century more must elapse before we get through the cream into the skim milk of this country of ours, and then the bears may have the better chance.

Those of you who follow the physical and financial conditions of our country, as compared to others, must be impressed by the wonderfully prom-

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CONVENTION OF THE NATIONAL ASSOCIATION OF TALKING MACHINE JOBBERS—(Continued from page 32)

ising fundamental conditions throughout our land. Figures are not exactly clear in my mind, nor have I consulted statistics recently, but my impression is that the customs house business of our country, i. e., the exports and imports, for the past fiscal year, at last reports, were in the neighborhood of \$3,800,000,000; about \$2,300,000,000, or the greater part, were exports and for the first time our exports were about equally divided between manufacturers and crops or raw material.

This is America's greatest record. The country is in a most promising condition, practically everywhere bumper crops—barring catastrophe—assured; prices of commodities such as we produce in many cases fairly well advanced, and most of them tending upwards; industries very well employed; labor scarce; labor troubles not above the normal, for we always have them, and the better the times the more labor trouble.

Political unrest is having far less effect upon commercial matters this campaign year than ever before, and I do not anticipate serious interruption of prosperity on that account.

The real wealth of the United States of America has climbed to a position almost incomprehensible—comparatively almost unbelievable. I have read but recently that the wealth of the United States is computed at one hundred and thirty billions of dollars, England's at eighty billions, France and Germany in the near neighborhood of sixty billions.

Is it any wonder that Mr. Edison should hope to see a phonograph in every home, or that the Victor Co. should preach in its most ambitious manner that the possibilities present opportunities for the sale of ten Victors to every one that is being sold?

As to our business prospects for the *immediate* future, we already have practically a splendidly prosperous fall business within our grasp, and feel that, with our country in the splendid receptive and expansive condition that it is, we may look forward to an uninterrupted era of prosperity, extending at least three or four years into the future. It is due; the cycle is upon us. We need not wait, for to close observers it will be noted that the country is already in the midst of an incipient boom, and we shall all profit by it to the extent of our capital, our ability to grasp the situation and our capacity for hard and intelligent work.

On the Subject of Patents.

I referred in my talk last year to the expiration of the Berliner patent, which would occur on Feb. 19, 1912.

You all can now look back over the past two or three years—that period during which so many ambitious new talking machine manufacturers were "getting ready" to take advantage of the wonderful new field that was to be thrown open at the expiration of the Berliner patent. I told you then what *would not* happen, and you have all been able to observe that that is just what *did not* happen; nothing dropped, nothing skidded, and there was no need for shock absorbers. The threatened and boastful new competition did not mature—there is small opening for it. Those who understood the situation worried little, if at all, about it.

Our distributors and dealers have profited as they will continue to profit by sticking by the Victor ship. It seems that we are all prone to worry the *most* about the troubles that *never* come.

There is a matter, however, before the country to-day—the matter of the patent legislation—that warrants our most serious attention, study and activity. I refer to the Oldfield bill, which is as yet in committee, not having been presented to the House of Representatives, and which is one of the most malicious and damaging attacks upon commercial interests and price control which has yet been conceived.

You will all remember the letter which our company sent to you on the subject a few weeks since, soliciting your active intercession with your Senators and Congressmen against this measure.

Our company has been one of the most active in the country in agitating against this bill, and we have been written by Senators that the oldest leg-

islator does not remember of any bill that ever met with such widespread opposition as has this Oldfield measure.

We sent out some 27,000 letters upon the subject, and while we solicited no replies we received over 700 communications and most intelligent responses from all sections of the United States. It was but natural, as the interests of every corner of the country are menaced by this bill. It is not like a tariff or other action, which may seem to affect only one section, but the fact is that every citizen of the United States would feel and observe the deterrent and damaging influences of this suggested law.

I will not dwell upon it longer, for you will receive, within a few days, an article which we will issue in book form, which emanates from the plain and powerful pen of our president, Mr. Johnston, which article will be accompanied by a letter addressed to the trade, and which we propose to send to every trade name on our own lists, to every



Louis F. Geissler.

newspaper, magazine and other periodical published in America, and to every other large company operating under the patent laws, in hopes of encouraging editorial agitation against this bill.

We must not cease our efforts, for while I have little fear of the measure being passed upon favorably by the Senate, and, above all, getting by our intelligent, judicial President, we can afford to take nothing for granted, and I beg you to study the question, and when your Senators and Congressmen return to their homes this summer to make it your business to call upon them personally and present the case to them as you understand it. You will be able to argue your side of it very well if you read the booklet that I refer to, as well as other articles which our company and others have issued.

Most people are diffident about approaching Senators and Congressmen on any subject. Please remember that they are your servants, they want your votes, and they wish to know how you feel about certain questions, and, above all, remember that there were presented at this session of Congress about 25,000 different bills. It would be quite a physical impossibility for the Congressman or Senator to study even 1,000 of them, so that *those bills* regarding which *their clients or voters* are *most insistent* will receive the *most attention*.

This is decidedly *your* business, and the most important commercial proposition with which you have ever had to do. We have had many representatives in Washington on this subject, and are actively represented there all the time, but, please,

upon receipt of this booklet on the subject, give it serious study.

Our Public School Educational Department.

I spoke last year to you regarding our then infant department—the public school educational department. The influence of that department has now been felt in every State in the Union. The innovation received immediate and serious attention on the part of the public school teachers. Its widespread and elevating influence has done, within one year, more for the prestige of the Victor Talking Machine Co. than any other effort that we have ever made has done in so short a period.

Thousands of Victors are to-day in use in the public schools throughout America, but the most encouraging features of the public school propagation are the thousands and thousands of letters and encomiums that we have received from the public school teachers, who appreciate the intelligent manner in which the Victor is being introduced into the public schools.

Our only regret has been that our dealers are, in the great majority of cases, not equal to the occasion; they do not and will not take the matter sufficiently serious to study the literature and instruction books that we have formulated for them. They have practically but to *read and learn to repeat* these to be *perfect* salesmen of the Victor to the public school interests, and to be thoroughly in touch with the thought and aims of the Victor Co. on this public school movement.

As has been the case with every other new idea, new patent or innovation that the Victor Co. has introduced, our competitors have profited somewhat thereby, but only to such a small percentage as to be hardly calculable in comparison to what we have done. They haven't the goods, they haven't the record, they haven't the talent, they haven't the "know how," and they will continue to but catch the crumbs that fall from the Victor table.

To give you some idea of what we have done in that department for you in the way of publicity, in order to send the public school people into the stores of our dealers in quest of information on the subject of "The Victor in the Public Schools," I would state that we have mailed during the past year, direct and personally addressed to the music and public school teachers of America, *over 7,000,000* separate and different pieces of literature. Imagine handling and sending out, by the Victor Co., with its own staff, that amount of matter concentrated upon a special subject like the "Victor in the public schools"—7,000,000 pieces—but there are 500,000 public schools in America to be reached.

The interest taken by the associations and conventions that are held throughout America in this subject is so great that a most unique situation is presented. You can all well imagine how the book companies, desk factories and other people interested in selling materials to the public schools of the country importune them at their conventions for privileges of showing their wares, and usually without success. They are ruled again, as I understand it, in almost all great gatherings of public school interests.

The Victor has been *invited* exclusively. Our Mrs. Clark, the manager of that department, is sought after, written to and telegraphed to from all sections of America, begging her presence to exhibit and illustrate the application of the Victor to public school work. During this summer season she has no less than six assistants visiting the various conventions, whereat numbers of teachers may be reached simultaneously, demonstrating our public school policy.

To this department I would direct your especial attention. The material is sent to you; the best brains in the country have compiled it; we have printed it and placed it in your hands. Each one of our dealers has but to study it to make himself the finest salesman in America of the Victor to the public schools, and *all this* for the sake of the *advertisement* that it is *in the family*; for the sake of securing each year hundreds of thousands of friends to praise the Victor in other circles.

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People want Destinn records. If you don't carry them you lose. The same with Fremstad records and Nordica and Garden and Nielsen and all the other Columbia exclusives.



**Columbia Phonograph Co., Gen'l
Tribune Building, New York**

CONVENTION OF THE NATIONAL ASSOCIATION OF TALKING MACHINE JOBBERS—(Continued from page 33).

Advertising.

The year 1912 was again launched with the largest advertising appropriation in the history of the company. I hope that our enlarged newspaper campaign is appreciated and that it will prove effective. In connection with this increased advertising a man said to me: "Geissler, you are foolish. You're now always advertising goods before you can furnish them. Isn't your factory rushed to death? Are you not selling all the goods you can manufacture? Doesn't everybody know the Victor? That little dog is the best known and most valuable advertisement in the world. Why don't you save half a million this year instead of spending it? It will make a difference of a million dollars in profits to your company."

Our reply was that "we were spending nearly a million dollars extra this year in extensions to our plant. We are trying to sell the output of that factory *two years hence and not to-day*," and I believe we will do it, and *then some*.

The daily newspaper advertising which the Victor name is receiving I have had carefully estimated by our advertising managers, and find that that effort alone is costing \$600,000 per annum.

Our appropriations for advertising in the magazines, weeklies, agricultural, school and trade papers, export and foreign publications have, through this year's increase, reached a stupendous sum, but I assure you that we are not appalled thereby, and it would not be at all like us if we did not soon increase it again.

In closing I cannot refrain from extending the thanks of our company to your members and to our distributors and dealers for their loyalty in following the leadership of the Victor.

The Victor, the Victor-Victrola and the Victor disc record proposition has meant much; it has meant everything to our following and to ourselves, and even to some of our competitors.

Possibly no American industry has so thoroughly permeated the balance of the world with a knowledge of its particular merits, nor has been so favorably received as has the Victor disc talking machine, because of its educational and amusement features.

Manufacturers, the trade and the public throughout the world do admit that every important step in the advancement of the art has been first made by the Victor Co.

It has been our endeavor to present innovations as rapidly as you and the public could digest them. The public has been ever ready for our new or improved wares.

It is exceedingly difficult for us to regulate our affairs with you in such a manner as to bring out at the psychological moment a new article, but you will admit that we have done this for a great many years past with very great success; thus far few if any dealers have a justifiable complaint against the Victor Co. for the injudicious introduction of goods or for damages consequent upon old stocks.

There are some people in the trade who would have us never make changes, and would prefer old styles as long as *they* had *one* on their shelves.

I can only say that we have altogether too many narrow-minded people in our trade, as, no doubt,

there are in all other trades. Let them make a bonfire of a few of the old style machines and records if necessary; close up ventures to profit and loss and forget them; secure some fresh styles and start over again. These are the sort of houses that always lead, grow and make for "big business."

One of my last year's remarks to you was that we should gradually complete our line of Victrola types, and unquestionably in the end the line would be perfected and comprehensive. You all know how far that has been accomplished, and it now remains for us to proceed on our ever-advancing march of improvement by the advantageous modification of some of our present styles.

With the announcement that I am about to make, and which I am able to make so opportunely, our lines for this year will be practically completed, and in a manner which I trust and believe will meet with your unbounded satisfaction and admiration.

In the new styles that I am about to announce we have striven to give the public goods which would sell on sight, which would have a quality

ord rack, readily removable should the customer desire to substitute albums, and for which style we predict a phenomenal sale.

I present you the new Style XIV, at \$150, with proportions between the \$100 and the \$200 style, completely equipped with albums, and through which introduction the \$150 style will now take its place among our "best sellers."

Our magazine and other advertisements are timed to appear September 25. The public must be kept in ignorance of these styles until that date and until our dealers shall have had the opportunity of stocking them.

It seems too bad that so many of our directors are robbed of the pleasure of meeting you at these conventions, but their summer journeys—both in the line of duty at foreign points and vacations—must be arranged to secure their return by September, hence departures as early as possible are always necessary. I present their regrets, and the company extends, through me, their earnest wish for the continued success and co-operation of your association.

I take great pleasure in bidding you a cordial welcome to the Victor entertainment to-morrow, and the Victor people, myself included, look forward to a most agreeable day in your company.

Following Mr. Geissler's interesting and enlightening address, which was enthusiastically received, the toastmaster read the following letters from Emile Berliner and Chas. K. Haddon, vice-president and treasurer of the Victor Talking Machine Co.:

A Letter from Emile Berliner.

"Dear Mr. Roush: After the very successful business year which talking machine jobbers and dealers have enjoyed, it gives me great pleasure to send my congratulations to the president, the officers and the members of our association on the year's work done. It is a notable sign of the times that people want mental food and enjoyment, be it only baseball, even if they have to stint themselves on beefsteak and potatoes, all of which is more important for the well-being of humanity than expensive food, fashionable clothing and bric-a-brac of questionable artistic value.

"Talking machine people are the dispensers of endless cheer, of soul-inspiring art and harmony and I am sure often supplant the doctor by the undoubted hygienic effects which pure enjoyment carries with it. Hence I say, all hail to the talking machine business, whose mission is to stand in the front ranks of the benefactors of mankind. I hope the meeting will be a notable success. Very truly yours,

"EMILE BERLINER."

Mr. Haddon's Letter.

"My Dear Mr. Roush—The repeated invitations your association has so kindly given me to attend your annual conventions are very gratifying, particularly when it is considered that I have been forced by circumstances to decline so many. The last banquet I had the honor of attending was, I think, the one of 1910. That occasion was not only an enjoyable but a

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President Blackman in Unofficial Attire.

and tone, a line of architectural beauty and a finish and a general completeness that leaves little, if anything, to be desired.

I crave your indulgence for a few moments while the room is darkened to exhibit the new styles as best we can under the circumstances. (At this point the new styles of Victrolas were shown on a screen in actual color and proportion.)

I present you the new Style X, at \$75, a graceful acquisition, complete on its own legs and with a convenient shelf for albums or other accoutrements and of a convenient height to stand by and operate.

I present you this new Style XI at \$100, a perfect miniature cabinet Victrola, equipped with rec-

CONVENTION OF THE NATIONAL ASSOCIATION OF TALKING MACHINE JOBBERS—(Continued from page 34)

profitable one also, and I am glad to know that your several annual meetings have been notable regarding the continued good fellowship and the closer working of your membership to the benefit of this great and important branch of trade. Regretting my inability to be present and again thus have the opportunity of meeting you, I am,



E. F. Taft and E. T. Towell Starting on a Ride Along the Boardwalk.

with best wishes for the continued success of your organization, yours very sincerely,

"C. K. HADDON."

Following the reading of the letters, the next speaker to be called upon was Edward Lyman Bill, editor of The Talking Machine World, who was introduced as the man who had accomplished as much as any other individual for the

advancement of the talking machine trade, through the medium of his publications and his personal influence. Mr. Bill said:

Address of Edward Lyman Bill.

"In responding to an invitation from your secretary to say a few words to my friends, the talking machine jobbers, at this banquet, I replied that it seemed I had been such a regular part of the annual show since the formation of the association that it might be well to keep me out of sight for the present year. He, however, would not accede to my wishes, and so I wrote him that I would put on a new record and start the motor as usual, provided he would permit me to use an autostop, so that the machine could be shut off at will. He assented, so here I am once more at the banqueting board of my good friends of the talking machine trade.

"It has been practically a year since we have met for a friendly discussion of business matters and a pleasant discussion of an enticing menu. A year—one whole year—that means much to the life of the nation and more to the life of an individual. Perhaps it has meant much to all of us who may be sitting here to-night. It may have meant substantial advance for some and the turning back of the wheels for others.



Edward Lyman Bill.

"We are all subject to the resistless law of change—

"The old world may turn upon its axis

And all humankind turn with it

Heads or tails, live and die make

Love and pay our taxes."

"And so it goes—changes everywhere, even the old political parties are undergoing radical changes amounting to disintegration almost; and, perhaps it is well that business men should change.

"The whole subject of merchandizing distribution needs a more careful and scientific analysis than many of us have seemed to think it necessary to make.

"Sales making in all branches of the industry is changing—methods of reaching the public are constantly changing, and no business man who expects to conduct a successful trade enterprise can be long indifferent to the radical changes which are steadily going on in every industry.

"If we remain indifferent to those changes and fail to accustom our own business plans to harmonize with them, then we must expect to suffer a certain defeat.

"As for methods—as for plans, there seems to be no fixed standard—no general trade recipe which a man may learn and apply afterward to his own field of distribution.

"That is not possible, but we can analyze them all—we can then determine what particular fragments or parts may fit in best in our own particular case.

"I question whether there ever will be in the history of merchandizing fixed or unchangeable plans which may be adopted by merchants in all lines as being specially applicable to broaden their own business enterprise.

"One man will naturally work out certain ideas and develop particular theories which he himself thinks will win him the best results in his own territory, and another man may work along entirely different lines in any section of the country, and yet both may win distinguished success.

"The principle of efficiency is well defined as meaning the relation between a determined standard and the actual performance now in production; but it is difficult to devise rules which will apply successfully to every business so that satisfactory results may be achieved; but men must have ideals, else I affirm they cannot do good work. Then let us work for an ideal in the distribution of merchandize that will stand for efficiency.

"While there may be a variety of ideas and theories as to the conduct of individual business enterprises, yet there is one standard which may be undeviatingly applied to the world of trade, and that is the standard of business honesty—a standard which insures to every purchaser a full equivalent for the money invested, and I believe that while methods may change and views of men may differ as to plans and theories, yet these fundamentals will exist as long as time endures.

"The average merchant—I mean by that the small dealer, has but a limited idea of his function in the great field of merchandizing.



Mrs. Louis Jay Gerson at Valley Forge.

"Search where you will, it will be found that the small merchant will say that there are too many competitors in the field and that it is always the other fellows that ought to get out—not himself.

"There are too many in almost any business field—no question about that; but you will find invariably that it is the unsuccessful man who rests in this belief and does not attempt to make his position a stronger one.

"One may sit down and argue that too many merchants in a local field means salaries, wages, insurance and all other expenses which must be charged up to each individual business.

"True, but one man does not want to quit to make it easier for his fellow-merchant—so there is where a careful analysis is necessary.

"Personally, I believe that many of these men must be ground out of existence because they lack the ability to size up the business situation correctly—to size up competition right, if you will, and to govern their acts accordingly.

"Too many merchants in every line, of course, there are—too much expense, surely. How can we help it?

"Can we form a great co-operative business society or company?

"Not yet; for the world is not ready for that move at the present time, and until we reach a time when ideals become realities we must struggle along as best we can, attempting to successfully solve the business problems which come to us one and all, for there will always be problems to solve between the creative, that is the manufacturers, and the distributing forces and the man who works out the best solution to the problem shows himself a bigger brained and a bigger force in the world than the man who sits supinely by, criticizes, and does nothing.

"The talking machine men of this country have reason to take pride in their accomplishments of the past and the great producing forces back of them are pushing them on with their own unconquerable energy to bigger and better things all the while."

Mr. Bill was followed by Col. W. F. Dabney, business manager of the Chamber of Commerce of Richmond, Va., who had extended a cordial and eloquent invitation to the jobbers to meet in his, the capital city of the Old Dominion, for their 1913 convention at the open meeting in the afternoon. Colonel Dabney is a fluent talker and delivered a clever address along general lines, in which humor and sentiment were mixed in just the right proportions to be attractive.

The next speaker introduced by the toastmaster was J. Newcomb Blackman, the newly elected president of the association, who made harmony in association ranks the keynote of his speech, saying:

Remarks of J. Newcomb Blackman.

"Mr. Chairman, Toastmaster, Friends, Fellow Members, Ladies and Gentlemen—It is rather embarrassing for me to attempt to hold your at-

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A Group of Jobbers After a Dip in the Briny.



The best proposition offered to the talking machine trade this month of July this year of 1912 is the Columbia. Product, Profits and Policy are *all* right.



**Columbia Phonograph Co., Gen'l
Tribune Building, New York**

CONVENTION OF THE NATIONAL ASSOCIATION OF TALKING MACHINE JOBBERS—(Continued from page 35).

tention or be interesting after such a flow of oratory, for I hold the distinctive position at this time of being the last speaker. You have already enjoyed the Colonel's (Kernel's), and I fear I will represent the husk. Then, again, I have not the benefit of age as compared to the former speakers, so you see you must make much allowance.

"There is a theme running through the remarks of the two preceding speakers which calls for harmony, and I will use that as the keynote of my remarks. Why should we not have harmony, when our business is supposed to produce it in unlimited quantity. Unfortunately, at times we hear discord, but if we are alert and take the proper course the discord is silenced, necessary repairs are made, and what we hear thereafter from the instrument of former discord becomes harmony again. It makes our patriotism sparkle, makes our blood flow quickly, and our heart beat fast to hear reference to former national strife, and the final harmony as related in the speech of the Colonel from Virginia.

"There is no North or South, East or West, to-day among truly patriotic Americans in times of trouble, and the past strife of our Civil War its cause, and everything is forgotten, or at least sufficiently so that we can work as a unit in the re-United States, and fight shoulder to shoulder against any outside influence that attempts to invade our present peaceful condition.

"I have always felt that the most serious strife is that which starts within our ranks, and that much of it could be avoided if we worked from the heart with the aid of the head. The problems of our country to-day cannot be solved permanently without this method. You will find most men are good at heart, but influence, which they seem to be unable to resist, cause them to use the head without the proper guidance of the heart, and when the latter does resume its proper function, it is hard to repair the damage. There are many creeds, causes, opinions and otherwise, but most men have a conscience, which, if followed would produce harmony among their fellow men.

"I feel deeply the responsibility that has been placed upon me as shown in the confidence of my fellow members in electing me president of this association, and I hope that my actions will fully justify it. While I am your youngest president, my experience dates back many years, for I cast my lot with this business at the age of 17, and let me say right now that I have never regretted it, and I consider by comparison, it is an industry of which we can be most proud.

"It has appeared to me that organizations, whether of the ordinary commercial kind, or otherwise, are inclined to be extreme. There is a tendency, according to my experience, to either attempt too much or do nothing. This reminds me of the first association of jobbers, which was known as the Talking Machine Jobbers' Association of the United States. There are probably not over two or three in a room who were members, but they will remember that our failure was

through attempting too much. The present association is the outgrowth of former ones, the consolidation of sectional jobbers' associations and the blending of them all. We have accomplished much because we have proceeded along fair lines. The jobbers of the United States should be a forceful body for good, and I think the few manufacturers we now have are justified in expecting support, and should be pledged to give theirs to the common cause, for the welfare of our industry. The reward is big enough for us all, and while we may have different opinions, affiliations, and are tempted to be guided accordingly, we should be broad and fairminded enough to recognize the rights and wishes of others.

"As jobbers, I feel that we should very reluctantly extend support to those who might invade the field beyond the present representation in the manufacture of competing goods, at least until they have proven that their policy will be one that will maintain or even improve the standard of the industry, as it is to-day. Is it not, therefore, better that we should be satisfied with a fair share of the prize, recognizing the rights of others to different opinions and decisions, and for the sake of harmony avoid strife within our own ranks; that we should all stand together in the common cause of all? Is this not the feeling we should show in regard to the 'Oldfield bill,' which threatens to tear down the 'one price system,' the foundation of our business? Let us forget the little differences of opinion when we must defend ourselves against such an enemy, and let us stand shoulder to shoulder in such a cause. There will be no strife or difference of opinion among us on this if we will all show the proper broad and fair spirit toward each other.

"I do not want to take more of your time, except to say that as president I will do everything within my power to carry out the prediction of the friend who placed me in nomination, and if I do not give you 'the best administration you ever had' it will be because the task is so difficult, and not through any lack of sincere effort on my part."

The banquet came to a close with the introduction of J. G. Corley, of the Corley Piano Co., Richmond, Va., and some interesting closing remarks on the part of the toastmaster, which he referred to as his "swan song."

Those Present.

Those in attendance included J. Newcomb Blackman, Blackman Talking Machine Co., New York; Max Landay and T. W. Eickley, Landay Bros., New York; Lawrence McGreal, Milwaukee; O. L. Neal, Neal, Clark & Neal, Buffalo; C. N. Andrews, of W. D. Andrews, Buffalo; Fred Seamon, Rudolph Wurlitzer Co., Chicago; H. P. Ruff, F. L. Frisbie, Grinnell Bros., Detroit, Mich.; E. A. S. Barklow, of Silas A. Pearsall, New York; I. Davega, New York; Burton J. Pierce, J. W. Jenkins' Sons Music Co., Kansas City, Mo.; G. A. Young, Finch & Hahn, Albany, N. Y.; Emanuel Blout, New York; T. H. Tow-

ell, Eclipse Musical Co., Cleveland, O.; R. H. Morris, American Talking Machine Co., Brooklyn, N. Y.; Carl A. Droop and W. C. Roperts, E. F. Droop & Sons Co., Washington, D. C.; Louis Buehn, L. Buehn & Bro., Philadelphia; H. H. Blish, of Harger & Blish, Des Moines, Ia.; G. A. Miers, W. J. Dyer & Bro., Cleveland; Perry B. Whitsit and W. B. Davisson, Perry B. Whitsit Co., Columbus; E. F. Taft and W. H. Beck, Eastern Talking Machine Co., Boston; Jas. F. Bowers and L. C. Wiswell, Lyon & Healy, Chicago; S. B. Davega, New York; A. W. Toennies, Eclipse Phonograph Co., Hoboken, N. J.; J. H. Dittrich, Rudolph Wurlitzer Co., Cincinnati, O.; H. W. Weymann, H. A. Weymann & Son, Philadelphia; W. H. Reynolds, Mobile, Ala.; Benjamin Switky, New York; J. C. Roush, Standard Talking Machine Co., Pittsburgh, Pa.; Geo. E. Michel, Nebraska Cycle Co., Omaha, Neb.; F. H. Putnam, Putnam-Page Co., Inc., Peoria, Ill.; H. B. Levy and Ruby Spaulding, Aeolian Co., New York; J. G. Corley and Fred Kesney, Corley Piano Co., Richmond, Va.; Henry F. Miller, J. B. Miller and G. W. Barnhill, Penn Phonograph Co., Philadelphia; A. A. Trossler, Schmelzer Arms Co., Kansas City, Mo.; S. P. Carmay and H. L. Royer, M. Steinert & Sons Co., Boston; E. C. Rauth, Koerber-Brenner Music Co., St. Louis; F. J. Heppe, C. J. Heppe & Sons Co., Philadelphia; J. Fisher, C. C. Mellor Co., Pittsburgh, Pa.; G. S. Marigold, Southern California Music Co., Los Angeles, Cal.; E. W. Guttenberg and O. K. Houck, O. K. Houck Piano Co., Memphis, Tenn.; L. J. Gerson and P. P. Cornell, John Wanamaker, Philadelphia and New York; J. M. Swanson, Houston Phonograph Co., Houston, Tex.; W. C. Ludlow and W. M. English, Wulschner-Stewart Music Co., Columbus, O.; R. C. Rogers, of Robt. C. Rogers Co., Washington, D. C.; A. Boden, L. Mazler, M. Silverstein and J. S. Cohen, of Cohen & Hughes, Baltimore; H. A. Ellis, Talking Machine Co., Philadelphia; H. T. Walz, W. G. Walz Co., El Paso, Tex.; H. G. Stanton, R. S. Williams & Sons Co., Toronto, Ont.; J. P. Werlein, Philip Werlein, Ltd., New Orleans; Milton Goldsmith, Sol Bloom, Inc., New York; O. K. Houck, O. K. Houck Piano Co., Little Rock, Ark.; Allen Wellbrun, O. K. Houck Piano Co., Nashville, Tenn.; E. P. Hamilton, Frederick Loeser & Co., Brooklyn, N. Y.; J. D. Moore, E. E. Forbes Piano Co., Birmingham, Ala.; Frank Nestor, W. F. Frederick Piano Co., Pittsburgh, Pa.; H. A. Winkelman, Oliver Ditson Co., Boston; N. Goldfinger, Greenhut-Siegel-Cooper Co., New York; S. W. Koehler, Koehler & Hinrichs, St. Paul, Minn.

Manager Walthall, of the Columbia Phonograph Co., Louisville, Ky., had a fine exhibit of graphophones, grafonolas and Columbia records at the Kentucky State Teachers' Association, which met in Louisville the week of June 25. There were over 3,000 teachers in attendance and we know of no better means of advertising than the course pursued by the local Columbia manager.

THE VICTOR CO.'S ELABORATE ENTERTAINMENT

A Busy and Thoroughly Interesting Day for the Jobbers Provided by the Victor Talking Machine Co.—Luncheon at the Bellevue-Stratford Followed by an Automobile Tour of Interesting Sections of Philadelphia and Suburbs, a Visit to Valley Forge and Dinner and Vaudeville Entertainment at Fort Side Inn—No Detail Overlooked That Would Make for Perfect Enjoyment of the Many In Attendance.

(Special to The Review.)

Philadelphia, Pa., July 5, 1912.

The annual convention of the National Association of Talking Machine Jobbers was brought to a fitting close Wednesday with the royal program



The Automobile Party at the Start.

of entertainment offered by the Victor Talking Machine Co., the officers of whom again proved themselves to be hosts par excellence. Special pains were taken to see that all those in attendance at the convention were duly apprised of the plans of the day and of the fact that their presence was



Entraining at Atlantic City.

greatly desired, and as a result few if any of the jobbers failed to take advantage of the opportunity to enjoy the Victor Co.'s hospitality.

The Victor people had several special parlor cars attached to the morning train to Philadelphia over

the Pennsylvania road, and upon arrival at Philadelphia the entire party adjourned to the Bellevue-Stratford Hotel, where a large section of the second floor was reserved for their use and a buffet luncheon was served in the Red Room. After a short period of rest and refreshment a string of touring cars appeared before the door of the hotel, and the jobbers and their wives started out on a long and thoroughly interesting trip through the historical sections of Philadelphia and its en-

over it, and did practically a week's work in an hour keeping things straight or tangling them up, whichever way they might put it.

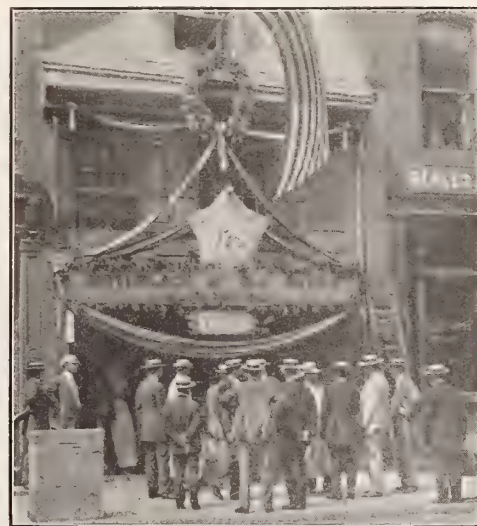
Leaving the hotel the parade proceeded through Chestnut street to Independence Hall, where the building itself and the relics of Revolutionary days were inspected with interest by the visitors, and thence to Old Christ Church, wherein is Washington's pew; the Betsy Ross house, where the first American flag was made and to Benjamin Franklin's



On the Lawn at Fort Side Inn.

virons. There were twenty-two cars in all, each bearing a number prominently displayed and each being handsomely decorated with pennants bearing the word Victor in white on a blue ground with a clever replica of the Victor dog in applique. It made an imposing parade that must of necessity have added much to the prestige of the Victor Co. among the citizens of the Quaker City. As a matter of fact the proposition was so appalling to the traffic policemen that they got all fussed up

tomb. Leaving the heart of the city the cars made their way through the most beautiful sections of Fairmont Park and the suburbs of Philadelphia



Visiting the Betsy Ross House.

to Valley Forge, where Washington's headquarters were located during the winter of 1777. Here the old house itself and the Washington spring were visited, and the party again entered the cars for the last lap of the long trip to "Fort Side Inn," where a dinner and further entertainment were provided.

Just before the dinner was served the visitors were treated to a most welcome surprise in the form of an opportunity to view in the flesh, as it were, the three new styles of Victrolas, which were referred to by Mr. Geissler in his speech at the

(Continued on page 38.)



The Banquet Room at Fort Side Inn, Arranged for the Victor Dinner.

THE VICTOR CO.'S ELABORATE ENTERTAINMENT—(Continued from Page 37).

banquet the evening before and which were shown on a screen on that occasion. A special truck was ordered to take the machines to Fort Side Inn

served at the inn was a rare treat to the one hundred and fifty or more guests present, who were in addition entertained with a first-class profes-



On the Lawn Before Washington's Headquarters, Valley Forge.

earlier in the day and they were exhibited one at a time and then collectively on a temporary stage cleverly arranged by Ellis Hansen, who was in



Washington's Headquarters at Short Range.

charge of the display. Mr. Geissler introduced the machines and each was played in order to give the jobbers an idea of its tonal qualities. The en-



Stealing a Glimpse of Franklin's Tomb.

thusiasm shown by the latter over the new machines was practically unbounded.

The old-fashioned chicken and waffle dinner



Disembarking at Valley Forge.

sional vaudeville entertainment, which was offered during the dinner in the popular cabaret style. There were nine clever vaudeville numbers offered, all of them of the "big time" quality and secured through the Keith circuit.

At the close of the exceptionally fine professional entertainment Mr. Geissler introduced in an eulogistic manner James F. Bowers as a representative of one of the largest houses in the West, and Edward Lyman Bill, editor of The Talking Machine World, both of whom made short addresses along general lines and in happy vein.

After the dinner the party retired to the lawn

PAYS TO ORDER EARLY.

Some Timely Words from the Victor Talking Machine Co. Regarding the Tremendous Demand for Victor Machines and Records and the Importance of Ordering All Goods at an Early Date.

The Victor Talking Machine Co. in the current number of "The Voice of the Victor" makes the following observations regarding trade, and appeals to dealers to place orders for fall trade with the jobbers at the earliest possible moment:

"Do you know that Victor sales during January were greater than any of the three big holiday months of 1911 (which, by the way, broke all previous records), and during February, March, April and May have mounted higher and higher with each succeeding month?"

"We are taxed to the very limit of our factory capacity to supply even this midsummer demand for Victors, Victrolas and records, and our distributors are coming down on us with orders practically double what they were at this time a year ago.

"Our contractors are working night and day, rushing to completion immense factory additions that will double the output of 1911—but all this has been anticipated by the wide-awake dealers and their distributors, and if you expect to get your share of the rich holiday profits, you must give your distributor your holiday order at once—NOW.

"The Victor has hit a new stride, and this fall more than ever before—it will simply be a question of how many you can obtain, rather than how many you can sell.

"Everybody wants a Victrola and pretty nearly everybody is going to try and buy one this fall or Christmas. At this minute it is right up to you to make sure you won't be short of stock when the actual Christmas buying commences.



The Jobbers Before Old Christ Church.

which had been splendidly illuminated with myriads of electric lights in colors for the occasion, for a brief period, after which they were taken



Entering Washington's Headquarters.

back to Philadelphia, where they arrived shortly after midnight, thoroughly tired, but very happy and appreciative of the success of the efforts of the Victor Co. to give them the best entertainment possible.

"If you expect your distributor to take proper care of your wants—then just put yourself in his place for a few minutes, and consider how necessary it is that he should have your order before he can intelligently make his requisition on the factory.

"Bear in mind there are very nearly 10,000 Victor dealers and every one will need more Victors, Victrolas and Victor records than ever before—and some are sure to be disappointed. Don't let it be you.

"Like last year, we must confess that we have not up to this date accumulated a surplus stock for holiday requirements, and in order to make extraordinary preparations to care for all, we must know as definitely as possible what is expected of us.

"We will do our best. Will you help us by sending your order for fall delivery to your distributor NOW?"

LEASE ANOTHER STORE.

Sol Bloom to Open Attractive Establishment in the Metropolitan Opera House Building.

Sol Bloom, the well-known talking machine man, has leased the store at the corner of Broadway and 40th street under the Metropolitan Opera House, which is now being equipped and which will be opened as a high-class talking machine establishment in the early fall. This is an exceedingly good center in a business way, as hundreds of thousands of musical people pass this point to the opera house during the musical season. Sol Bloom is to be congratulated on this selection.

Stand a little above the crowd; that is, don't be too free with everyone. You gain respect where it will count as a result.

Barnum to the contrary—the American public don't want to be, and won't stand being, humbugged.

PICKED UP ON THE BOARDWALK

(Special to The Talking Machine World.)

Atlantic City, N. J., July 5, 1912.

Although the proportion of ladies present at the convention was much smaller this year than on previous occasions and despite the fact that time officially allotted to the convention was limited, those in attendance did not neglect the social side and made up in strenuousness what was lacking in quantity and put every idle minute to advantage. A majority of the members arrived at the seashore on Saturday and Sunday and spent the time before the sessions strolling on the Boardwalk, riding in chairs, sailing and bathing. Tuesday morning saw a great number of jobbers in the ocean, the chance to "flirt with the briny"



The Convention Mascot, George Marigold, of Los Angeles.

offered the necessary foundation for an enjoyable time during the convention.

Oliver K. Jones, who had general charge of the Victor Co.'s entertainment, offered by the Victor Co. both at Atlantic City and in Philadelphia, and with Henry C. Brown, advertising manager, was very much in evidence and had little difficulty in gathering a crowd together for a session on the balcony in Old Vienna or at any other of the many places where good fellows meet—and what is more, he received all the courtesies.

One of the really amusing and thoroughly enjoyable features of the convention was the work of Burton J. Pierce and his "Angel Chorus," which took every opportunity to make itself heard. The favorite stunt was to pick out some prominent and popular member of the association and sing:

They say that John Smith he ain't got no style,
But he's style all the while, he's style all the while;
They say that John Smith he ain't got no style,
But he's style all the while, all the while. Amen.

The effect of that song rendered by thirty or forty voices with little or no training had better be imagined than heard.

Incidentally, it may be mentioned that Mr. Pierce brought all the way from Kansas City his well-known laugh, which he had packed carefully and which reached the seashore without a break. The Pierce laugh is of the volume and timbre that makes the hee-haw of the famous mule Maud sound like a girlish giggle. It can be heard for two miles on a clear day.

One of the younger members of the convention aggregation was George Marigold, son of G. S. Marigold, of the Southern California Music Co., Los Angeles, Cal. This was Master Marigold's first trip to the Atlantic and he saw much to wonder at, though he stated frankly that the water of the Pacific and Atlantic were much the same from the bather's point of view. George is a manly and self-possessed little chap and is thinking strongly of following in his father's footsteps

in the talking machine trade, so he can get to the annual conventions of the jobbers.

The Lone Star State was represented by two of her worthy sons, H. T. Walz, of the W. G. Walz Co., El Paso and J. M. Swanson of the Houston Phonograph Co., Houston. Mr. Walz was accompanied by his wife, a charming young lady, and combined an extended trip through the North with his visit to the convention. Both Texans were keenly alive to the perils arising out of the trouble in Mexico and felt that something should be done to protect Americans. Mr. Walz had a number of photographs showing the actual conditions over the border, and was of the opinion that the military should prevent further danger to the citizens of El Paso by mounting field guns back of the city and commanding Juarez by that means. Mr. Swanson, who is a member of that famous organization, the Texas Rangers, was keenly interested in the threat of the governor of that state to take matters in his own hands and clean out the "Greasers" without further parley. It is the opinion of the talking machine man that it would only take a couple of regiments of Texans to do the work.

Max Landay, of Landay Bros., the prominent distributors of New York, was early on the job with a Bangkok hat of wondrous shape and a human cane, the head of which he declared was made of the foot of a dwarf found petrified in a Buddhist temple in Thibet by the first expedition of British troops to enter that country some years ago. Whatever its origin, it was "some" cane and incidentally "some" hat. Max was also all there in other ways and at the Old Vienna persuaded Maurice Levi's orchestra to play what he termed the "Simplex Rag." While the fact that Mr. Landay is acting as sales agent for the Simplex start and stop device for talking machines and that the "rag" had a familiar sound seemed rather suspicious, he got away with the stunt in great shape.

The members of the large party which made the round of the prominent cafes on Monday night will not soon forget the "Keencutter Kid" from Cleveland, who, despite an over indulgence



Mr. and Mrs. Harry T. Walz.

in the brew, displayed a wit that brought him through with flying colors. More than one talking machine man tried to cross swords with him only to come out second best in the encounter of wits.

What would a jobber's convention be without Victor Rapke? Sure he was there—all there. Arrived with a supply of New York deputy sheriff's badges which he distributed to gentlemen and

ladies alike and some of which he never recovered. O. K. Houck looked so impressive with the gold badge on his coat that he got onto the Steeplechase pier for nothing, which is some stunt. J. M. Swanson also found a badge useful in carrying out his duties as doorkeeper of the meeting room.

Following out custom is all right in some cases, but it can be overdone. As has been the rule, newspaper men were excluded from the meetings of the association, but secured detailed information of what had occurred from the members after the meeting had ended. Why the mystery?

James F. Bowlers makes an ideal toastmaster. He is witty, clear spoken and has perfect control of himself, but he is so well read and quotes from so many passages during his talks that it takes his hearers hours to look up the quotations to which he refers. He might well adopt the practice of the churches in displaying book, chapter and verse number for the guidance of his audience.

Elsewhere appears a snapshot showing Louis Buehn, fully accoutered for a dip in the briny. Some of the visitors wanted to know if he was going to enter a bicycle race, judging from the cap. It isn't so. Of course, he wears a cap when bathing, but there's a reason.

Those who were assigned to car number thirteen on the Victor Co. outing, entered the vehicle with a bravado that was absolutely touching, but fate was against them. Number 13 was one of the first cars to get lost, and had to travel to Valley Forge all alone.

The talking machine men are getting an excellent reputation as spenders at Atlantic City, to judge from the interest shown in them by the various resort managers. As soon as the crowd entered a cafe the big mogul looked after them himself, and to judge from some of the checks, ordered that prices raised to meet the situation. The Old Vienna showed a proper regard for the importance of the convention by securing as an added attraction Maurice Levi and his band, who were more than obliging.

If L. C. Wiswell can sell talking machines with the facility with which he can dispose of banquet tickets his future income is assured. He was so successful in disposing of the tickets that he had to visit the treasurer at intervals and disgorge so that he could travel comfortably. Very few of the jobbers succeeded in getting away from him, once he got on their trail.

One feature of the jobbers' convention that is bound to impress the casual observer is the many sections of the country represented at the gathering. There are men from the Pacific Coast, from Texas, from the Rockies, from Chicago, from New

(Continued on page 42.)

Twenty-five Years the "Talking Machine"



Double shifts—night and day, right along—machines and records both.

And another 50 per cent. increase of factory output coming in September.

Demand is doing it. Our problem is not how market the increase but to do the best that can possibly be done to meet our dealers' requirements.

All of which would suggest something, even to a blind man.

A clean merchandising policy and a distinctive line.

Columbia

Phonograph Company, General

Creators of the Talking Machine Industry, Pioneers and Leaders in the Talking Machine Industry, Splendid Money-Making Opportunities.

Columbia cabinets and supplies are manufactured in ten separate plants at Detroit, Mich.; Lowell, Mass.; Brooklyn, N. Y.; Salem, Ind.; New Albany, Ind.; Wabash, Ind.; Pulaski, N. Y.; and Chicago, Ill.

As Ago We Founded "Machine" Industry



Main
Factories,
BRIDGEPORT,
CONN.

of quality merchandise. Records by
artists whose names are household words—pro-
duced in a recording laboratory that has no equal in any
country. Instruments that are non-competitive—the only table
instruments on the market; the only low-priced hornless instru-
ments having continuous and uninterrupted tone chambers, the
only self-contained upright instrument retailing
at an even hundred dollars or near it—Man, it's
no wonder, is it?

Columbia

Tribune Bldg., New York

ine Art. Owners of the Fundamental Patents. Largest Manufacturers of
en for Dealers in Some of the Best Territory in the Country.



- 1—Executive Offices, Tribune Bldg., N. Y.
- 2—Factory, Toronto, Canada.
- 3—Record Laboratory, New York.
- 4—Record Laboratory, Milan, Italy.
- 5—Factory, London, England.

(Record laboratories also in Tokio, Kobe, Singapore, Canton, Hong Kong, Shanghai, Amoy, Swatow, Manila, Soerabaya, Batavia, Bangkok, Honolulu, Havana, San Juan, City of Mexico, Rio Janeiro, Buenos Aires, Edinburgh, Vienna.)



Columbia business is already running 60% ahead of 1911: that's a good gait to travel with. "Come on along." The going's good.



**Columbia Phonograph Co., Gen'l
Tribune Building, New York**

PICKED UP ON THE BOARDWALK—(Continued from page 39).

Orleans, from Florida, from New England and then in between. It is the sort of proposition that makes traveling pay a dividend.

The official buttons for the members of the association showed the typical houn' dawg in the center with "You Gotta Quit Kickin' My Dawg 'Aroun'" in the inner circle and the name of the



Harry B. Levy, Carl A. Droop and Wm. C. Roberts.

association on the outside. With the announcement of the nomination of Wilson for President on the Democratic ticket, some of the members began looking for the party responsible for the buttons, but he wasn't to be found.

The presence of O. K. Houck, of Little Rock, Ark., is sufficient in itself to ensure the success of the meeting for "O. K." has a keen wit and an unfailing good nature that is most efficient in preventing time from hanging heavy on the hands of those with whom he is consorting. Mr. Houck moreover didn't hesitate to put his O. K. on anything that pleased him, from the slides on the Steeplechase pier to Max Landay's hat.

One of those to make the trip from New York to the convention city via automobile was Max Landay, of Landay Bros., and the Talking Machine Supply Co., who had in the car with him Thomas W. Kirkman, inventor of the Simplex start and stop device. Owing to a prevalence of thunder storms during the day and an epidemic of blow-outs, it took the Landay party about ten hours to make the trip of about 133 miles.

Ben Feinberg, who was formerly connected with various concerns in the talking machine trade but subsequently reformed and entered another field, also journeyed down from New York in his motor for the purpose of meeting his old friends.

Feinberg is all there with his landaulet and has risen to the dignity of hiring a private chauffeur.

There were four distinct types of stopping devices for disc machines, one of them also starting the machine, shown at the convention, and there was some talk of forming a stop manufacturers' association. Each particular device had its merits and its talking and selling points and as a rule attracted much attention. The cabinets and needles were also shown in great numbers by the old standbys and the passage way leading from the hotel lobby to the meeting room of the Jobbers' Association, had the appearance of a general exhibition of talking machine appliances.

The harmony idea, which was much in evidence during the closing session of the association and at the banquet was cleverly emphasized in the menu card of the latter occasion when the Edison and Victor trademarks were artistically combined to form the design at the top of the card. The sketch showed the Victor dog seated on a table gazing with his well-known expression at the old couple who were looking at him with the same degree of pleasure with which they are supposed to listen to the Edison records. The combination received much favorable comment from the diners.

Just to prove that the talking machine jobbers are strictly up-to-date in everything from politics to business, arrangements were made to have the convention at Atlantic City reported in an entirely modern and novel manner by means of a shorthand typewriter. The clever machine, which is almost human in its action, is handled by the Ander-



Mr. and Mrs. E. Paul Hamilton.

son Shorthand Typewriter Co., of Philadelphia, Mr. Anderson, of the company, being the inventor. It has been thoroughly developed and perfected. The machine is so arranged that each finger and thumb controls a set of two keys, and the single pressure of the hands serves to print the actual word in full on a strip of paper, which latter moves along automatically, as in the case of an adding machine. The object in operating the machine with speed is to accustom each finger to do a cer-

tain thing with certain words, just as would be the case in striking chords on a piano. At all events there are no illegible shorthand notes to puzzle over and get wrong.

There was much interest manifested before the convention as to what action the jobbers would take, as an association, regarding the plan to have the manufacturers adopt two set prices for their instruments, one a cash price and another, somewhat higher, for instalment purchasers. The matter was discussed at great length in the meeting, but owing to the present agitation regarding the Oldfield bill it was thought best to leave the matter in the hands of the executive committee to take up with the companies at a proper time and after the pending legislation had been settled, for it was deemed unwise to bring up the set price question at this time. At the same time it was reported that the campaign for two prices carried on by both jobbers and dealers was continually gaining strength and appears almost certain of success, for the companies are willing to consider the matter when properly presented and shown to be the general desire of the trade.

James F. Bowers' report as chairman of the grievance committee was characteristic of the man. He said: "Not a wave of trouble arose to cross our peaceful breast." It might be mentioned, however, that Mr. Bowers was decidedly on the job in protecting the prerogatives of the executive committee on all occasions when there seemed danger of its privileges and rights being usurped.

Another important motion passed in the convention was that instructing the executive committee of the association to take up with the factories the question of increasing the size of initial orders from three to five machines and from one hundred to two hundred records, as a protection to the bona fide and established dealer.

One of the attractive convention souvenirs was the leather watch fob given to the jobbers by W. H. Bagshaw, the prominent needle manufacturer of Lowell, Mass., and who was represented at Atlantic City by Clement Beecroft. A small leather badge attached to the fob bore the name and address of the donor.



One of the Attractive Convention Souvenirs.

THE EXHIBITS AT THE JOBBERS' CONVENTION.

(Special to The Talking Machine World.)

Atlantic City, N. J., July 5, 1912.

The annual gathering of talking machine jobbers from all sections of the country under one roof, and the opportunity thus presented for the manufacturers and agents for appliances to display their wares with a minimum of effort and with a maximum of result, was fully appreciated by the members of the latter fraternity, and the short hall leading from the lobby of the hotel to the meeting room of the association was filled with samples of cabinets, automatic stops, needles, etc., and other things that add to the convenience and pleasure of the talking machine owner, and incidentally bring profit to jobber and the dealer.

Clement Beecroft a Busy Man.

One of those early on the ground with enough lines to keep him very busy was Clement Beecroft, who has a host of friends among the jobbers, having been connected with the trade for a number of years in various capacities, and who was displaying and representing the excellent line of needles made by W. H. Bagshaw, Lowell, Mass., which under the trade-marked name of "Duplexetone" have attained wide vogue among the trade and the public; the products of the George A. Long Cabinet Co., Hanover, Pa., with their several interesting features, Mr. Long being present to aid Mr. Beecroft. The Long cabinets have appealed to the trade owing to their salable qualities, their finish and general attractiveness proving a strong inducement to the talking machine owner. The cabinets are made to harmonize with the various styles of machines and the interiors are fitted up along approved lines for both disc and cylinder records. The cabinets alone took up the greater part of Mr. Beecroft's time. He was also displaying the new line of record envelopes of special form made by Wolf Bros., Philadelphia.

The Elaborate Display of Pooley Cabinets.

There were also shown in one of the suites at the Chalfonte the complete and elaborate line of cabinets made by the Pooley Furniture Co., Philadelphia, Pa., with the ever-popular and always versatile H. M. McMenimen, very much on the job to display their strong points and original features. The Pooley line has already found an excellent foothold in the trade and there were few jobbers who had not seen at least one of the styles. The automatic arrangement for picking out the record desired by simply pressing a small lever smacked of enchantment until the process was explained and its simplicity and general convenience demonstrated. What has been a prime factor in gaining fame for the Pooley cabinets is the finish that is applied to each piece. As an outsider remarked, "The Pooley Co. couldn't make a poorly finished cabinet if they wanted to, for their years of experience in furniture manufacturing has shown them what first-class work means." The Pooley line includes a variety of cabinets suited to practically every purpose and of a class that makes them fit in with the furnishings of most sumptuous apartments.

A Device That Starts as Well as Stops.

Of the four automatic stopping devices displayed the Simplex start and stop device, manufactured by the Standard Gramophone Appliance Co., for which the Talking Machine Supply Co., New York, is sole sales agent, was the only one that both started and stopped the machine, and a great many of the jobbers visited the exhibit of the device in operation in one of the upper rooms of the hotel. The Simplex bears out its name and is far from being complicated either in construction or operation. The Simplex brake is attached to the cabinet of the machine by two screws and does not interfere in any way with the permanent parts of the machine except when it is in actual operation and is stopping the turntable. Bringing the tone arm over

to the starting point of the record automatically starts it, while the tone arm striking the other side of the device releases the trigger operating the stopping brake. It is handsome in appearance and effective in operation. The exhibit was in charge of Max Landay and Thomas W. Kirkman, the inventor of the device.

The Condon-Autostop on Exhibition.

Another automatic stop, more generally known to the trade, was the Condon-Autostop, manufactured by the Condon-Autostop Co., New York. The Condon stop has been on the market for some time and has been tried out thoroughly by the trade and the public. A special room was secured for the display at the exhibition of the stop at the convention, and those in attendance were William A. Condon, treasurer of the company; E. T. Condon, vice-president; Harry P. Carlton, Chicago representative of the company, and Scott Sinclair, New York representative. The exhibit was visited by a great number of the jobbers, the majority of whom were familiar with the device, and in view of the character of the gathering an excellent volume of orders was booked. The Condon-Autostop is fitted to the pivot in the center of the turntable and over the record, and operated to stop the machine by tripping the needle at the last line and checking its progress.

Efficiency of the Alto Brake.

A new brake of original and clever design was that shown by the Alto Sales Co., San Francisco, the chief feature of which was that it need not be regulated to operate properly with the different sizes of records, but was made effective simply through placing the tracer at any desirable point of the record. When the tracer reaches the last line it is struck by the needle and releases a trigger which sets the brake in operation. In this instance the record is stopped through the pressure of a felt-covered foot which depends from the tone arm and strikes the surface of the record instead of the side of the turntable. The brake mechanism is fitted to the tone arm near the sound box and is so well balanced that it increases the pressure of the needle in the record to an extent that is practically incalculable. A scale weighing to the eighth of an ounce could not register the added pressure. The Alto brake exhibit was in charge of W. L. Weinmann and W. T. Ellis, both of San Francisco, in which city the brake has made a decided impression. A factory will be opened in New York and orders sent in by telegram to California will be paid by the company and repeated by wire to New York, thus saving time.

Electric Stop Attracts Attention.

The only automatic brake operated by electricity was the "Sesco" electric stop, manufactured by the Standard Electric Stop Co., of Philadelphia. A contact point is fastened to a special arm, which is set at the last line on the record. Another contact point is placed on the tone-arm, and when the two points touch as the needle reaches the last line a circuit is completed and an electro magnet releases the brake. The "Sesco" equipment is very attractive in appearance and the extra contact arm and the brake itself are all that show above the cabinet. The brake is operated by means of dry batteries, which are placed in the lower part of the cabinet itself. The "Sesco" brake exhibit attracted much more than passing interest from those in attendance at the convention, and was in charge of Joseph H. Potsdamer, who was, by the way, a clever demonstrator.

The Udell Veteran Proves Welcome.

A gentleman whose presence was heartily welcomed by the jobbers in both a personal and a business sense was Daniel G. Williams, the veteran representative of the Udell Works, Indianapolis, Ind., manufacturers of talking machine record and

piano player music roll cabinets of quality. Mr. Williams was probably taking orders for cabinets before many, perhaps the majority of the jobbers, had been weaned, for as a rule they are a youthful bunch, but nevertheless he has lost none of his vitality or salesmanship ability and is well able to uphold the Udell products against the field. Mr. Williams did not have a line on exhibition at the convention, but contented himself with the usual portfolio of photographs of the new and the older accepted styles of cabinets, feeling that there would be no question regarding the finish of general quality. Judging from the number of times the portfolio made its appearance and the interest apparently manifested, the Udell Works received some goodly orders in the early mails.

Cabinets from Saginaw.

A less familiar but to all appearances excellent line of record cabinets was that of the Opportunity Manufacturing Co., Saginaw, Mich., which was displayed by D. H. Moore, who has several styles placed in a passage off the lobby of the hotel and others in one of the rooms. The feature of the Opportunity cabinets was that they were shown in the rough in order that they might be finished to meet the individual requirements of the jobber and dealer.

M. A. Carpell and the Herzog Line.

Still another veteran line of cabinets was shown by M. A. Carpell, the prominent and popular Eastern sales manager of the Herzog Furniture Co., Saginaw, Mich., and the Saginaw Table & Cabinet Co. Mr. Carpell also considered the qualities of his line as being so well recognized that samples of the actual goods would prove superfluous, and consequently appeared on the ground armed only with a portfolio of photographs showing the styles with ample descriptions and an ample order book. The Herzog people have shown an excellent understanding of the needs of the talking machine trade and have built up their line of cabinets from the viewpoint of the man who has to sell them instead of following their own ideas exclusively. Mr. Carpell's personal understanding of the importance of the cabinet and what it must represent was well set forth in his address at the open meeting of the association on Tuesday afternoon.

Puritone Needles Make Many Friends.

Among the prominent line of needles represented were the "Puritone" needles manufactured by John M. Dean, Putnam, Conn., who was represented on the ground by J. T. Collins, a young man who has spent a number of years in the talking machine trade in various capacities and knows about what is required by the jobbers and dealers. The jobbers were not asked to take the statements made regarding the Puritone needles at their face value, but were presented with sample boxes containing a thousand of assorted styles for various tones.

A Novel Form of Needle.

Another novelty that attracted much attention was the new needle offered by the Bell-Hood Needle Co., of New Haven, Conn. This needle was particularly original in design and had fastened to it about half way from the point a tiny brass bell with the mouth of the bell pointed downward and toward the record. It was claimed for the Bell-Hood needles that they succeeded in capturing many of the tonal effects that were usually lost while close to the surface of the record and carried them to the soundbox through the needle itself.

While the jobbers were in session the representatives of the supply houses held little informal meetings among themselves on the outside, where they discussed various trade questions and general matters of interest. It was suggested that they form an association on their own account, but no one would volunteer to act as president.



Our national publicity campaign is producing the 1912 profits we promised last year. Profits for Columbia dealers.



**Columbia Phonograph Co., Gen'l
Tribune Building, New York**

ECKHARDT GETS COLUMBIA BRANCH.

W. L. Eckhardt Will Take Over Columbia Business in Philadelphia Which He Will Conduct Under the Name of the Penn Talking Machine Co.

The many friends of Walter L. Eckhardt will be glad to know that he is going to re-enter active life in the talking machine industry in the immediate future.

The trade attraction has been too strong for Mr. Eckhardt, who put in about ten years of his



Walter L. Eckhardt.

life with the Columbia Phonograph Co. He has now announced that he has completed arrangements for the taking over of the Columbia distributing branch at 1109 Chestnut street, Philadelphia, which he will conduct under the name of the Penn Talking Machine Co.

He will have the exclusive distribution of the Columbia products in Philadelphia and adjacent territory.

While discussing the new move with The Talking Machine World Mr. Eckhardt said: "I have served ten years with the Columbia Phonograph Co., and while I have been four years separated from the talking machine business, I never have lost my interest in it.

"I have been watching the changes in products and the evolution of the merchandising policies, and now I realize more than ever the great possibilities for development in the industry. I am a firm believer, too, in the Columbia policies, particularly the exclusive territory arrangement. I have watched with the keenest interest the successful progress of the Columbia idea of exclusive territory for distributors, and have likewise

observed the discouragement and unfairness of the opposite program under which a jobber never knows when half of the legitimate field will be summarily seized and turned over to a new competitor—except that it is always imminent as his business increases in prosperity.

"I know that under the Columbia Phonograph Co.'s policy I can invest my money, my experience and all my energy advertising and building up a business connection without having to put in any of my time watching out for the establishment of a competing jobber in the same territory, to share a trade that is rightfully not the exclusive property of the manufacturer, but to an equal extent the property of the jobber who has devoted his efforts to constructive work for the manufacturer's product rather than for the manufacturer as a company, and the fruit of whose business industry should be his own.

"I know well enough that with the territory protection of the Columbia Phonograph Co. back of me and its business-getting campaign in front of me I am going to take that Philadelphia branch and build up what is now a going, fast-growing and profitable business into one of the most active and influential jobbing centers in the country."

When General Manager Lyle was seen in reference to the above statement he said: "Yes, we have arranged with Mr. Eckhardt for the exclusive Philadelphia representation. This is in line with the general policy we announced about three years ago, whereby our distributing branches from time to time may be turned over, with exclusive rights and full protection, to independent jobbing concerns, provided always we can assure to the dealer who must depend upon that jobbing center for his merchandise an adequate maintenance of Columbia rights and progress. The Penn Talking Machine Co. has every reason to count on a continued and steady multiplication of the Columbia prestige and demand in its territory."

PATHE FRERES CO. PLANS.

Brokers Interesting Public in \$1,000,000 of Its Preferred Stock—American Company Controls Pathe Name and Products.

The Pathé Frères Phonograph Co., whose incorporation was reported in these columns some months ago, and of which Jacques A. Berst is president, is placing on the market \$1,000,000 of its preferred 7 per cent. stock. The company's brokers in their letters to investors say:

"The American company has acquired for the phonograph business the exclusive control and right to use in this country the name of 'Pathé, together with their trade-marks, patents, improvements, master records, Auditoire, Pathephone, Pathegraph, Duplex-Pathephone, etc.—in fact, everything pertaining to the phonograph business owned and controlled by the Paris company. The company, therefore, will offer to the American public the various inventions and manufactures of 'Pathé' origin, which have become so famous in other countries.

"The Pathephone does not require changing of needles; its motor is instantaneous. Where electricity is available the electric Pathephone can be operated either by direct or alternating current, or strong batteries. The records are all double faced.

"The Pathegraph is a phonograph used for teaching languages, music, etc. The Duplex-Pathephone is a phonograph with a double machine for playing two discs; as one disc finishes another begins to play, so as to render a continuous operatic or theatrical production. The Auditoire establishments in Europe have been highly successful."

Emile Pathé will be the company's consulting engineer and honorary vice-president. J. A. Berst, the president, is vice-president of "Pathé Frères" (moving picture company).

DEALERS SEND COMMITTEE.

(Special to The Talking Machine World.)

Atlantic City, N. J., July 6, 1912.

Among those in attendance at the convention of the National Association of Talking Machine Jobbers this week were a committee representing the



R. Montalvo, Jr., David Switky and J. H. Dodin.

Eastern Talking Machine Dealers' Association, who desired to discuss with the jobbers a number of matters of mutual interest. Those comprising the dealers' committee were David Switky and J. H. Dodin, of New York, the former being the president of the association, and R. Montalvo, Jr., New Brunswick, N. J.

LOS ANGELES TRADE CHANGES.

(Special to The Talking Machine World.)

Los Angeles, Cal., July 7, 1912.

W. B. Kennedy, who has for several years represented the Burroughs Adding Machine Co. in Los Angeles, has been appointed sales manager for the Dictaphone. His territory includes Southern California and Arizona, with headquarters in the Winsted Building, 420-422 South Broadway, Los Angeles.

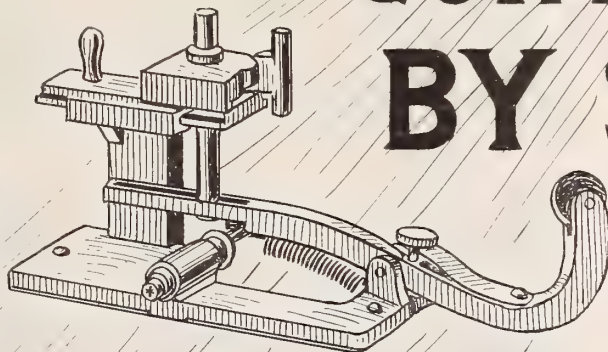
Edward A. Borgum, the well known western talking machine expert, has just recently associated himself with the Wood Manufacturing Co. of Los Angeles, who are the manufacturers of the new Wood filing cabinets for disc records. Mr. Borgum is particularly well fitted for this important position.

LIKE A BOLT FROM A CLEAR SKY

A List of Leading Jobbers Handling the "SIMPLEX"

Baltimore, Md.....	Cohen & Hughes, Inc.
Boston, Mass.....	Oliver Ditson Co.
Brooklyn, N. Y.....	American Talking Machine Co.
Buffalo, N. Y.....	Neal, Clark & Neal Co.
Cincinnati, O.....	The Rudolph Wurlitzer Co.
Cleveland, O.....	The Eclipse Musical Co.
Columbus, O.....	Perry B. Whitsit Co.
Des Moines, Ia.....	Harger & Blish, Inc.
Dubuque, Ia.....	Harger & Blish, Inc.
El Paso, Tex.....	W. G. Walz Co.
Houston, Tex.....	Houston Phonograph Co.
Kansas City, Mo.....	Schmelzer Arms Co.
Little Rock, Ark.....	O. K. Houck Piano Co.
Los Angeles, Cal.....	Southern California Music Co.
Memphis, Tenn.....	O. K. Houck Piano Co.
Nashville, Tenn.....	O. K. Houck Piano Co.
New Orleans, La.....	Philip Werlein, Ltd.
New York, N. Y.....	Blackman Talking Machine Co.; Sol. Bloom, Inc.; Emanuel Blout; I. Davega, Jr., Inc.; S. B. Davega Co.; Greenhut-Siegel Cooper Co.; Landay Brothers, Inc.; Silas E. Pearsall Co.; John Wanamaker.
Omaha, Neb.....	Nebraska Cycle Co.
Peoria, Ill.....	Putnam-Page Co., Inc.
Philadelphia, Pa.....	Penn Phonograph Co., Inc.; The Talking Machine Co.; H. A. Weymann & Son, Inc.
Pittsburgh, Pa.....	Standard Talking Machine Co.
Providence, R. I.....	Manufacturers' Out- let Co.
Richmond, Va.....	The Corley Co., Inc.
St. Louis, Mo.....	The Aeolian Com- pany of Missouri; Koerber - Brenner Music Co.
St. Paul, Minn.....	W. J. Dyer & Bro.; Koehler & Hinrichs.
Washington, D. C.....	Robert C. Rogers Co.

THE "SIMPLEX" TOOK THE CONVENTION BY STORM



Manufactured by
Standard Gramophone Appliance Co.
Sales Agents:
Talking Machine Supply Co.
563 Fifth Ave., New York, N. Y.



Exclusive artists; exclusive records; exclusive instruments—that's what Columbia dealers can offer. That's why Columbia business is running 60% ahead of last year.



**Columbia Phonograph Co., Gen'l
Tribune Building, New York**

DEALERS' ASSOCIATION MEETS.

Eastern Talking Machine Dealers' Association Holds Quarterly Meeting and Devotes Much Time to Discussion of Progress of Two-Price Campaign—Six New Members Enrolled.

The regular quarterly meeting of the Eastern Talking Machine Dealers' Association was held at the Cafe Lion d'Or, New York, on July 10, with an excellent attendance considering the time of year and the condition of the weather. Following the usual routine of business the chief discussion centered in the campaign of the association to bring about the establishment of two prices for all kinds of machines, one the cash prices and another 10 per cent. higher for installment sales, which would provide a fair rate of interest for the accommodation offered by time payments. For the purpose of taking the matter up with a number of the jobbers, a committee from the Dealers' Association attended the convention of the Jobbers' Association at Atlantic City the first of the present month, and while there went into the matter with a number of the jobbers though not in a strictly formal manner.

Not long ago the association prepared a number of return postal cards asking for the indorsement of the dealers in the East and non-members of the organization. These cards were sent to eight jobbers in New York City for mailing to the dealers on their lists and five of the jobbers did send out the cards. The results were more than satisfactory to the association, for the dealers receiving the cards were quick to make favorable response. Two of the jobbers, while favoring the two prices, would not send out the cards at this time owing to the fact that the raising of the price question at this particular time might affect the fight now being made against the Oldfield bill and be used as an

argument for its passage. The campaign of the dealers, however, will be continued.

The membership of the Eastern States Talking Machine Dealers' Association is steadily on the increase, and at the last meeting six new names were added to the register.

COLUMBIA "LYRIC" FOR OUTDOORS

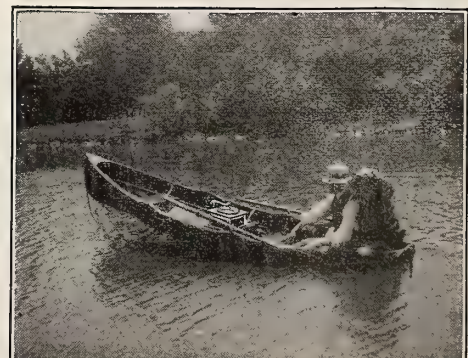
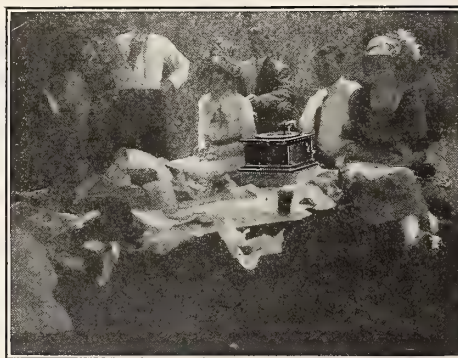
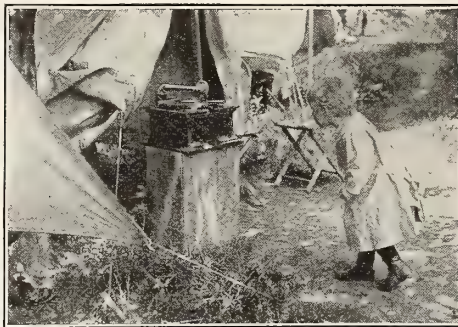
Some Interesting Illustrations of the Manner in Which That Popular Machine May Be Used for Entertainment During the Summer Time.

Columbia dealers are looking for a big summer business this year and the \$25 "Lyric" is going to have a good deal to do with it. The Columbia Phonograph Co. used the Saturday Evening Post double-page spread to announce a special \$28.90 cash or instalment offer for the "Lyric," with twelve selections on Columbia double-disc records. Using that as the keystone of its "Lyric" publicity campaign, the usual system has been followed of

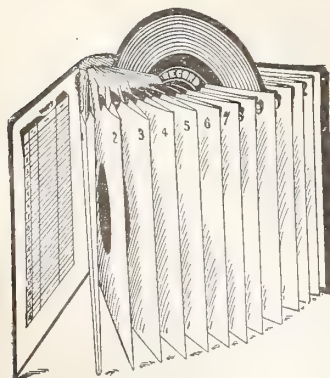
providing dealers with material for local publicity to reinforce the national advertisement. Co-operation on the part of the dealers is bringing results.

As a means of graphically showing the possibilities of the instrument for summer vacation use the Columbia advertising department recently sent out a call for photos of the "Lyric" in action, and as a result scores of snapshots have come into its New York offices, some of them exceedingly pretty pictures, well taken and all telling in the plainest possible way the story of the outdoor "Lyric." The few that we reproduce here will serve to convey some idea of the wide range of possibilities in this little machine.

Apart from the continuous tone chamber, an exclusively Columbia feature in low-priced machines, the principal points that are being emphasized in the "Lyric" publicity are the absence of any horns, the portability of the instrument, and its very light weight, and every one of those points is well indicated in the photographs which we reproduce.



Retails for a Dollar, with 80 Per Cent. Profit to You



\$1.00 Retail

Our new "Viennese Imitation Leather" is the strongest and only absolutely guaranteed bound record album made. Why use the usual cloth bound albums when you can get an album with a binding 1,000% stronger than any of the cloth bindings now made by our competitors. Bindings in our new albums are guaranteed indestructible, price the same as the cloth albums, but 1,000% stronger in the wearing qualities. Gold Plated Rings in the back of the same. Not the usual brass rings, and are made to match the metal finish on all Victor and Columbia Cabinets. Let us send you one sample album and be convinced.

THE SCHAFFORD ALBUM CO., 26-28 Lispenard St., NEW YORK

**The Most Profitable
Record Album on
the Market :: ::**

**SEE THE NEW
Schafford
Record Album
in the New and
Strongest Bind-
ing on the Mar-
ket :: :: ::**

THE HOOSIER POET AND THE VICTOR.

James Whitcomb Riley to Make Records of Some of His Famous Poems for the Victor Co.—Will Have Wide Sale Everywhere.

(Special to The Talking Machine World.)

Indianapolis Ind., July 13, 1912.

Though the Victor Co. was not just ready for the public to know that that company had induced James Whitcomb Riley, the Hoosier poet, to put on records the most famous of his poems, that fact has leaked out, and now the story is being told everywhere. It probably will be some time before any of the records are put on the market for sale.

It was not very long ago that Mr. Riley bought a Victrola, and it was rumored then that he was to make a number of records for the Victor Co. But the whole thing became known a few days ago when Mr. Riley called in Booth Tarkington and Meredith Nicholson, the novelists, and several other friends, to hear the first "proofs."

Mr. Riley's voice is not exceptionally strong, but when one sits near the Victor and hears the poet reciting "Out to Old Aunt Mary's" it is hard to believe that it is not the poet himself boxed up instead of only his voice. When he says "I am as bald as you are gray" in the beginning of the poem, a feeling of pathos comes over the hearer. The voice is so full of feeling as the words of the grown-up child who remembers his visits to Aunt Mary's are read.

Among the poems chosen by Mr. Riley for the records are "Out to Old Aunt Mary's," "Good-bye, Jim," "The Happy Little Cripple," "When the



James Whitcomb Riley.

Frost Is on the Punkin,' "The Rain," "An Old Sweetheart of Mine," "The Raggedy Man," "On the Banks of Deer Creek."

The ordeal was at times tedious for the poet, who recently recovered from a serious illness. Mr. Riley, however soon learned to "throw his words." He said: "There is something wierd and eerie in hearing one's own voice with its very intonations and shadows coming out of a box."

COLUMBIA PUBLICITY.

In the Saturday Evening Post, issue of July 13, the Columbia Phonograph Co., General, devoted one page to further stimulate the public in its interest in the Columbia double-disc records. For this purpose it announced the fact that it has produced one double-disc record to serve as a sample—a demonstration record, in other words. Dealers will supply this record at ten cents. One side of the record contains a selection by the Columbia male quartet. The other side tells the story of the superior tone, surface and wearing qualities of Columbia records.

A letter and circulars descriptive of a new windows display, and how it can be used to advantage in conjunction with the demonstration records, was mailed to the trade June 24.

TO FEATURE \$15 VICTROLA.

The Victor Talking Machine Co. intend featuring in the daily papers during the week of July 15, the \$15 Victor Victrola, the merits of which are set forth in a manner to interest the public. This Victor display will be surrounded by the advertisements of the local Victor dealers wherever it appears. This change, however, is only for one week, after which the copy which heretofore appeared in the Victor daily paper advertising will be resumed.

Whatever your personal character may be in the matter of selfishness, or generosity, never let your store get a reputation for stinginess. No one likes to do business with a stingy store.

FOR
EDISON
PHONOGRAPHS

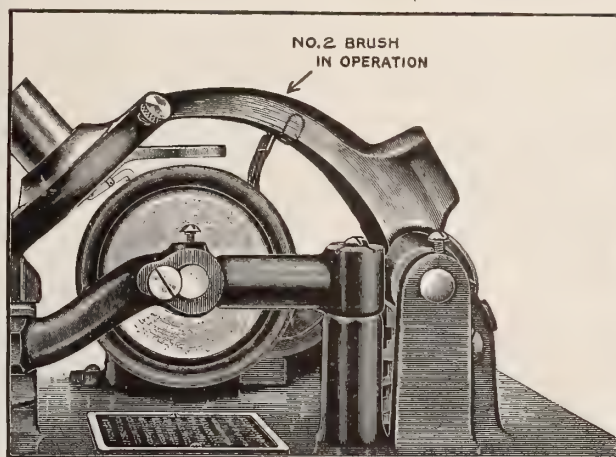
List Price
15c
each

Patented Sept. 26 and Oct. 2, 1906;
Sept. 10, 1907.

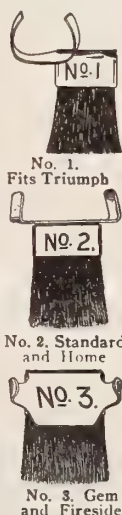


Formerly called the "PLACE" Record Brush

FOR
VICTOR and COLUMBIA
Talking Machines
List Price
25c
each



NO. 2 BRUSH
IN OPERATION

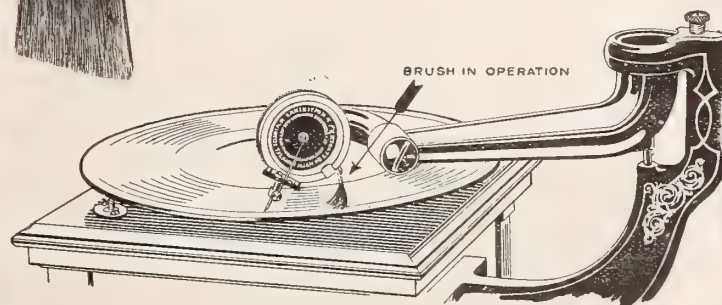


No. 1.
Fits Triumph
No. 2.
No. 2, Standard
and Home
No. 3.
No. 3, Gem
and Fireside



IT SAVES THE TONE

You can't afford to lose
this protection.



BRUSH IN OPERATION

No. 20—Brush for Columbia Concert Grand Sound Box
Clamps on Sound Box and operates the same as Victor style

AUTOMATICALLY CLEANS

record grooves, insuring a smooth track for sapphire or needle. Reduces friction to minimum. Enables needle to wear better and play good all through the record. Keeps sapphires from wearing flat.



FREE SAMPLES

will be sent upon request to any Jobber or Dealer who don't handle them.

Write Now



DEALERS

are requested to get their supply from their regular Jobber. If he will not supply you, write us for the name of one who will.

MANUFACTURED
BY

BLACKMAN TALKING MACHINE CO.
97 CHAMBERS STREET, NEW YORK

J. NEWCOMB BLACKMAN
President
"The White Blackman"

THE SOUND REPRODUCING MACHINE AS AN AID TO THE STUDY OF MUSIC.

Its Marvelous Possibilities for a Number of Pedagogic Purposes Set Forth Most Illuminatively by Dr. Julius Schiller—Written Especially for The Talking Machine World.

The sound-reproducing machine, besides being a means of pastime, has ever since it has reached its present stage of perfection also been employed for a number of pedagogic purposes, and among others, perhaps the most successful one, for the teaching of languages.

Stimulated by the success of the sound-reproducing machine in conveying to the learner that important part of language study, "pronunciation," which can only be acquired by careful observation, no amount of theoretical consideration being able to take the place of the ear, it occurred to me that a great deal of parallelism exists between some phases of music study and certain phases of language study.

Declensions, inflexions, syntax, vocabulary can be acquired by anybody who possesses the necessary diligence. Acquisition of "technic," in the broadest sense of that term, is the counterpart in music of the acquisition of grammar in language. But how many of those who know all the irregular verbs of a foreign language, who can translate fluently, can speak at all, and if they speak, how many can speak with anything like a native accent? I believe that it is safe to say that the proportion of those that can do that is as small as the proportion of music students who can play artistic. I shall confine my remarks and examples to the piano, but they apply to any other branch of music study or can be adapted with little change.

Music is an art, and requires as such a certain something which we call "talent." This term talent is broad and flexible, and in its general application it means that ability to acquire something which is, strictly speaking, not teachable and can only be acquired by the pupil if he possesses that faculty of imitation which we call "talent." We have

made great strides in the understanding of the underlying principles of our art. Every branch of music has been analyzed by able people. As far as the piano is concerned, Mathis Lussy has given us a great work on interpretation, Hugo Rieman wrote his "Musikalische Dynamik und Agogik," Breithaupt, Calan and Steinhausen have revolutionized our ideas of the nature of "technic," but, while the study of those excellent works will broaden the student intellectually, the practical, executing musicians will derive little help from them. There still remains something that can only be conveyed to a pupil by actual demonstration, and, providing the teacher of ability and the scholar has some "talent," the results are going to be good. But not all of the vast army of music students are fortunate enough to have artist teachers, nor have they the advantages of a musical atmosphere or of public performances of musical artists or organizations. This large class can derive much instruction from the careful observation of the productions of great artists as recorded on the discs of one of our modern sound-reproducing machines.

A record of such an instrument is an equivalent of a photograph. It represents the production of the artist in every respect. It reproduces tone color, pitch, tempo and rhythm perfectly true to the original, and since nearly every artist of note has had his work "recorded," all of these great artists become available as teachers. These records are even superior to personal instructions in at least one respect, they never get tired of repeating and they always remain the same.

That one can get acquainted with an endless number of compositions needs no special mention; but also the general musicianship can be improved

in many directions. They allow one to have at one's elbow a representative of every form of musical composition, to play them at will, analyze the thematic structure, to become acquainted with the name, timber and tone color of every instrument—a valuable aid to the student of harmony and composition. Take for instance the record of an orchestral composition like Schubert's "Rosamunde Overture" or Grieg's "Peer Gynt" suite; put it on your machine, and while the machine is reproducing it mark out on the piano score the names of the instruments playing the various themes. Compare your marked copy with the orchestra score and correct. Next take the score and follow your orchestra. I can't imagine any better way of learning score reading. Conducting an orchestra means more than simply beating time, but even beating time properly has to be learned. Diagrams of the movements of the arms in beating time can be found in any book on conducting; they can be practised with the sound-reproducing machine until they become perfectly automatic. Pocket editions of some scores can now be bought at a very nominal price.

Let us turn to piano playing. Many distinguished pianists have furnished us with records of their playing. In several instances the same composition has been played by more than one artist. This allows us to compare the interpretation, technic, etc., of one artist with that of any other and have the great rivals of the keyboard side by side. Such comparison will not only sharpen the critical ability of the student, but it will also soon convince him that there is no "standard" in art and the production of the beautiful in music is not governed by fixed rules, but, within certain limits, gives the performer a great deal of latitude. Possessing those records, we are in a position to carefully scrutinize the "technic" of those players.

To many musicians the term "technic" means the ability to produce tones in quick succession. They cannot dissociate the idea of speed from the term "technic." Speed is unfortunately a factor to which altogether too much attention is paid, and the vain efforts to imitate the tempo and bril-

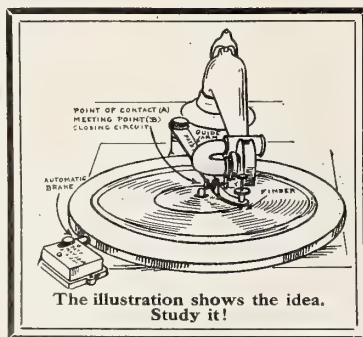
WE insist on the upholding of prices—because we uphold values. Price-cutting is as detrimental to the dealer as to the customer. The former doesn't know where he'll get off on the profit side—the customer thinks he might have bought lower had he waited.



THE Standard Electric Stop not only insures a big profit to the dealer—but a satisfied customer as well! And a satisfied customer is a mighty big business asset. The dealer who displays a Sesco in his showroom takes a big step toward a large fall business.

Sesco, being the only electrical stop on the market, has met with instant and unqualified approval from the trade. It was the hit of the recent convention at Atlantic City

HERE is an electric stop, that does not injure or jar the delicate sound box or affect in its operation the most expensive record. It is so simple that a child can operate it—is fool proof in every particular—and does not detract from the appearance of the machine.



EVERY talking machine should be equipped with the Standard Electric Stop. The reasons why are many. While the small additional cost is an investment to any owner—not an expense. It saves records, steps, and temper.

A Mighty Interesting Booklet Is Yours For The Asking.

Standard Electric Stop Co.

Empire Building, Walnut at 13th St., Philadelphia



**Our 42 distributing centers are ready
to supply you promptly with the biggest
dividend diggers in the trade today.**



**Columbia Phonograph Co., Gen'l
Tribune Building, New York**

and the vain efforts to imitate the tempo and brilliancy of a few piano acrobats who sail under the color of musical artist should be discouraged and more attention be paid to the musical end of our studies.

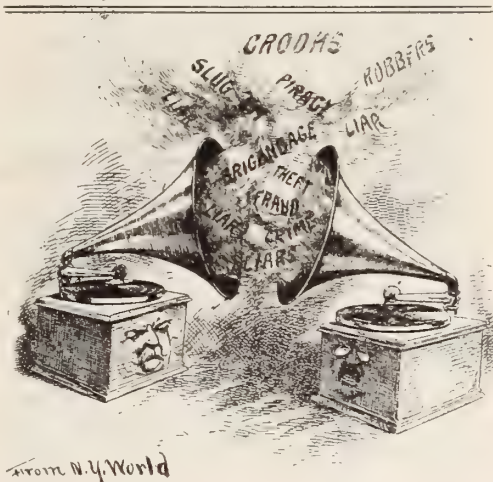
A simple experiment will make the point which I make about technic a little clearer. Place a piano record on your machine and manipulate the speed mechanism until the record will reproduce at the pitch of your piano. It will now sound as though the artist was performing on your piano. Play the record several times, slowing your machine down a little each time. (We will for the present ignore the fact that this will change the key.) You will find that the beauty of the production does not suffer until the tempo reached is so slow that it is no longer covered by the conception of the term tempo inscribed at the beginning of the composition reproduced. This proves that the secret of an artistic technic and even the "brilliance" is in the tone quality, the perfect evenness, the rhythmic and dynamic qualities of one's playing, and not in the rapidity of the succession of tones.

Students who have at their disposal an appliance to make records of their own playing can make further experiments. Let them make a record of their own playing of a composition which they think they can play well. This will enable them to pass judgment upon their own playing, and they will perhaps realize their own shortcomings better. In listening to one's own playing one thing will certainly be very striking; it will be the fact that the record seems to reproduce much faster than the player will have intended it. It will also be noticed that minor irregularities (I do not mean false tones) which the player knows to have committed will not be as apparent as the guilty knowledge of the performer will lead him to think. This will be particularly true if some time has elapsed between recording and reproducing. This is easily explained. No performer is such an absolute master over all the small factors which enter into the successful performance of instrumental music. He is not always able to reproduce on his instrument an exact picture of his artistic idea. The audience does not know anything about this discrepancy between intent and result, and therefore receives a much better impression of the performance than performer himself. Recording one's own playing puts everyone in a position to watch his progress and put improving file where it is most needed. Such self examination is bound to increase self confidence, and consequently will lessen the number of failures of public performances, half of which are only failures on account of the lack of self-reliance.

In order to be a successful public player one must also possess something which I should like to call generalship of the platform or the routine of performing in public. Nothing but experience will bring this, but some valuable points can be gleaned from object lessons given by the sound-reproducing machine. The scope of this article does not allow me to go into too much detail, but a few hints will tell the reader what I am driving at. For instance, note carefully the short pauses which

experienced players make before big skips, how carefully they attack dangerous passages; note that what we often consider a fine "effect" is in reality the prudent self limitation of one who knows what he can do and what he cannot do.

The sound-reproducing machine can also be used to advantage in memorizing music. Playing from memory means the reproduction of a vital, or an auditory, or a tactile impression. Most musicians combine the three unconsciously. Now take the record of a piece which you have memorized (it does not matter by what method), and while your machine reproduces the same close your eyes. If you really have this piece in your memory you will see the printed music before your mental eye (visual), or you will be able to reproduce the



from N.Y. World

The Talking Machine in Cartoon.

harmonic structure, etc., mentally (auditory), or you will seem to feel the keys under your fingers' ends (tactile), according to the peculiarity of your memory. Reading music while the machine is playing is also a good exercise in memorizing. I would not advise you to slow the machine down for such practise, as slowing down makes the pitch lower, and it will disturb any musical ear to hear a number played in one key and at the same time be reading the music in a higher. In order to memorize it is best to tune the machine to the pitch of the instrument on which you are going to try out what you have accomplished in the line of memorizing.

Transposing the particular weak spot of even good musicians can be easily acquired by the aid of the sound-reproducer. Taking it for granted that the theoretical part—I mean the ability to read the different transposing clefs and signatures—have been mastered, take for instance a slow vocal number, perhaps a hymn, play it in the key in which it is written while the machine is also playing. After a little slow your machine down until it sounds exactly one tone lower; now read tenor clef instead of violin clef, alto clef instead of bass clef, add two flats to the original signature, etc.; most machines give a range of four or five

tones up and down. While practising transposing one may at the same time improve as an accompanist. It takes a great lot of experience to be a good accompanist, and who could imagine a more patient singer or violinist than the one the sound-reproducing machine furnishes? Artists are proverbially impatient with their accompanists, but conditions are reversed when you simply have to rewind your machine, and they must sing again until you are able to follow to your own satisfaction.

The possibilities of the sound-reproducing machine are by no means exhausted, but I shall only call attention to one more application of the same. A large number of pianists earn a living by playing with small orchestras. These musicians are often called upon to improvise accompaniments, play from bass, second violin or clarinet parts. Proficiency in these things can be acquired in the privacy of their own home by the aid of the sound-reproducing machine without being subjected to the more or less unpleasant commentaries of their more experienced fellow musicians.

LOWER TALKING MACHINE RATE.

(Special to The Talking Machine World.)

Toronto, Ont., July 6, 1912.

After July 15 next gramophones must be classified as musical instruments by all railway companies in Canada and carried at second-class rates. Hitherto they have been carried only at first-class rates. An order of the railway commission, issued last week, declares that gramophones are musical instruments and must come under the lower rates quoted in railway tolls for this class of goods.

WANTED:—A TALKING MACHINE MANAGER.

Loveman, Joseph & Loeb, Birmingham, Alabama, require the services at once of an experienced and capable manager for their Talking Machine Department. Agencies Victor and Columbia Machines. In replying state age, experience, salary expected and name references of past and former employers.

FOR SALE

"Victors" electric sign, 10 ft. x 2 ft. Best possible construction, with lamps, \$25.00. Write for particulars to C. Koehring & Bro., Indianapolis, Ind.

SALESMAN WANTED

One who understands the Victor business, wholesale and retail. Permanent position to right party. Apply by letter only, with detailed information as to ability, salary, etc., American Talking Machine Co., 368 Livingston St., Brooklyn.

EXHIBIT OF NEW EDISON DISC PHONOGRAPHS AND RECORDS.

Large Number of Talking Machine Jobbers and Dealers Visit Edison Headquarters in New York, July 5 and 6, and Express Themselves Well Pleased with the Latest Creations of the Edison House—Edison Disc Phonographs Shown in a Large Variety of Styles and New Edison Disc Records Prove Especially Interesting—New Styles of Amberolas as Well as Kinetscope Also Exhibited—Visiting Jobbers Entertained at Dinner and Theater Party.

No event in talking machine circle in many years caused such a large degree of interest as the exhibition of the new styles of Edison disc machines, as well as the number of new models of the cylinder type, which were placed on exhibition on Friday and Saturday of last week in the building of Thos. A. Edison, Inc., 10 Fifth avenue, New York. It was an event of prime importance in the history of the Edison phonograph and marked a new milestone in the progress of the Edison institution.

The Edison disc machine has long been promised and experiments have been carried on in connection with its production for several years; the fact, therefore, that the jobbers of the country were actually invited to see the new machines, complete, perfected and ready for the market had a deep significance not readily appreciated by those outside the trade.

150 Jobbers Inspect New Machines.

The importance which the jobbers gave to the exhibition is to be realized when it is stated that on the first day of the exhibition over 150 jobbers and their representatives called and inspected the new

invitations had been sent out to the trade at large and had met with cordial response, as the advent of the Edison disc has proven a matter of practically universal interest.

Time and time again there were announcements

able comment. The retail prices for the new disc line, which will be ready for the trade in October, range from \$60, the minimum, to \$450, with six distinct models represented.

More Music on the Record.

The composition used in the construction of the Edison discs is of special manufacture and is claimed to be unbreakable plus anti-wearing qualities. Owing to the method of reproduction, more can be recorded on these records, as they run at 80 revolutions with 150 threads to the inch. The label is pressed onto the record during the process of manufacture, as well as the number, which appears in white on several places on the edge, so that it can be easily seen when in stock.

The new cylinder Edison record is called the Blue Amberol, and is made of a tough composition that withstands all the hard knocks that a record is liable to receive during its life. You can toss this new Blue Amberol around as much as is necessary during an evening's entertainment.

How Price and Style Can Be Memorized.

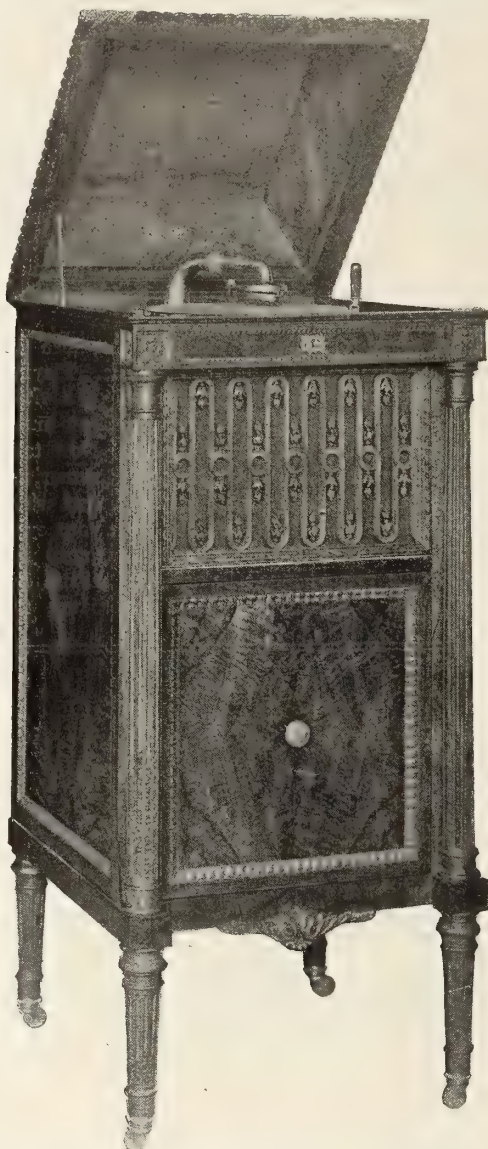
An innovation in style numbering has been put into effect by Thos. A. Edison, Inc., in this new disc machine line, the number of style designating the price. For instance, Model A-375 means that the price is \$375, this being for a Louis XV type in mahogany—one of the artistic cases. Style 60, then, means that \$60 is the retail price; and so on. In other words, this new system does away with the necessity of remembering two sets of num-



Edison Disc Phonograph Model A-250 Mission

machines and records. They came from all over the country, from the far West and South, as well as the East. They came to criticize what might be considered in many ways a sample of a new product, and remained to enthuse over what they felt free to declare was a distinct forward step in the development of the phonograph.

They came to see some experimental work and witnessed the finished product ready to go out into the home, and felt that their journey to New York had proven well worth while. The attendance was not confined to jobbers exclusively, for

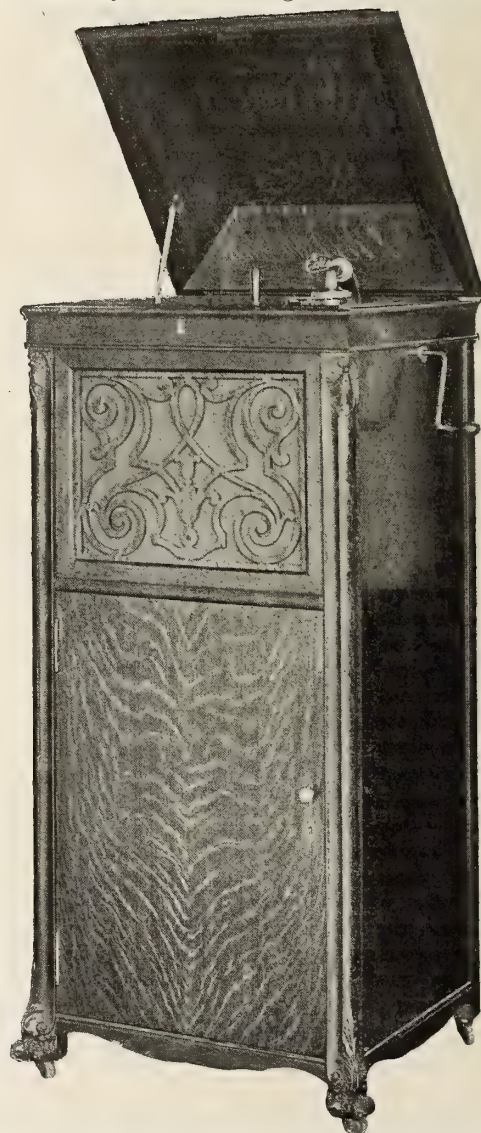


Edison Disc Phonograph Louis XVI, Circassian Walnut.

that Thomas A. Edison had perfected a disc machine. This was only partially true, as while he had created a disc product, he had not perfected it according to what his ideas of sound reproduction are. Mr. Edison experimented again and again on a reproducer, and it is claimed that it took 2,700 different reproducers before he secured the one that conformed to his ideas. In other words, the reproducer on the models of Edison disc machines now on the market represents the 2,700th reproducer that Mr. Edison made—the one that he considers perfect.

In fact, the long delay before this line of disc records and machines appeared was due to Mr. Edison's desire to have the machines and records brought to his point of perfection. In this reproducer a diamond point is used, the method of recording and reproducing being of the "hill and dale" cut instead of the lateral. It is necessary to use a diamond point, according to Mr. Edison, as no other material will stand the wear. The same reproducer is used in all the new disc machines.

The tone of the new Edison disc machines is full and round and of natural quality, with no perceptible scratch, and was highly satisfactory to the many critical visitors. The effects produced in the more elaborate and expensive models in the matter of case design also came in for much favor-



Edison Disc Phonograph Model A-250, Mission Oak.

bers, one for styles and one for prices, and its advantages will readily be appreciated by the trade.

Style 60 Encased in Metal.

Style 60 disc received more than its share of attention for the reason that the cabinet is of metal. The shape is peculiar, too, being wider at the front than at the back. Style 60 is a laboratory product more than anything else and is a special hobby of Mr. Edison. When put upon the market the metal cabinets will be finished in various imitations of woods, such as mahogany, oak, walnut and special finishes to order.

Care Taken in Constructing Diaphragm.

The diaphragm used in the new disc machines is constructed along individual lines, and as Mr. Edison could not find a wire material of efficiency to use as a sound wave conductor from the diamond

full, clear and mellow, with an entire absence of "scratch." The operation of the motor is absolutely noiseless. The appearance of the mechanism is handsome, while the cabinets show the work of experts. From \$250 to \$450 are the special cabinets, Sheraton, Louis XV and Louis XVI types in inlaid woods, Circassian walnut and other expensive woods. Elaborate hard carving strengthens the appearance of these art styles.

Other Novel Edison Exhibits.

One of the many advantages claimed for the Edison line is the ability to make home records, but the trouble in the past has been in the shaving of the record blanks, it being necessary to go to some dealer to do this. To overcome this feature the Edison Co. exhibited a new home recording outfit, consisting of a four-minute recorder, three blanks and a record-shaving machine. A remarkable success is predicted for this outfit.

The Edison school outfit is a new proposition and is rapidly becoming popular. This is practically an Opera style machine placed on a metal stand, the stand having four metal shelves and capable of holding four boxes of records. These records are on arithmetic, grammar, history, geography, and so on, and are for use in various

to the user and to the dealer and jobber. This end of the business is exceptionally busy.

Dolbeer's Order Book Filled.

F. K. Dolbeer, sales manager, had a big order book on his desk—one of the kind that makes several impressions of the order; one for the factory and one for the customer, leaving in the book a tissue carbon of it. This lengthy description of the Dolbeer order book is necessary as the preliminary detail to show that the many tissue copies left in the book by the closing of the Edison exhibit enjoyed even better results than the mere display of the new Edison goods. Those who have waited for the perfection of the Edison disc products expressed themselves as amply repaid by the elaborate and satisfactory line that they saw last week.

Banquet to Visiting Members of the Trade.

A banquet was tendered to the visiting members of the trade on Friday evening. More than one hundred persons attended, the affair being held at the Hotel Astor. It was more of an impromptu nature than anything else, the idea being for enjoyment. Little chats were made by various people on semi-humorous topics. Following the dinner the entire party went to the theater, enjoying the performance of "A Winsome Widow" at the Moulin Rouge, where, although the temperature was around 90 degrees, they saw real skating on real ice. The Edison guests after the performance returned to the Astor, where supper was served.

The entire gathering was a huge success from start to finish; the jobbers were enthusiastic over the new goods, and it was considered the biggest and best Edison boosting meeting ever held. Jobbers came from all over the country to attend, so the affair was of country-wide interest. Among the people who registered were the following:

Some of Those Present.

E. P. Ashton, American Phonograph Co., Detroit, Mich.; C. N. Andrews, W. D. Andrews, Buffalo, N. Y.; E. M. Atwood, Memphis, Tenn.; Louis Buehn, L. Buehn & Bro., Philadelphia, Pa.; E. E. Buehn, L. Buehn & Bro., Pittsburgh, Pa.; J. N. Blackman, Blackman Talking Machine Co., New York; H. H. Blish, Harger & Blish, Des Moines, Ia.; T. H. Barnhill, Penn Phonograph Co., Philadelphia, Pa.; E. L. Burrows, J. B. Varick Co., Manchester, N. H.; F. E. Bolway, Oswego, N. Y.; Mr. Bolway, Oswego, N. Y.; Mr. Boyd, Iver Johnson Sporting Goods Co., Boston,



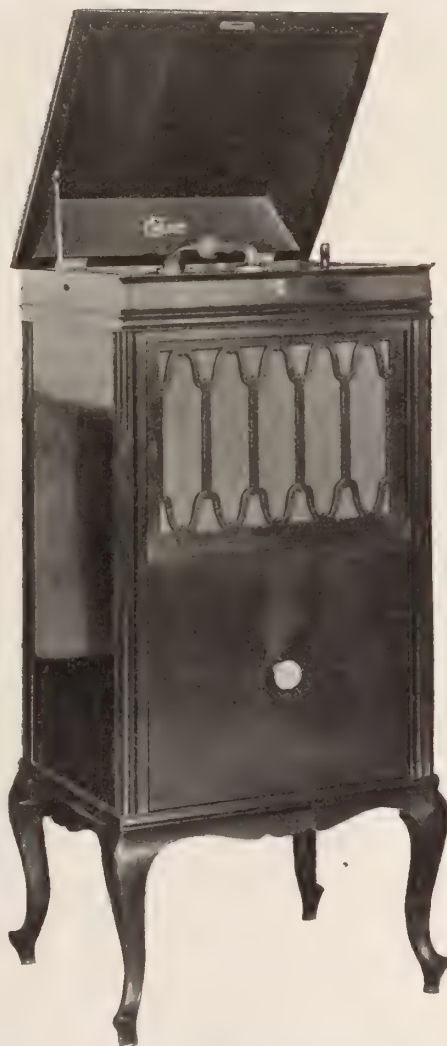
Edison Disc Phonograph Model A-150, Golden Oak.

point, he created a cord of special construction, which was chemically treated. All known metals and wires failing to answer the sound requirements were supplanted by a cord, which shows that there are few limitations to invention.

Another machine that was admired was the concealed horn cylinder machine—the Amberola type. This phonograph will only take the four-minute Blue Amberol record. It has the diamond point reproducer, and the tone given forth is remarkably clear and true. The cabinets are most artistic.

Great Audiences Hear Demonstrations.

The demonstrating room of the Edison building was crowded with people during Friday and Saturday. Various styles of records were played, covering vocal and instrumental music, that are included in the average owner's repertoire of records. In demonstrating its records the company



Edison Disc Phonograph Model A-200, Mahogany.

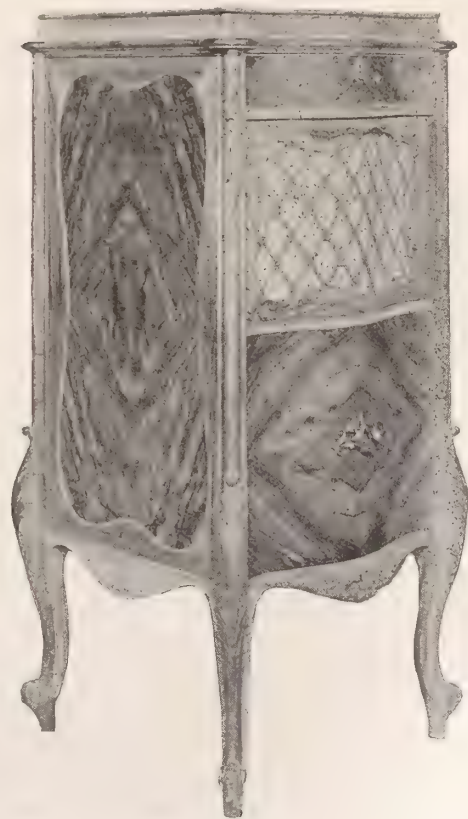
grades. This will retail at a popular price and the machine practically does a teacher's work in conducting classes.

In the Edison business phonograph exhibit appeared two new features—the pneumatic speaking tube and the automatic correction device. The usual method of dictating to a business machine is to release the cylinder with the foot while talking into the flexible tube. With the improved Edison one talks into the tube as in the other, but instead of starting the cylinder with the foot, simply pushes a little button with the finger of the hand holding the tube, doing the entire operation with one hand.

The Edison Home Kinetoscope, which was displayed on the third floor of the Edison building, came in for its share of the attention. A number of new jobbers were closed on this. J. W. Farrell, manager of this end, was busy explaining the various features of the kinetoscope, both as applied



Edison Disc Phonograph Model A-60, Oak Finish played records of similar compositions upon various makes of machines, and then the Edison records upon the improved Edison machines. The tone from the new Edison disc machine is very



Edison Disc Phonograph Louis XV, Circassian Walnut.

Mass.; J. H. Barney, Jr., Newport, R. I.; W. O. Crew, Elmira Arms Co., Elmira, N. Y.; R. B. Caldwell, Blackman Talking Machine Co., New

(Continued on page 52.)

EXHIBIT OF NEW EDISON DISC PHONO-
GRAPHS.

(Continued from page 51.)

York; Mr. Clem, J. A. Foster Co., Providence, R. I.; L. E. Caldwell, Quincy Phono. Co., Quincy, Ill.; S. B. Davega, S. B. Davega Co., New York; Harry Davega, Davega Sporting Goods Co., New York; W. F. Davison, P. B. Whitsit Co., Columbus, O.; C. A. Droop and E. H. Droop, E. F. Droop & Sons Co., Washington, D. C.; I. Davega, Jr., Inc., New York; G. Howlett Davis, Standard Music Roll Co., Orange, N. J.; H. L. Ellenberger, Pardee-Ellenberger Co., New Haven, Conn.; W. J. Elwell, C. J. Heppé & Son, Philadelphia, Pa.; C. J. Francis, Iver Johnson Sporting Goods Co., Boston, Mass.; F. L. Fritchey, Grinnell Bros., Detroit, Mich.; W. C. Finch, Finch & Hahn, Albany, N. Y.; N. Goldfinger, Greenhut-Siegel Cooper Co., New York; E. W. Guttenger, O. K. Houck Piano Co., Memphis, Tenn.; C. B. Haynes, C. B. Haynes & Co., Richmond, Va.; C. J. Heppé, C. J. Heppé & Son, Philadelphia, Pa.; O. K. Houck, O. K. Houck Piano Co., Memphis, Tenn.; L. Kaiser, S. B. Davega Co.; Geo. W. Koehler, Koehler & Hinrichs, St. Paul, Minn.; Mr. and Mrs. D. H. Kent, M. W. Waitt & Co., Ltd., Vancouver, B. C., Canada; Mr. Kenney, Pardee-Ellenberger Co., New Haven, Conn.; James I. Lyons, Chicago, Ill.; Laurence H. Lucker, of Minneapolis, Minnesota; John B. Miller, Penn Phonograph Co., Philadelphia, Pa.; Mr. Miller, L. Buehn & Bro., Philadelphia, Pa.; J. H. Massey, J. A. Foster Co., Providence, R. I.; Mr. Martin, L. Buehn & Bro., Philadelphia, Pa.; O. R. Moulton, American Phonograph Co., Burlington, Vt.; George A. Mairs, W. J. Dyer & Bro., St. Paul, Minn.; W. A. Myers, Williamsport, Pa.; G. S. Marigold and son, Southern California Music Co., Los Angeles, Cal.; Chas. H. Morgan, Gimbel Bros., New York; L. E. McGreal, Milwaukee, Wis.; T. F. O'Grady, Edsonia Co., Newark, N. J.; W. O. Pardee, Pardee-Ellenberger Co., New Haven, Conn.; F. H. Putnam, Putnam-Page Co., Peoria, Ill.; B. J. Pierce, J. W. Jenkins' Sons Music Co., Kansas City, Mo.; W. C. Roberts, E. F. Droop & Sons Co., Baltimore Md.; J. P. Riley, Atlanta Phonograph Co., Atlanta, Ga.; Mr. Reineck, L. Buehn & Bro., Philadelphia, Pa.; F. H. Silliman, Pardee-Ellenberger Co., Boston, Mass.; H. G. Stanton, the R. S. Williams & Sons Co., Ltd., Toronto, Canada; J. N. Swanson, Houston Phonograph Co., Houston, Tex.; Fred Siemon, R. Wurlitzer Co., Chicago, Ill.; Mark Silverstone, Silverstone Talking Machine Co., St. Louis, Mo.; George Shultz, Shultz Bros., Omaha, Neb.; A. W. Toennies, Jr., Eclipse Phonograph Co., Hoboken, N. J.; E. F. Taft, Eastern Talking Machine Co., Boston, Mass.; A. A. Trossler Schmelzer Arms Co., Kansas City, Mo.; T. H. Towell, Eclipse Musical Co., Cleveland, O.; R. S. Williams, the R. S. Williams & Sons Co., Ltd., Toronto, Canada; H. T. Walz, W. G. Walz Co., El Paso, Tex.; Graham Winstead, Wilson Drug Co., Wilson, N. C.; H. A. Weyman and son, and Mr. Hurer, Philadelphia, Pa.; Allen Welburn, O. K. Houck Piano Co., Nashville, Tenn.; Mr. Williams, Talking Machine Co., Birmingham, Ala.; W. D. Wilmot, Fall River, Mass.; P. B. Whitsit, P. B. Whitsit Co., Columbus, O.; Thomas Wardell, Lowell, Mass.; H. J. Samuels & Bro., Providence, R. I.; and W. D. Zellman, Edsonia Co., Newark, N. J.

Following are the Edison executives and officials who cared for the guests and to whom visitors are indebted for many courtesies:

E. L. Aiken, E. J. Berggren, R. Bolan, W. H. A. Cronkrite, Harry Clark, F. R. Clarke, F. K. Dolbeer, sales manager; N. C. Durand, manager business phonograph department; J. W. Farrell, manager home kinetoscope department; C. E. Goodwin, manager of salesmen; A. M. Hird, A. C. Ireton, W. H. Miller, Harry Miller, R. Michie, Wm. Maxwell, L. C. McChesney, advertising manager; L. W. McChesney, assistant advertising manager; Wm. Pelzer, E. H. Philips, J. T. Rogers, Walter Stevens, P. Weber, C. H. Wilson, general manager, and Delos Holden.

MAX STRASBURG CO. EXPANSION.

To Have Larger Quarters and Will Take on Pianos—Farrand Co.'s Handsome Victor Department—Columbia Co. Reports Active Business—Latest News from Detroit.

(Special to The Talking Machine World.)

Detroit, Mich., July 9, 1912.

The enlargement of the Max Strasburg Co., the Victrola Shop, announced in the Talking Machine World last month, has taken on a larger scope. Also it will inaugurate a new departure in merchandising, as far as Detroit is concerned, at least.

There are now a good many piano stores which handle talking machines. In this case that order will be reversed. The Max Strasburg Co. will still be "The Victrola Shop," with more Victrolas than ever, and an enlargement of the Columbia business, and the pianos will be the secondary line. This does not mean, either, that the pianos handled will be of a secondary variety. Negotiations now are in progress for the agency of one of the very best pianos in the world. Two or three of leading piano houses have been after it, but could not land it. The objections made to them by the manufacturers do not apply in the case of the Max Strasburg Co., however.

Mr. Strasburg's idea of adding a line of pianos came through an experience rather odd in the talking machine business. In a deal for a \$200 Victrola he took in a piano at a valuation of \$175 and sold it for \$300, which, with the \$25 cash he received, made some profit on the sale of one talking machine. Before the week ended he had taken in another piano and sold that also, demonstrating the possibilities of a quick turning over of money through such channels.

So straightway he began negotiations for the first floor of a new building which is to be erected adjacent to his present quarters, and for a line of the kind of piano necessary to make his business a success.

Up to the close of the first week in July the indications were that the customary fading of trade in talking machines during the summer hot spell would not be very noticeable this year. All of the talking machine dealers are hustling along at a rate which confirms the statement made in these letters several times that there is room for more first-class talking machine stores in the downtown district. The experience of the Farrand Co. is added testimony. Its talking machine department, added to the business with the opening of its new store, has opened up as though it had been doing business for years, instead of as a newcomer. Victors are the Farrand Co.'s line, but the business it gets does not seem to interfere with the older dealers any; it just seems to pick up a lot that was waiting for some firm in that particular locality to cater to. A \$200 Victrola has a constant place in the company's aristocratic show window, in company with a grand piano.

The Columbia Phonograph Co.'s branch, which experienced an easing up of the tremendous activity which has followed it since December, met a reaction about the middle of June, and is going again at the old forced draft rate. The Columbia de Luxe, the new model, is finding quick favor.

The Columbia Co. furnished the musical entertainment for the big passenger liners of the Detroit & Cleveland and the Detroit & Buffalo Navi-

1866

1912

NYOIL

FOR

Talking Machines, Typewriters, Phonographs, Dictaphones, Adding Machines, Cash Registers, Guns and Tools, and on all Polished Instruments. The finest Oil Made. You can see it's better at a glance and when you have once tried it you know that it has no equal.

For polishing varnished wood work it is extremely satisfactory. No oil is so clean

NYOIL

Absolutely Prevents Rust

Sold Everywhere in Hardware Stores and other Progressive Places

WILLIAM F. NYE
NEW BEDFORD, MASS.



gation companies. They took nine of the \$200 Grafonolas in their first order, and have been purchasing records steadily since. The navigation company has just put into commission the largest steamship on fresh water, the City of Detroit II. It excels even the magnificent Hudson River boats, and doubtless means the sale of more Grafonolas.

A SALESMAN.

When the train pulls in and you grab your grip,
And the hackman's there with his frayed-out whip,
And you call on your man and try to be gay,
And all you get is, "Nothing doing to-day";
Then you're a peddler,
By gad, you're a peddler!

When you get into town and call on your man,
"Can't you see any Bill?" "Why, sure, I can,"
You size up his stock—and make a rough count,
And "Bill" presently says, "Send the usual amount,"
Then you're an order taker,
By gad, you're an order taker!

When you travel along and everything's fine,
And you don't get up till half past nine;
When you see each concern and talk conditions,
And write it all home with many additions,
Then you're a traveling man,
By gad, you're a traveling man!

When you call on your trade and they talk "hard times,"
"Lower prices" and "decided decline,"
But you talk and you smile—make the world look bright,
And send in your orders every blessed night,
Then you're a salesman,
By gad, you're a salesman!

The Durkee Furniture Co., of Hudson, Mass., recently installed a good-sized stock of Victor goods. This store has a very excellent location in the center of the town, and it is able to exhibit and to demonstrate machines under the best possible conditions.

Write To-Day

The ELECTROVA COMPANY

117-125 Cypress Ave., :: New York

for their new illustrated booklet, "The Money Magnet," describing the most perfect and satisfactorily Coin-operated Electric Player on the market. 88 note, with automatic expression device and mandolin attachment.

Just the player for the better class of places

On Top of the Heap

CONDON - AUTOSTOP

Acknowledged by all the simple and durable Automatic Stop, one that a customer can take home and install on his own instrument. No mechanic need be called in to equip the machine. No defacement, no marring of the instrument. Absolutely no harm to any part of the machine.

Show your customer what the Condon-Autostop will do. Show him how it may be adjusted by a push of the finger to fit any disc record, short or long. Let him see for himself that there is nothing whatever about it to get out of order, and tell him it is *guaranteed for life*.

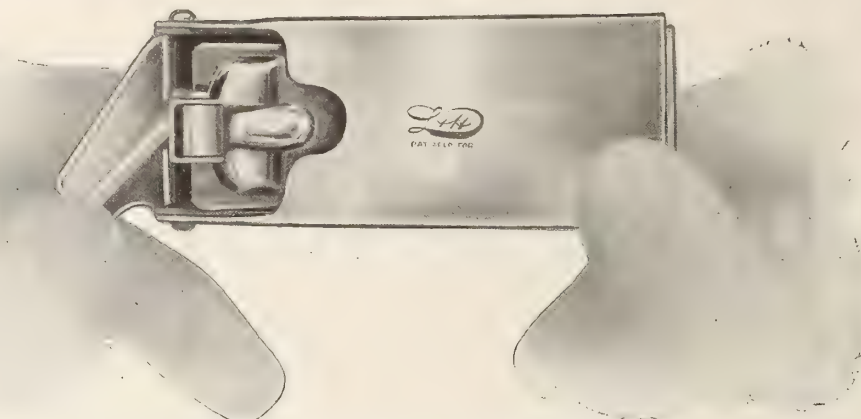
One salesman can take care of several customers, if your machines are fitted with Condon-Autostops, and the demonstration usually sells the Autostops along with the machines. Our advertising in the general magazines is telling the owners of talking machines everywhere about the Condon-Autostop. It is telling them to "get it from their dealers"—to go to you.

SEND FOR SAMPLE, CIRCULARS
AND TRADE PRICES.

CONDON - AUTOSTOP CO.
26 Front Street - NEW YORK

THE LYON & HEALY FIBRE NEEDLE-CUTTER

SIMPLE
AND
EASY
TO
OPERATE



CORRECT
LEVERAGE
FOR A
PERFECT
CUT

FINEST TOOL STEEL



GUIDE
WHICH
SAVES
ALL
WASTE



The L. & H. Needle-Cutter or Fibre Repointer we now offer to the user of Fibre Needles is the result of four years' exhaustive experiments and, we feel safe to assert, NONE BETTER CAN BE MADE.

The lover of GOOD music will find this cutter invaluable. The upper blade being pivoted above and back of cutting edge insures perfect contact with lower blade. Both of these blades are made from finest tool steel and properly tempered and with ordinary usage will last for years, without sharpening or renewal.

The cutter has a self-acting stop, which prevents cutting away more than enough, thus a pin can be played twelve or fifteen times before becoming too short.

We give our absolute guarantee with every cutter sold.

RETAIL PRICE, \$1.50

Liberal Discount to Trade

Lyon & Healy Wholesale Service

FILLING ORDERS ACCURATELY

FILLING ORDERS COMPLETELY

FILLING ORDERS THE SAME DAY AS RECEIVED

Let us have your next order.

Lyon & Healy

VICTOR DISTRIBUTORS

CHICAGO

EDISON JOBBERS

FROM OUR CHICAGO HEADQUARTERS

ROOM 806, NO. 37 SOUTH WABASH AVENUE, E. P. VAN HARLINGEN, MANAGER.

Talking Machine Dealers Pleasantly Disappointed at Non-Arrival of Dull Season—What Some of the Larger Concerns Report Anent Conditions—Talking Machine Co.'s List of Best Sellers—Tamaco Cabinets at Reduced Prices—News of the Trade Travelers—Arthur D. Geissler Pleased with Situation in Milwaukee—Permanent Jewel Needle Perfected—Salter Cabinets in Demand—The Fibre Needle Now a Fixture—Fibre Needle Cutters in Strong Demand—Wicked Talking Machine Aids Burglars—Instalment and Straight Credit Risks Compared—Trade News of the Month from the Middle West.

(Special to The Talking Machine World.)

Chicago, Ill., July 10, 1912.

Like the letter that never came, the "fearfully" dull season in the talking machine trade in Chicago is still being looked for.

The talking machine department of Wurlitzer's reports that business has been some above the normal for the time of year.

L. C. Wiswell, manager of Lyon & Healy's wholesale department, says they have enjoyed a good run this month, and especially so upon the higher-priced machines in the wholesale line. The medium and lower-priced instruments seem to be holding their own.

The Columbia Co. has also fared well. They led all other branches of the company in amount of business for May, and although the reports for June have not yet been received, prospects for keeping up the record of the previous month are good.

The Talking Machine Co. reports that this month was as good for them as last, and compared with a year ago shows up far better.

Most of the Chicago dealers have gone in vigorously after the summer "out-of-doors" trade and have reaped good results. The advertising has had an effective appeal and window displays have done their part in attracting buyers.

During the meeting of the National Educational Association in this city this week special bids are being made for the patronage of the pedagogues. The visiting teachers, especially the women among them, have shown a great deal of interest in the music houses along the Wabash which handle talking machines. The displays of the Victor and Edison companies at the Stratford Hotel, in the midst of the association's activities, have done a great deal to stimulate interest in the talkers, and hotel quarters of these companies are crowded from morning to night with visitors who are not only investigating the educational possibilities of the machines but are also glad to hear the musical and entertainment selections. The talking machine department of the Aeolian Co. has had many callers from the convention visitors, their prominent location on Michigan avenue near the headquarters and the hosteleries giving them an advantage in this respect.

Makes Record Selections Easy.

The Talking Machine Co., of this city, is now sending through the mails to dealers a list of 500 of the best selling Victor records, including 250 10-inch double-face; 50 12-inch double-face; 50 10-inch single-face; 50 12-inch single-face; 25 Purple Label and 75 Red Seal. This list is a selection made from accurate statistics, showing the most popular selling records. It includes additions from the April and May list.

Reduction on Cabinets.

The Talking Machine Co., this city, is having quite a run on the old Tamaco cabinets Nos. 10

and 11, which they are now offering at a price fully 15 per cent. below the cost, which brings the price down to a point approximately that of retail price of the record albums alone.

Visitors and Personals.

Geo. Cheattle, of the Talking Machine Co.'s force, is spending his vacation at Luddington, Mich., on a farm with his brother and sister.

S. A. Burrel, of the credit department of the Columbia Co., is spending his vacation this week at St. Louis.

Selling Condon-Auto Stops.

The Aeolian Co. has had quite a demand this month for the Condon-Autostop, and practically every machine going from the store was equipped with the handy little device.

Sells Records to Maintain Her Record.

For two months in succession Miss S. Berlin, of the Columbia Phonograph Co., this city, has had the honor of having the largest number of sales in the record department. The Chicago branch of the Columbia Co. stands highest in point of sales of any of the Columbia branches.

Arthur D. Geissler Visits Milwaukee.

Arthur D. Geissler, manager of the Talking Machine Co., of Chicago, has just returned from a trip to Milwaukee, during which he practically closed a deal with Edmund Gram, the well-known piano dealer, handling the Steinway and Aeolian, to put in a complete line of Victor goods. The only delay now is in arranging the fixtures of the department to match those of the remainder of the store, which is all decorated in attractive classical fashion, the lower floor being all of white with stucco wall finish. Mr. Gram's establishment has the distinction of having the only automatic elevator in Wisconsin.

Gimbel Brothers' Attractive Department.

Arthur D. Geissler, who has just returned from a journey to Milwaukee, says that the Victor department of Gimbel Brothers is one of the most attractive in the West. Mr. Parker, in charge of the department, has given special attention to making his displays as orderly and effective as possible. He has installed a vertical filing system for records which is not only economical in space but in time as well, and eliminates a great deal of confusion and delay in picking out records. He has an elegant concert room, and Mr. Geissler found it well filled despite the extremely hot weather.

Perfect Permanent Needle.

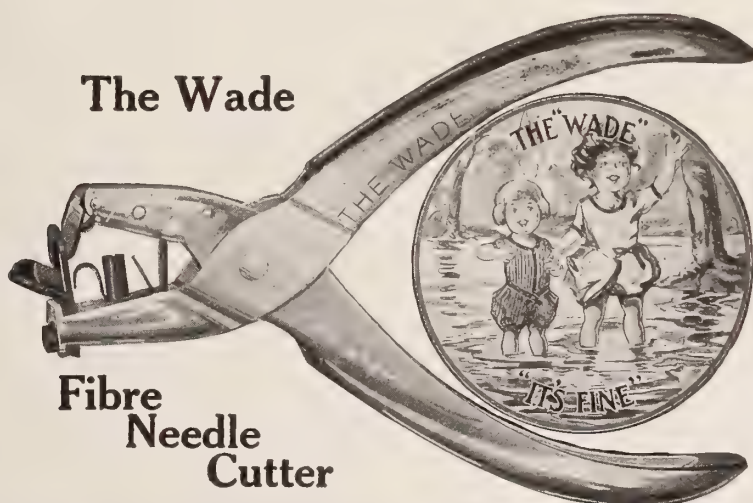
Samuel Levin, of Highland Park, Ill., announces that he has perfected his permanent jewel needle for disc talking machines from the viewpoint of practicability. The only difficulty with the permanent needle heretofore was that it was not altogether fool proof inasmuch as the user would not always adjust it properly. Now he is making the needle so that the shank has one flat side. Insert the shank in the needle arm so that the flat side of the shank is towards the needle screw, and as the screw is turned the needle will adjust itself into exactly the right position. This device is just the trifle that was necessary to make a practical proposition of the permanent needle, and Mr. Levin is to be congratulated upon its accomplishment.

Salter Busy.

Considering that we are now in the midst of the traditionally dull summer season the Salter Mfg. Co. are having a remarkably fine trade on the well-known Salter talking machine record cabinets which, by the way, contain many exclusive features that the few dealers who may not be familiar with the line would do well to investigate. The company also make a beautiful and very extensive line of music and player roll cabinets, on which they also issue a good illustrated catalog.

A Visitor from Indianapolis.

H. R. Jones, manager of the talking machine department of the Taylor Carpet Co., Indianapolis, (Continued on page 56.)



As long as fibre needles are used the **Wade Fibre Needle Cutter** will be an indispensable article to the talking machine owner.

The WADE is reliable, dependable, simple. It works like pliers—Fine.

Dealers should take advantage of its popularity. Every talking machine owner is a prospective buyer and every buyer a satisfied customer.

PRICE ONLY \$1.50 LIST

WADE & WADE
1227 East 46th Street, CHICAGO, ILL.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 55).

Ind., was a Chicago visitor this week, placing a stock order and getting ideas by visiting the various retail departments and stores. The Taylor Co. is one of the largest furniture establishments in Indiana, and opened a Victor department last November. The department occupies handsome quarters on the main floor of the establishment, and there are some good booths. They are doing a nice business and very enthusiastic over the line. The stock order placed by Mr. Jones was given to the Talking Machine Co., and amounted to \$3,000. It included records which will give them the complete Victor catalog.

Opens Victor Department.

The M. Conlon & Sons furniture house, at 2333 West Madison street, Chicago, has just recently opened up a Victor talking machine department.

The Wade Cutter.

Wade & Wade, this city, are having an excellent business on the Wade fibre needle cutter. This device is now handled by most of the jobbers of the country. Further particulars will be found in their advertisement elsewhere in this issue.

An Important Matter.

The Chicago Talking Machine Dealers' Association sent out postal cards to the local trade last week bearing the following message:

"If you have not already written to your Congressman and both Senators from Illinois in reference to proposed changes in Patent Laws, please do so at once. Do not fail to tell them the best interests of Consumer, Dealer, Wholesaler and Manufacturer are conserved by maintaining the 'one price system.'"

Lyon & Healy's New Fibre Cutter.

Lyon & Healy's new fibre needle cutter described and illustrated in their full page advertisement elsewhere in this issue is well worth investigating by dealers everywhere. The sale on this cutter has already reached immense proportions. L. & H. also manufacture other good talking machine auxiliaries and specialties, information regarding which can be obtained on application.

Fibre Needle Progress.

The fibre needle has become a staple in the talking machine field, and since the Victor Co. obtained control of it and placed its tremendous selling organization behind it it has advanced by leaps and bounds.

The early struggles of F. D. Hall, of Chicago, the inventor of the fibre needle, to gain general recognition for his invention, are well-known, but to-day the large number of music lovers all over the country, one might say the world, who use the fibre needle on their disc talking machines furnishes proof positive that the inventor's faith in his device was well founded.

It should be said that since the Victor Co. got hold of the fibre needle two years ago they have not been deprived of the hearty aid and co-operation of the inventor, but Mr. Hall has constantly been experimenting, and has from time to time submitted suggestions for improvement in machinery, processes, chemical treatment, etc., all of which have been speedily adopted with the most satisfactory results.

In talking with the World lately Mr. Hall said: "I have been particularly impressed with the progress made by the Victor Co. in the manufacture of their records. In the course of my experiments on the fibre needle I have had occasion to make various tests of the Victor records, and have noticed improvement in the last few years in the Victor record composition. The present record is much smoother than formerly and shows an increased tendency to durability as well as enhanced tonal quality. I also want to say that the adoption of the idea of printing a description of the fibre needle on the Victor record envelopes was an exceedingly good one, and no doubt has been one factor in the remarkable increase in sales of the needle."

Talking Machine in New Role.

When the talking machine has reached a position of prominence where it becomes a means of education in the teaching of languages and music; where its music is accredited with giving

the suggestion for self destruction (a case of which was recently reported in the World); and where its therapeutic value is recognized by physicians; then indeed, it would seem, has it become a factor in our national life. In its latest role the talking machine is the "burglar's friend." From Minneapolis, Minn., comes this story: "Strains of music from a talking machine early in the morning were taken advantage of by burglars to cover the noise made by their entrance into the home of P. H. Ware, 2116 Nicolet avenue. Loot valued at nearly \$100 was taken while occupants of the premises, all unconscious of what was going on, sat and listened to the songs that emanated from the machine.

"Members of the Ware family had been to a railroad station to meet a midnight train. When they returned to their home they set the talking machine going. Mrs. Ware said that twice while the songs were being played she heard scratching noises in other parts of the house, but thought nothing of it. Soon the family retired.

"Philip Ware, 4 years old, who had been asleep in the bedroom while the music was being played, missed part of his clothing. The garments were found under a window, where the burglars had placed them as a mat to prevent the leaving of tracks. Then Mrs. Ware missed two pocketbooks of alligator and seal, one worth \$18 and the other \$10. In one pocketbook there were \$10 in cash, a gold chain, a locket made of a fraternity pin, a checkbook and a photograph of Mr. Ware, taken when he was 4 years old. The burglars had entered through the window and taken the articles from a dresser in the room in which the little boy slept."

Edison Not Donor of \$2,500,000.

In denial of reports that gained circulation some time ago, Thomas A. Edison emphatically states that he is not the donor of the \$2,500,000 fund recently given to the Massachusetts Institute of Technology, Boston. "I have better uses for my money," said Mr. Edison. "I can use it to a thousand times better advantage than any college in the country. If I had a billion dollars I wouldn't make such a gift. Let Rockefeller and Frick and the others who have so much money that they don't know what to do with it give their millions to the colleges if they want to. I have better use for mine."

A Suggestion for Dealers.

The instalment plan, or easy payment plan of sales is just now occupying considerable attention of one of the large talking machine houses in the advertising literature being sent to dealers over the country, and one fact brought to light stands out in particularly bold outline. This statement covers it:

"Statistics prove that the percentage of loss through dishonest instalment purchases is too small to reckon. *It isn't one-tenth the loss by straight credit.*"

There is food for thought here to the talking machine dealer. Had you ever realized it? While you are anxious to do a credit business with the class of people you regard as "good risks" because they have visible means, you stand ten chances of losing on them against one on the wage-earner whose business you are not so particular about because he can only afford to buy on easy payments. It is worth consideration.

TALKING MACHINES EXHIBITED AT EDUCATIONAL CONVENTION.

Both Victor Talking Machine Co. and Thos. A. Edison, Inc., Exhibit Machines and Records and Give Demonstrations Before National Educational Association at Convention in Chicago—Singing of School Children Shows Efficiency of Talking Machine Training.

(Special to The Talking Machine World.)

Chicago, Ill., July 12, 1912.

At the meeting of the National Educational Association in Chicago this week teachers from all over the country were shown the most interesting educational exhibits of talking machines that possibly have ever been made. Both the Edison and Victor companies are now devoting considerable attention to the educational application of talking machines and have made remarkable strides in their adaptation to school room uses.

The Edison Co., besides its talking machine display, has in operation in its quarters at the Stratford Hotel one of the home kinetoscopes recently invented by Mr. Edison for use in the home, and in school room in teaching subjects of natural history, physical geography, etc., by moving pictures. This machine, a small, compact affair, requires only the candle power of an ordinary incandescent light for its operation. It is built upon the same principle as the standard moving picture machines and operates accordingly. It will throw a clear, clean picture about 8 x 8 feet in size a distance of thirty feet. It can also be adjusted for twelve feet distance. By its use realistic action pictures of many of the world's activities can be reproduced in the school room. The machine has been completed but a short time, however its practicability has already been fully demonstrated. The inventor intends that a central distributing point for a film service shall be maintained at the factory, and arrangement can then be made by each school which installs the machine with the local dealer to furnish whatever films they choose.

The apparatus sells for \$75 and up, depending upon the quality of lens used. It is attracting considerable attention among the teachers, who readily see its usefulness as an auxiliary to text books.

The Edison Co. has also on display its new style school phonograph, a cut of which is shown in this issue. The style has never before been shown, in fact, it is a very recent product, and has not been generally advertised. It is made in two styles, the metal stand and the wooden concealed horn pat-

tern. The latter is merely a higher priced and more ornamental machine. The metal style is upon casters to make it easily movable, has a number of metal record shelves to hold a supply of indestructible records. To go with this machine a repertoire of records has been made. These will include musical numbers suitable for use in the school room, such as dances, marches and patriotic airs; also a number of high class popular selections. The principal and most interesting point about the new school talking machine equipment, however, is the special records for teaching spelling and simple problems in arithmetic. The records have been tested out fully before a school room of pupils. They have proved a great help to teachers. By their use the teacher is no longer required to perform the very tiresome task of announcing words to spell or problems to solve. Aside from this advantage of the machine, another is that it will train the pupil to concentrate. He must learn that if he keeps up with the others in the class he must have his mind constantly upon the sound that comes from the machine. If he misses one word the machine will not be stopped for him to catch up. Sufficient time is given though for any normal child to perform the manual exercise indicated, and it is believed that when the child learns he cannot have the word or problem repeated at his command he will pay more attention and thus develop attention.

The Edison Co. has also on display its dictating machine. The exhibit is under the direction of W. H. Ives, manager of the educational department, from Orange, N. J. Associated with him are W. H. Maxwell, general sales manager; B. H. Stearn and W. C. Hope.

The Victor Co.'s exhibit is under the supervision of Mrs. Frances E. Clark, who has been associated with the company in its school work for several years. Not only is Mrs. Clark thoroughly conversant with the company's achievements in this line, but she has done for them some very valuable work in her department. Both Mrs. Clark and Mr. Ives from the Edison Co., spoke before

(Continued on page 58.)

Mr. Dealer: Here's a Summer Business Getter

Four Places You Can't Beat It



On the Yacht



On the Porch

The Feature of the
Garden PartyAn Evening's Entertainment
in Camp

Send us ten names—people of your city who have one of these settings for a Victor. See what percentage we close for you.

The Talking Machine Company

137 N. Wabash Avenue

: : : :

Chicago, Illinois

**Weber and Fields records are all alone.
Nothing like them anywhere or any-
when. Columbia dealers have them.
How about you?**



**Columbia Phonograph Co., Gen'l
Tribune Building, New York**

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 56).

the assembled teachers Thursday morning. They explained the merits of their individual machine and indicated what advancement could be made by use of the machines in the regular school work.

The use of the talking machine in the school has already become fairly quite general and although it proved practical it is still only in a great measure in its experimental stage and its future possibilities are wonderful.

The teachers who have never had occasion to observe the result of the Victor's use in the schools will be given an opportunity this afternoon in the regular program when a group of children from the Chicago city schools under the training of Miss Cramer, director of folk dancing, will perform a number of their dances to Victor Music. The fact alone that Mrs. Clark was enabled to have the Victor used in one of the regular numbers on the program is in itself quite a recognition for the Victor.

Mrs. Clark has presented to the association a plan of the Victor Talking Machine Co., by which a complete course of four years of study of high school music, both history and appreciation, will be taught by use of the Victor talking machine. The text book for this work is now being printed and a prospectus has been issued for distribution at this convention to enable the teachers to see what the possibilities of such a course are. It is proposed to give thirty lessons in each year, the group of first year studies to cover the principles of music; the second year the history of music; the third year, the orchestra and development of instrumental music; and the fourth year, the opera and oratorio. The course was arranged under the direction of Anne Shaw Faulkner, lecturer on music before schools, colleges, universities and clubs, and organizer and director of the program study course of the Theodore Thomas orchestra. Under this course a record from a great composition would be played, the pupils would be asked to catalog it under the several heads as to its different qualities, by whom composed, what, if anything it attempted to teach; and to analyze the combinations by which the composer got his effects. All this information is contained in the analysis of records included in the book. In other words this course would be an illustrated lecture on music. No doubt such an innovation as this will be welcomed by the music supervisors. The course is not intended to supplant any musical courses now in school curriculums, but merely intended to supplement them. The study course and selection of records is so broad and inclusive as to cover all the really great compositions, and also contains sufficient numbers from foreign languages to appeal to all nationalities of children.

There are approximately 150 talking machines in use in the Chicago schools. Many of the pupils who have no opportunity of hearing good music otherwise are thus enabled to become acquainted with the best things written. One of the features of the session Tuesday morning was a mass chorus of 1,400 voices of children from the Chicago schools singing a number of selections from the

Laurel Song Book. Their performance was little short of wonderful. Their rendition and evident familiarity with the sentiment of the numbers remarkable; and the final effect something very much out of the ordinary. The Victor company has records of more than sixty of the songs of the Laurel Song Book, from which the children sang. These form a part of the repertoire furnished the Chicago schools, and this performance of the children is regarded by the company's representatives as one of the best examples they could furnish of the success of teaching music by the Victor. The children harmonized and phrased exactly in imitation of the artists who sang for the Victor records and the result was almost perfect work.

Included in the music course will be a series of lessons upon orchestration. The company has arranged a group of records in which the composition of the orchestra is explained so simply that it will be easy for the child to get at the fundamental principles of orchestration. Selections are played on each individual instrument. First the string instruments are played separately, then in sections. Then the reed-wind instruments are taken separately, and in sections. Then the brass,

and so on. Finally in an ensemble the students hear the full organization and through previous familiarity with the instruments singly is able to appreciate each instrument as it performs its component function.

As can be seen this work is only in its beginning. The study course in music, though complete, was not ready in book form so it could be presented completely to the convention and the teachers for that reason could not be shown the entire possibilities of the course. Without exception those who have heard both the Edison and Victor machines in the musical and also in the teaching work are loud in their praise.

OUR FOREIGN CUSTOMERS.

**Amount and Value of Talking Machines
Shipped Abroad from the Port of New York
for the Past Four Weeks.**

(Special to The Talking Machine World.)

Washington, D. C., July 6, 1912.

Manufacturers and dealers in talking machines will doubtless be interested in the figures showing the exports of talking machines for the past four weeks from the port of New York:

JUNE 12.

Berlin, 61 pkgs., \$795; Callao, 8 pkgs., \$1,400; Havana, 73 pkgs., \$1,848; London, 71 pkgs., \$2,201; Manila, 79 pkgs., \$5,824; Para, 13 pkgs., \$1,605; Trinidad, 13 pkgs., \$706; Algoa Bay, 16 pkgs., \$110; Berlin, 5 pkgs., \$136; Moscow, 1 pkg., \$125; Santos, 10 pkgs., \$648.

JUNE 19.

Colon, 13 pkgs., \$566; Havana, 15 pkgs., \$629; La Guayra, 14 pkgs., \$271; London, 89 pkgs., \$2,173; 28 pkgs., \$1,176; 4 pkgs., \$135; Montevideo, 2 pkgs., \$256; Santos, 17 pkgs., \$1,426; Trinidad, 7 pkgs., \$248; Valparaiso, 6 pkgs., \$430.

JUNE 26.

Berlin, 14 pkgs., \$371; 35 pkgs., \$1,414; Cape Town, 17 pkgs., \$284; Callao, 4 pkgs., \$284; Havana, 2 pkgs., \$112; Kingston, 4 pkgs., \$121; La Paz, 3 pkgs., \$150; Maracaibo, 13 pkgs., \$391; Milan, 15 pkgs., \$1,367; Para, 34 pkgs., \$1,881; Vienna, 6 pkgs., \$300.

JULY 2.

Berlin, 6 pkgs., \$107; Bremen, 2 pkgs., \$150; Callao, 2 pkgs., \$279; Colon, 7 pkgs., \$109; Havana, 39 pkgs., \$1,778; La Guayra, 6 pkgs., \$192; Liverpool, 6 pkgs., \$363; London, 91 pkgs., \$2,686; Manila, 42 pkgs., \$1,265; Mollendo, 3 pkgs., \$192; Puerto Cortez, 11 pkgs., \$533; Quito, 2 pkgs., \$110; Vera Cruz, 87 pkgs., \$2,655.

IMPORTANCE OF GETTING THE PRICE.

Getting the price is like "chinning the bar"—it takes grit, grip and "beesum," and gets easier with practice.

The salesman who's the last man out of the car may be the first man to land an order; more likely he won't.



The Edison School Phonograph.

PREPARING FOR A BUSY FALL.

The Talking Machine Men of Indianapolis Are "Cleaning House" So to Speak and Are Equipping Their Stores and Ordering Stock So as to Take Advantage of the Large Business Which They Expect to Materialize with the Coming of Cooler Weather—The News of the Month in Detail Worth Noting.

(Special to The Talking Machine World.)

Indianapolis, Ind., July 9, 1912.

A lull is on in the talking machine business here. Employees of the talking machine houses are finding time now to go over the stock and get things in readiness for the late summer and fall trade. Indiana had a rather bad spring, but of late the weather man has not been chary to turn on the heat.

Miss Lazarus with Aeolian Co.

Miss M. E. Lazarus, formerly of St. Louis, where she has a wide acquaintance in the talking machine business, is now in charge of the talking machine department of the Aeolian Co. in North Pennsylvania street. Miss Lazarus succeeds Miss Wiltse, who was recently married. Miss Wiltse intended to continue with the Aeolian Co. as manager of the Victor department, but she found that she could not manage a country home and a talking machine department at the same time. Miss Wiltse, or rather Mrs. Lamb, has a pretty country home four miles east of Indianapolis.

The Kipp-Link Co., which handles the Edison machine, is scoring a success in selling the Edison Kinetoscope, the moving picture machine adapted in price and size for the family and schoolroom. There is a demand for the machine wherever it is exhibited.

Thomas Devine, manager of the local branch of the Columbia Phonograph Co., took advantage of a recent visit of Weber and Fields, and acting in co-operation with the press agents of these famous comedians and their co-stars, produced an exhibit in the window of the store that attracted a great deal of attention. A large picture showed Lillian Russell and Fay Templeton holding a large hoop. Weber and Fields were shown with their heads sticking through the hoop, and the picture was so arranged as to give the effect of being a large Columbia record. The Weber and Fields records are still very popular.

The Columbia records that have been in demand locally are those by Emmy Destinn, the Berlin-Snyder latest hits, the "Herd Girl's Dream" and the Ellery band records.

Selling Many Dictaphones.

Through the efforts of C. P. Herdman, assistant manager of the local store, the company sold a dictaphone to the Henderson Motor Car Co. The sale of the dictaphone has been very satisfactory to the local branch in the last few months.

An organization of one of the local Catholic churches held a picnic recently, and among the prizes given was a Columbia Grafonola.

W. E. Ludlow, secretary of the Wulschner-Stewart Music Co., and William English, traveling representative for the talking machine department of the company, attended the talking machine jobbers' convention at Atlantic City.

SHOWS INCREASE FOR HALF YEAR.

The New York Talking Machine Co., which last week closed the first half of its fiscal year, has made a record which runs well ahead of the previous year. This emphasizes the increasing popularity of the Victor talking machines and records in the territory controlled by the New York Talking Machine Co. G. F. Williams, the manager of the company, looks forward to an exceedingly active fall trade, and is making preparations to meet all demands that will come his way.

"TALKERS" IN THE PARKS.

The members of the Park Board of Cincinnati, O., have approved of a suggestion made by Commissioner Krohn of installing talking machines in the city playgrounds both for amusement and entertainment.

BALTIMORE MEN AT CONVENTION.

Not the Democratic Fight, but Rather the Gathering of Talking Machine Jobbers at Atlantic City—June Business Makes Satisfactory Showing in the Talking Machine Field.

(Special to The Talking Machine World.)

Baltimore, Md., July 9, 1912.

By the time that the present week rolls around the talking machine men will have had enough of conventions to last them for some time. They were all a busy lot during last week when the Democratic National Convention was in full blast, furnishing a number of machines for the entertainment of delegates, while at nights they made trips to the Fifth Regiment Armory to enjoy the political oratory which preceded the balloting for the nomination for President. After such a busy week most of the dealers handling talking machines hastened to Atlantic City, where the sessions of the national convention of talking machine jobbers were held.

Among those who are enjoying the bathing and other sports to be had in that lively New Jersey City were Albert Bowden, manager for the talking machine section of Sanders & Stayman; W. C. Roberts, manager for the Baltimore and Washington stores of E. F. Droop & Sons Co.; F. A. Denison, manager for the local branch of the Columbia Phonograph Co.; Mr. Strahan, of H. R. Eisenbrandt Sons, and Morris Silverstein, of Cohen & Hughes.

Reports at the various stores for the month of June are that business was comparatively good and showed up better than the same month of 1911. However, June could not make quite the impression in a business way as did the months of April and May, which ranked among the best for many years. Most of the reports were that business slackened up somewhat during the month, and it is expected to run a bit slower than usual until the fall trade sets in, and, according to the various dealers, the prospects for the fall trade are very encouraging.

Manager Thomas Gordon, of the talking machine department of the Kranz-Smith Piano Co., was one of those who did not get to the convention. Mr. Gordon said that things were fairly good in June, but that the fall prospects are the most interesting feature of the Victor and Columbia trade at this time.

Hammann & Levin report a fair month with the Victors, while the other Victor and Columbia dealers make similar statements, all reporting summer business good.

A ROYAL NOISE MAKER.

Emperor William Has Exclusive Right to Use of New Auto Horn in Germany—But It Will Soon Be Here—American Tourists, Charmed by Its Melody, Have Besieged Dealers for Duplicates but It Is Hard to Get.

The parks and driveways of New York and other American cities where automobiles flourish are likely before the summer is over to resound to the echo of a novel motoring horn of the most aristocratic lineage. It will be none other than a duplicate of the musical signal now attached exclusively to the automobiles of the Kaiser, which it is claimed is constructed along talking machine lines.

It differs from any other signaling instrument in the world in that it consists of four or five distinct tones, blended into a harmonious whole, which produces more the effect of an operatic recitative than a prosaic blast warning persons of impending danger. It can be heard blocks away, and indicates that the Kaiser is coming long before his high-power car tears along.

Americans visiting in Berlin this season are completely captivated by the melody of the signal as the Kaiser flashes through Unter-den-Linden morning, noon or night, and they are besieging the local dealers in automobile accessories with a view to obtaining duplicates of it.

The horn is manufactured by a well-known firm of Saxon musical instrument makers, who had to pledge themselves not to produce its twin for use within the confines of the German Empire.

Several daring motorists who ventured to try a horn something like the Kaiser's have been sharply reproved and threatened with punishment if they repeated the misdemeanor.

"The Kaiser may blow his own horn in Germany," said a New Yorker, "but I'm going to take chances in blowing it along Riverside Drive."

ENLARGES VICTROLA DEPARTMENT.

The W. F. Frederick Piano Co., which recently opened its large Victrola department in its store in this city, has found the venture so successful that arrangements have been made for the erection of two new demonstrating booths, and for the giving of additional space for that department. The Frederick Co. is also doing a heavy business in music rolls and plans have been made whereby this concern will devote the entire second floor of its store to that line.



Sell the New Bell-Hood Needle



Make easy money you
wouldn't otherwise have.

Takes the faults all out of record music. You'll
see and you won't have to argue with customers.

WRITE FOR SAMPLE
PRICES AND DISCOUNTS

THE BELL-HOOD NEEDLE CO.

777 Chapel Street

New Haven, Conn.

SIDE-LIGHTS ON SUMMER TRADE.

How to Hold the Interest of Patrons During the Summer Months—Also a Dealer's Tribute to a Clever Ad.

I found my friend, the dealer, in his den at the rear of the store, lounging in his favorite easy chair, feet placed in comfortable fashion among the correspondence upon his desk, and a good cigar, judging from the aroma it exhaled, hanging nonchalantly from his lips. He was, indeed, a picture of languorous ease, and at first sight one caught the impression that life held little charm for him, but a glance at his eyes dispelled this idea. They were fastened gloatingly upon a double spread in a popular magazine, and evidently appreciated to the utmost what they saw there.

"Rather absorbing, eh?" I inquired, casually, dropping into a chair at his side, and gazing over his shoulder at the advertisement.

"You're right!" he replied, enthusiastically. "If there is anything in this world that does my heart good, it is to read a real live-wire ad, and the Columbia people have surely invested their money wisely in this case." He handed me the copy of the Saturday Evening Post he had been perusing, and I thoroughly agreed with him when I glanced at the two pages of masterfully composed publicity which had won his admiration.

"At this season of the year it takes mighty nifty copy to create an impression," he continued, "but that clever piece of work there"—with his finger upon the ad in question—"proves that no matter how dull the season promises to become at the outset, a brainy ad man can relieve the situation through the medium of his fountain pen and brush."

"The caption, 'This is a Columbia for All Outdoors,' accompanied by the series of skilfully executed sketches illustrating the point, should set a million music lovers thinking, and that is the secret of successful advertising."

"My business does not fall off to any great extent during the summer," he went on impressively, "and the reason is just this: I keep the trade interested by following up all the big, thoroughly worth while ads which my manufacturers place in the leading periodicals, by sending out small supplements calling attention to them and adding certain suggestions of my own. For instance: if the advertisement I am supplementing deals with the outdoor life of the vacationist, I ask my patrons, in the brochure I mail them, what they anticipate doing this summer, and then endeavor to help them out by bringing before their eyes, in as clear and concise a manner as possible, what a hit the talking machine will make in whatever field of recreation they may decide to place it.

"The average American is keen for something new, and it is the original, with a dash of the unique by way of seasoning, that wins his instant and undivided attention. Therefore, it is up to the dealer who desires to make a real success of his summer campaign to keep after the people with new ideas. He must suggest, cajole and urge them to maintain the same strenuous activity along phonographic lines throughout the summer as at other seasons of the year. This is not at all diffi-

cult to accomplish when the talker man has such magnificent backing as the leading manufacturers give him through their colossal publicity campaigns.

"Everybody everywhere has a certain amount of admiration for the beautiful, and if you will gaze with me upon Miss Columbia exploring the pages of her very latest magazine, we shall find that her sense of the artistic will be equally as satisfied by the wonderful drawings accompanying the Columbia ad as those illustrating 'The Jingo,' the story of the day. She may not care for the talking machine, the ones she has heard being inferior through bad adjustment or commonplace records, but that ad captivates her, and after a pleasurable fifteen minutes spent in an absorption of it, she places a long-stemmed and fragrant rose between pages 32 and 33 as an appropriate reminder to the next deliver after the beautiful, into whose hands her magazine may fall, to follow her example. Thus an endless chain is forged among people, very likely, who are not in the least talker enthusiasts, but who are entranced by the charm of the advertisement; and, of course, after reading it, they decide that there must be something other than noise in the talking machine after all.

"The rest is easy sailing upon a calm sea. They



Gaze with Me on Miss Columbia.

go to see the dealer. He is courteous, obliging and interesting. He has a mighty fine business story to relate, and he spins the yarn well. He is (or should be) able to answer all their questions intelligently, awakening their regard for the world's best phonographic music from the slumber that has overpowered it since the days, now far in the past, when the talking machine was only an experiment, and eventually lead them on from a condition of idle curiosity to that of the same deep-seated and ever-expanding enthusiasm as he himself enjoys. He tells them that no matter where they go or what they do when they get there, the talker will help them do it. Tenting, boating, camping, barn dancing, picnicking, and all the other pastimes that go to make up a summer's fun are not quite complete without a talking machine. The dealer knows this to be true, and when one has a great truth to impart the telling is easy, and aside from that, it carries sufficient weight to demand attention and open wallets.

"Dealers who groan under the impression that talkerdom is a deserted village throughout the summer should take a pill for their liver's sake, and do some snappy advertising for their business' sake. There is just as much chance for the man of brains and brawn to make good in vacation time as at other seasons, but he must hustle. He must get next to the people and stay there; make an invasion of their homes, ask them pertinent questions about their recreation plans, aid them with their itineraries if they are disposed to accept his services in this regard, and into every niche where it will add to their pleasure and his financial betterment he should fit a talking machine.

"A very aristocratic young lady called upon the



A. Timely Suggestion for the Vacationist.

the other day, asking for the popular song 'I Love Music With My Meals,' and while playing the record for her I suddenly realized that she had unconsciously presented me with another string to my advertising bow. After the rendition of the record I asked her if she, too, loved music with her meals.

"Indeed I do," she replied most decidedly. "Whenever my friends dine with me I have a maid play selections upon my Amberola, which is situated in my dining room behind a screen of palms, and the result is most edifying. My guests are invariably enthusiastic in the extreme over my exquisite melodies.

"Included in my repertoire of last evening was a record of 'Coppelia'—entr'acte and waltz by Armand Vecsey and his Hungarian Orchestra, and when the opening strains of the enchanting number with its beautiful, graceful swing, perfectly executed by this talented organization of Hungarian artists, crept through the room, the lady at my right hand, who happened upon this particular occasion to be a famous New York violiniste, shrugged her ivory shoulders in sheer ecstasy, while she beamed upon her hostess most engagingly, assuring me as she did so that it was more than kind to accord her the pleasure of hearing her beloved Armand and his gallant band outside the precincts of the Ritz Carlton. Then, turning to the others gathered around the table, she raised her glass and proposed a toast to a tactful woman and a great musician. Rather a nice compliment, do you not think so?"

"Oh, yes, I love music with my meals, all right. Do you blame me? You would not if you realized as I do that my somewhat enviable position in the social life of New York's most exclusive set is due to my well-served dinners and the wonderful music which accompanies them."

"As she was leaving, she asked smilingly, 'Have I been talking business, I wonder?' I assured her that she most certainly had, and mighty good business at that.

"'Music and Meals' is the title of my latest brochure. It is still at the printer's, but if you desire a copy I will see to it that you are supplied immediately it comes off the press."

He glanced at his watch and smiled expectantly. "It's lunch time; let's stroll up to the Ritz and hear Armand. What say you?" I said "Yes," and closing my notebook, walked beside my entertaining and instructive friend out into New York's sunshine.

HOWARD TAYLOR MIDDLETON.

FEINBERG A MOTORIST.

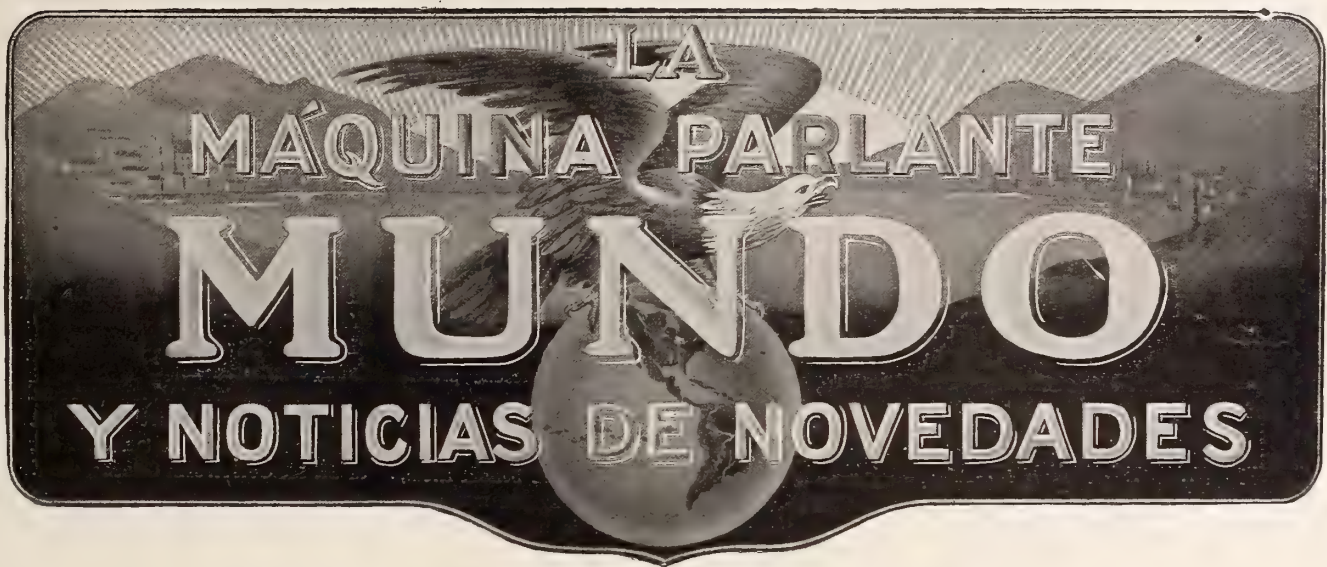
Traveler for the American Piano Co. Indulges in a Classy Selden Car and Cuts Down Cigar Bills to Meet the Situation.

Ben Feinberg, traveler for the American Piano Co., has been so successful in selling Rythmodik rolls for his house that he recently plunged and purchased a high-powered Selden car for a few joy rides around New York and vicinity. Since buying the car Mr. Feinberg is sinking a large portion of his cigar money into tires and other necessary paraphernalia for the motorist. He also indulges in the luxury of a private chauffeur.

Ever hear of a man who sold his line by talking a LITTLE about it?

Die Sprechmaschine

the most extensively circulated talking machine paper in Germany. Berlin, S. W. 68. Subscription price per year is eight marks. Specimen numbers free. Orders for advertising can be placed with The Talking Machine World, No. 373 Fourth Avenue, New York.



If you wish to reach the talking machine trade in Latin America do not fail to send in at once your order for space in the second issue of La Máquina Parlante Mundo.

The first edition has gone forth in large numbers to the lands which lie south of us.

They have been mailed to talking machine jobbers and dealers and to business men who are live prospects for future talking machine business.

They have been forwarded in bulk to large distributors in Latin America.

La Máquina Parlante Mundo is a splendid medium to reach talking machine men in all lines in the countries south of us.

No matter in what land you may be manufacturing talking machines or accessories this Spanish publication will bring you in close touch with interested parties.

EDWARD LYMAN BILL, Editor and Publisher

Main Offices, 373 Fourth Avenue, New York

CHICAGO, 37 South Wabash Avenue

LONDON, 1 Gresham Building, Basinghall Street

GERMANY, 72 Ritterstrasse

KARL E. DIESING, Representative for Germany and Austria

FROM OUR EUROPEAN HEADQUARTERS

1 GRESHAM BUILDINGS, BASINGHALL STREET, LONDON, E. C., W. LIONEL STURDY, MANAGER.

General Conditions as Far as They Affect the Talking Machine Trade Are Decidedly Dull—Summer Time and Strike Time Held Accountable—Export Trade, However, Shows Gratifying Increase and the English Manufacturers Look Forward to an Interesting Business in This Field—New Copyright Act Not Sufficiently Long in Force to Enable People to Get an Idea of Its Workings—Manufacturers Notifying Dealers of Increase in Price of Records, Owing to the Copyright—The Auxetophone Being Used in Public Parks—The Edison Advertising Campaign for the Summer Months—New Addition to the Paris Voice Museum—Latest Report Regarding the Russell Hunting Co. Now in Liquidation—Other Items of the Month.

(Special to The Talking Machine World.)

London, E. C., July 5, 1912.

Talking machine conditions on this side are decidedly dull at the moment, and many leading officials of the various companies have in view plans for a change of air, taking advantage of the most propitious time, perhaps, for that purpose. Summertime and strike time must be held responsible for much of the depression which exists in all trade sections of this industry. Business is not lacking for want of strenuous efforts from the manufacturers' end, and although some factors and the majority of dealers may be regarded as somewhat apathetic, under the exigencies of present-day conditions it is scarcely to be wondered at. In a word, the public is either economizing or it is finding enjoyment outside at the expense of home talking machine diversity. In any case your average dealer's experience is not to be envied. His rent, rate taxes, lighting and other incidentals in the way of expense continue with never-failing regularity, and he must be in attendance at the shop all day in anticipation of receiving a few customers who may put in an appearance.

Spurt in Export Trade.

In other directions the situation is more promising, an increase in export trade being especially noticeable. Alive perhaps to prospective extra charges under the Copyright Act on goods dispatched after July 1, foreign and colonial buyers have in many instances taken advantage of present prices to order as much stock as they can reasonably carry. Manufacturers are therefore busily engaged in handling these orders, and it has done much to neutralize existent slackness in home markets.

New Copyright Act in Force.

The Copyright Act is now in force here, but business men are disinclined to express opinions yet as to its working on the ground of insufficient experience. It is generally recognized, however, that the act is going to entail greater expense and labor than was at first anticipated. Manufacturers have to negotiate with the author, not the publisher, and it being often difficult to locate the former, recourse to advertising in the London Gazette is necessary. Such notices have already appeared. But all this occupies much time, with the result that record supplements have to be compiled some few months in advance of the date of issue, in order to be up to date, and with this will arise the difficulty of judiciously anticipating possible "hits," especially of the music hall type of song. Manufacturers will doubtless soon accustom themselves to the new conditions, but at the moment not a little vexation is apparent. Upon the question of allocating the royalty expense, while no definite information is yet available, I am in a position to report on very good authority that the leading record firms have practically decided to equally divide the cost as between themselves and the dealer. It will probably take the form of invoicing records to factors at sixpence extra per dozen, and this the factor will pass on to his retail customers. It is optional for dealers to

charge buyers perhaps one penny extra, but in these competitive days it can scarcely be expected that he will adopt such a plan unless really enforced by manufacturers, for while freedom exists in that respect one dealer will cut against the other.

To Make Public Pay Half of Royalty.

J. E. Hough, Ltd., manufacturers of the Edison-Bell and Velvet Face disc records, has communicated with its dealers to the following effect:

"On and after July 1 next all Bell discs and Velvet Face records will be increased in price to dealers one halfpenny over their present prices, charged either direct or through our factors. Dealers are recommended on and from that date to charge at least one penny more than their previous price to the public. Thus the act will benefit them, the burden will be borne equally by the manufacturers and the public. There is no reason why this legal impost should not be made the occasion of raising prices if dealers co-operate with each other."

A somewhat similar announcement has been issued by the Winner Record Co.

Copyright Stamps Free of Charge.

A further circular from the Edison-Bell Works reads as follows: "We desire that all Velvet Face, Edison-Bell and Winner disc records shall bear the stamp of copyright authority on the 1st July next. This will be of material assistance in dealing with the public after June 30, as suggested in our recent circular. If dealers will let us know (either direct or through their factors) how many of the above records they have in stock we will forward stamps for all. These stamps are not available for, and must not be attached to, any other records. Dealers are earnestly requested to make early application, for their own advantage, and to secure uniformity and order in Edison Bell issues."

Live Edison Summer Advertising Campaign.

Apart from the usual publicity schemes, the Edison Co.'s summer campaign is a particularly attractive one. The fountain source of demand is reached by the practical offer to execute cures of all reproducers requiring the attention of an expert doctor, and by this means it is anticipated that the public will be induced to maintain more interest in their machines than is often the case this time of year. It is good for dealers, too, because of the better sales prospects associated therewith. Another commendable plan is the decision to extend arrangements for the public exchange of records until the termination of this year. The advantage to dealers is obvious, and if they don't make the most of it they deserve to become acquainted with the gentleman who must eventually inquire into the commercial affairs of all unenterprising traders.

Dealers' Protective Association Growing.

In conversation with the chairman (W. E. S. Wilcox) of the Gramophone and Phonograph Dealers' Protective Association, I learned that its membership is being augmented especially by dealers who desire to maintain prices, but are sometimes found to deviate somewhat owing to local competition. The association favors a fixed retailer's profit of 33 1-3 per cent. and will actively work to that end. Mr. Wilcox recognizes that plenty of spade work is necessary, but is optimistic as to the ultimate success of the association, to which sentiments I heartily subscribe.

No Slack Season for Zonophone Co.

Unlike some of the companies who have suspended recording operations or largely curtailed their monthly lists, owing to the slack season, the British Zonophone Co. continues to maintain substantial and acceptable lists, that for the month of August being especially so, time of year considered. The issue mainly comprises musical selection of not too heavy type, this class finding a ready sale during the summer. Some examples worthy of mention are as follows: "How Lovely Are the Messengers" (Mendelssohn), and "I Will

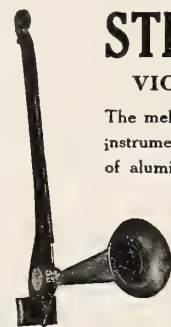
Lift Up Mine Eyes" (Whitfield), a church choir, with organ; "Apart" (Scott Gatty), and "I'll Sing Thee Songs of Araby" (F. Clay), Ernest Pike; "Let's Make a Night of It To-night" (Glover Kind), and "Come With Me to the Races" (Bennett Scott), Harry Fay; "Oh, You Beautiful Doll" (Ayer-Moret), and "The Rooster and the Hen" (Wm. McKenna), Alf. Campbell and A. Collins; "St. Patrick's Day" (Vieuxtemps), and "Cradle Song" (Pechotsch), violin solos, Jan Rudenyi; and "Anvil Chorus" ("Il Trovatore") (Verdi), and "Entr'act Gavotte" from "Mignon" (Thomas), Black Diamonds Band.

"His Master's Voice" Records for July.

"His Master's Voice" July list of records is notable for two more excellent items by the Band of H. M. Coldstream Guards, the titles being "Coppelia," mazurka and valse (Delibes), and "Bohemian Girl" selections (Balfe); a new number by Harry Lauder, "It's Nice When You Love a Wee Lassie" (Lauder), and another "may be" by Eugene Stratton entitled "I May Be a Millionaire." Other issues which will commend themselves to my readers are: 12-inch Celebrity Records—"Tarantella Sincira" (Vincenzo de Crescendo), Caruso; "Ritorna vincitor" ("Aida") (Verdi), Frl. Emmy Destinn; "Sequidilla" ("Carmen") (Bizet), Mme. Kirkby Lunn, and "Salut! tombeau!" ("Romeo et Juliet") (Gounod), M. Franz. Other 12-inch records are: "Sous la lune" (Clarke), Bohemian Orchestra; "An Evening Song" (Blumenthal), John McCormack; "The Donovans" (Needham), Robert Radford; "The Valley of Laughter" (Sanderson), Carrie Tubbs; "King Charles" (M. V. White), Thorpe Bates; "Waltz in A Flat," op. 42, piano, Wilhelm Backhaus; "Bohemian Dance" (Smetana), Wilhelm Backhaus; "Youth and Love" (Laker), flute, celeste, piano and orchestra, Olga, Elga and Eli Hudson; and "Gems from The Pink Lady" (McClellan-Caryll), Light Opera Company 10-inch Records—"The Gaby Glide" (Hirsch), Bohemian Orchestra; "Slippery Place Rag" (Hacker), Pryor's Band; "A May Morning" (Denza), Evan Williams; "Little Brown Bird" (del Riego), Mme. Kirkby Lunn; "Jimmy Valentine" (Madden-Edwards), American Quartet; "La Cinquantaine" (Gabriel-Marie), cello, W. H. Squire; and "Valse Triste" (Sibelius), violin, Joska Szigeti.

Auxetophone for Park Concerts.

A liberal scheme for al fresco park concerts at which the Gramophone Co.'s Auxetophone presides is now in course of operation. Arrangements with the London County Council and various provincial authorities concerned permit of a



String Fiddle

STROH VIOLS

VIOLIN, VIOLA, ETC.

The mellow and matured tone of these instruments, which are constructed largely of aluminum, yet possess none of the characteristics of the gramophone or wind instrument, is only one of its many points which are fully set out in an illustrated booklet which will be mailed free on request to the sole makers.

GEO. EVANS & CO. 94 Albany St. London, Eng.

OR

in U. S. A. to their sole representatives

OLIVER DITSON Co.

150 Tremont Street
BOSTON
NEW YORK and PHILADELPHIA



Violin

FROM OUR LONDON HEADQUARTERS—(Continued from page 62).

fixed program, giving dates and times, and the publication of this has offered dealers an opportunity of planning local sales schemes synchronizing with the giving of the concerts. The result is usually of a highly satisfactory nature.

An Interesting Letter.

Exceptional interest is attached to the subjoined communication extracted from the London Budget:

Sir—In reply to your question as to how the Gramophone Co. secures its merchandise from the world's markets, I will endeavor to answer it in as condensed a way as possible.

In the first place I will divide our product under two headings:

1. The artist.
2. The means of sound reproduction.

The latter I will again sub-divide into:

- (a) Instruments.
- (b) Records.

To deal with the first heading. The artists employed by this company are the most eminent in every branch of art, the larger number of whom give their talents exclusively to this company. We control through a system of branches a vast "international" organization of musical men, specially trained for judging the suitability of an artist. The services of Melba were first obtained in Monte Carlo; Caruso in Milan; Shaliapin in St. Petersburg; Battistini in Rome; Plançon in Paris; Destinn in Berlin; Geraldine Farrar and John McCormack in New York; Yamina, famous as an Arab singer, in Algiers; not to mention a host of other great artists whose services were obtained in this country during passing visits, such as Tetrassini, Paderewski, Kubelik. I mention but a few names to give you an idea of the ramifications of our organization required to obtain the services of such eminent artists. The men in question who are able to handle such a difficult proposition are of no ordinary calibre.

The whole of this organization is controlled from London, and there it is arranged as to whether the artists in question shall be recorded in

one of our Continental laboratories or brought over especially to London. This in itself is the work of a separate department. The former organization secures the artists, and the second makes records of his or her voice or instruments, as the case may be.

I may mention that all the time every opera house in Europe and America is being continuously visited, as well as every musical comedy, every concert hall, so as to secure the first call on the best of the world's talent.

To deal now with the first sub-division of our second heading—the instruments. The expansion of the demand for cabinet instruments necessitates our securing supplies of woods from every corner of the world. Our mahogany comes from Africa and South America, in great logs; our oak from Great Britain, North America and parts of Russia; and beautifully grained walnut from southern Russia and America.

Our local agents purchase the original log in the country in which it is grown, and we have them shipped to us, when, on landing, they are sawn into rough boards or planks, varying in thickness according to our requirements. The sawing is done by one or two of the large firms who make a specialty of this class of work. When sawn into planks the wood is then despatched to our factory at Hayes, Middlesex, either by canal or rail, where it is then stacked in our timber yards, and ultimately finds its way into our cabinet factory.

A small but interesting part of the instrument is the needle, and this comes entirely from Sheffield, where the works of Hall & Co. are situated, and they have a special factory maintained entirely for the sole purpose of making "His Master's Voice" needles.

And now to deal with the last sub-division—the record. There are six materials employed, the nature of which I regret cannot be disclosed. The three principal ones come from the Far East, mainly from India; a fourth ingredient from Spain; a fifth from France; and a sixth from America.

All these six ingredients are specially selected at the point of origin by specially-trained buyers, much in the same way as our various woods are bought, but here again the calibre of the man is totally different to that of the man who buys the wood, or selects and recommends an artist. The underlying system, which controls these organizations is based on the same fundamental principles.

Having collected our raw materials in the shape of artists, instruments and records, at our factory, they are manufactured and then shipped to London for distribution to the English market. They find their way to the British public mainly by means of the piano trade of this country.

Records for foreign countries are manufactured at our factories, of which we have one in Paris, Spain, Berlin, Austria, Russia, India, and distributed by the local branch, while the instruments are shipped mainly from England.

I think this short note will give your readers a rough idea as to the size and nature of the organization which it has been necessary to build up in order to secure for "His Master's Voice" the proud position of what has been recognized as the best known trade-mark in the world. I beg to remain,

Yours faithfully,

June 3, 1912.

JAMES C. GOFF.

Gipsy Smith Home from 25,000 Mile Tour.

Gipsy Smith, the famous singing evangelist, has just arrived in London after his lengthy American tour. The ceaseless activity of the famous missionary is such that he will proceed with an extended English tour almost immediately, visiting all those towns in which his name is a household word. Gipsy Smith records on Columbia-Rena, the sales of which proceed apace, and which follow his movements very closely, will therefore receive a great impetus.

Will Not Extend Postal Facilities.

The Postmaster-General intimates that after full inquiry he has decided to abandon the proposal to extend the postal cash on delivery system between

(Continued on page 64.)



To T. M. the KING and
QUEEN OF SPAIN



To H. M. the KING
OF SWEDEN



To H. H. the KHEDIVE
OF EGYPT



To H. M. the KING
OF ITALY

'His Master's Voice'

Trade Mark is recognized
the world over as the

Hall Mark of Quality



To H. M. the SHAH
OF PERSIA



BY APPOINTMENT
To H. M. QUEEN ALEXANDRA

AUSTRIA: Oesterr. Grammophon-Gesellschaft, m. b. H., 8, Krugerstrasse, Vienna.
BELGIUM: Cie. Française du Gramophone, 51, Avenue de la Porte de Hal, Brussels.
DENMARK: Skandinavisk Grammophon-Aktieselskab, Frihavn, Copenhagen.
FRANCE: Cie. Française du Gramophone, 15, Rue Bleue, Paris.
GERMANY: Deutsche Grammophon-Aktiengesellschaft, 35, Ritterstrasse, Berlin, S42.
HOLLAND: American Import Co., 22a, Amsterd, Veerkade, The Hague.
HUNGARY: The Gramophone Co., Ltd., IV. Kossuth Lajos-utca 8, Budapest.
ITALY: Compagnia Italiana del Grammofono, 5, Via S. Prospero, Milan.
SPAIN: Cia. Francesa del Gramophone, 56, Balmes, Barcelona.

RUSSIA: The Gramophone Co., Ltd., 33, Alexanderstrasse, Riga; 58, Fontanka, St. Petersburg; 9, Golovinsky Prospect, Tiflis; Warsaw.
SWEDEN: Skandinaviska Grammophon-Aktiebolaget, 52, Appelbergsgatan, Stockholm.
EGYPT: The Gramophone Co., Ltd., 13, Rue Stamboul, Alexandria; Rue Mousky, Cairo.
EAST AFRICA: Bayley & Co., Lourenzo Marques, 8 Beira.
SOUTH AFRICA: Darter & Sons, Adderley St., Cape Town; Mackay Bros., Rissik St., Johannesburg; Mackay Bros. & McMahon, 443 West Street, Durban; Ivan H. Haarbarger, Maitland street, Bloemfontein.
INDIA: The Gramophone Co., Ltd., 139, Balliaghata Road, Calcutta; 7, Bell Lane, Fort, Bombay.
AUSTRALIA: The Gramophone Co., Ltd., Hoffnungs Chambers, Pitt Street, Sydney.
GREAT BRITAIN: The Gramophone Co., Ltd., 21, City Road, E. C.

GREAT BRITAIN

The Gramophone Co., Ltd. -

21 CITY ROAD
LONDON, E. C.



FROM OUR LONDON HEADQUARTERS—(Continued from page 63).

the United Kingdom and other European countries. Trade organizations and various chambers of commerce have expressed their hostility to the service.

New Additions to Paris Voice Museum.

The Voice Museum, which was officially inaugurated in the basement of the Opera by M. Pedro Gailhard in 1907, has just received another year's addition to its voice records of the best singers who have been heard at the Paris Opera and elsewhere, and also some other records that will be of value for the history of music. The ceremony, says the Telegraph, which has now become an annual one, was presided over by M. Leon Berard, Under Secretary of State for Fine Arts.

The museum consists of phonographic discs, carefully wrapped in asbestos and covered with glass, which for greater protection are placed separately in hermetically sealed metallic boxes, from which the air is exhausted. The boxes are placed in rows on shelves in the vaults, and when each shelf is full the front of the vault is walled up. The discs are not supposed to be opened for one hundred years. The singer's name and a detailed instruction as to how to use the disc are placed inside each box.

The first discs placed in the vaults included the voices of such singers as Tamagno, Scotti, Mme. Calve, Adelina Patti, Schumann-Heink, and a piece executed by Kubelik. The discs added to this year's collection contain the voices of the tenor Franz, Caruso, Amato, Mme. Sembrich, Geraldine Farrar, Bessie Abbott, Tetrizzini, and a piano piece by Paderewski. The ceremony, although it was described as a "burial of the voices," had nothing funereal about it. The many visitors present enjoyed a speech by a well-known Parisian actor and manager, M. Gemier, delivered by the phonograph.

Sound Carried by Telegraph.

A discovery is said to have been made as the result of experiments between Toulon and Algiers by which space or distance no longer counts in the transmission of sound. The descriptions of the invention are very vague, but it seems to have some sort of analogy with wireless telegraphy. The experiments are being conducted on board the yacht of Prince Albert I of Monaco, anchored in the Roads off Algiers. The apparatus has been patented by M. de Zepel, and it differs from wireless telegraphy in this, that it transmits bodies of sound. Distance and space are abolished. The persons on board the yacht are thus said to have heard distinctly at Algiers a band that played the "Marseillaise" at Toulon. If, says the Telegraph, we can hear bands playing across the Mediterranean, we may as well, it is argued, hear them at the other side of the Atlantic or at the Antipodes.

An Empire Trade-Mark.

The Chambers of Commerce of the British Empire Congress concluded their deliberations at the Guildhall, June 14, and they have agreed upon some very important and material recommendations affecting the interests of imperial commerce. A large number of resolutions were disposed of, one of great value being moved by Sir John Cockburn (Australian Chamber of Commerce in London), asking the congress to support the action taken to secure the adoption and registration of an empire trade-mark for the purpose of indicating that the goods to which it was applied were manufactured or produced in some parts of the British Empire. On that question, he said, Free Traders and Protectionists alike could take a common stand. It was necessary that they should have some means of recognizing those goods which were made in the British Empire for the purpose of promoting imperial commerce. The proposed mark would be merely one of origin, not of quality. Some said that the mark would be of incalculable benefit to British trade, and of more value than all the

tariff reform that had ever been proposed. After some animated discussion, resulting in an amendment, which was lost, the motion was duly carried.

New "Marathon" Record Now Ready.

The National Gramophone Co., Ltd., have at last got to work with their new "Marathon" record, and the first list of titles is now almost ready. As I have previously described in these columns, this record represents quite a new principle to what one is accustomed. The cut is a fine V-shape combining both the needle and phonograph style, and although the record is played with an ordinary steel needle, the sound box has to be affixed at an angle, and broadcast on the track, in the same way as the Pathé. Marathon records will play up to five minutes each side (10-inch), and as much as eight minutes of music can be given on a 12-inch record. For the moment, however, the company will concentrate on the building up of a substantial repertoire of the 10-inch series, and given the right class of music, a big future should await this concern.

New Offices for Columbia Co.

Having been literally burned out at the factory, the Columbia Co.'s office staff were forced to locate in one of the remaining storerooms pending more suitable arrangements. Any discomfort which they may have temporarily experienced is now more than compensated for by the provision of really excellent quarters in town. It consists of a self-contained suite, comprising seven well-furnished rooms equipped with all the latest appliances and labor-saving devices calculated to insure efficiency and accuracy in the conduct of so intricate a business. The position is a splendid one, and much more convenient for trade visitors than the old factory location at Wandsworth, some miles outside the city of London proper.

Lipkowska on Columbia.

The Columbia Co. announces that Lydia Lipkowska, the famous Russian soprano now at Covent Garden, London, is singing exclusively for Columbia grand opera records. The Lipkowska records are four in number, two including soprano arias from "Lucia," "Rigoletto" and "Romeo et Juliette," and the other being grand opera duets in company with Baklanoff and Blanchart, respectively.

New Bell Record on Columbia-Rena.

Those who know the immense success of the previous bell solo records by the Regimental Band of H. M. Scots Guards on Columbia-Rena will rejoice to see another admirable double record of this type on the current list. We suppose there can be few collections of records that do not include either the Belfry Serenade, the Carillon in E flat, or Weymouth Chimes and the Bells of St. Malo, so that this new record of Valse Royale and the Bells Waltz may be expected to appeal to a very wide circle.

Affairs of the Russell Hunting Record Co.

In the matter of the Russell Hunting Record Co., Ltd. (in liquidation), the Board of Trade have issued a further statement of affairs comprising a summary of "liquidator's accounts" from July 27, 1911, to January 26, 1912. The balance shown is £696 10s. 10d., but this amount will be entirely swallowed up by preferential claims, and there appears not the slightest chance of the ordinary creditors getting anything. The exact position will be placed before creditors within a few weeks, after which the final winding up will soon be completed. Considering it is close upon four years since this concern went into liquidation, we think it about time the accounts were closed. The failure of the creditors' action against debenture holders on a £2,000 stake, is held responsible for there being no dividends.

In Memory of Titanic Disaster.

Edison-Bell record No. 436, "Stand to Your Post," and "Be British" conveys an excellent imaginative impression of the last scenes enacted on board the ill-fated leviathan prior to her disappearance beneath the ocean surface. In announcing the issue it is stated that "These records are specially dedicated to the greatest maritime disaster the world has ever known, contain particulars for future reference—'Yea, when our babes are old' in memory of the lost and to the honor of the brave who sacrificed their lives for others in obedience to the instinct of their race and the gallant captain's exhortation, 'Be British.'"

Additional publicity has been given by the Columbia Co. of their determination to restrain dealers from selling Columbia-Rena records below established prices. Further examples of orders for perpetual injunctions obtained in the high court of justice against delinquents are published, accompanied by a warning to the trade that the company will take immediate legal steps to protect their patents from infringement. Needless to say the move is heartily welcomed by all straight-trading dealers.

Concertina Records.

Alexander Prince's latest concertina records on Columbia-Rena have beaten all previous sales figures, we are told. This clever player has admirers all the world over, and his new records are as eagerly booked for in the Antipodes and in the Far West as in the mother country. The Columbia Company evidently "knew something" when they placed Prince under an exclusive contract. This month he gives us two Waldteufel waltzes.

MAKES LIGHT AUDIBLE.

Test of Optophone Made at London Conference Has Amazed Many—May Open a New Era of Hope for the Afflicted.

(Special to The Talking Machine World.)

London, Eng., June 20, 1912.

A blind man stood in the middle of a large room at the Optical Conference Exhibition in London yesterday and told, without using the sense of touch, how many windows were in the room and how many persons were between himself and the wall. He did it by "hearing," light and shade.

The medium of the seeming miracle was the optophone, a wonderful invention of Dr. Fournier d'Albe. The optophone makes light and darkness audible. The invention is based on the metal selenium's well-known property of being affected by light. Dr. Fournier d'Albe contrives to make the effect of light on the passage of electric currents through selenium appreciable in a telephone receiver, and clockwork mechanism can be adjusted so that darkness is audible and bright light silent, or vice versa.

The apparatus is contained in an oblong box, about 26 inches long and 8 inches deep. When the blind man had a glimpse into the invisible yesterday he held the box in one hand and in the other hand held a cardboard cylinder which acts as the "feeler" of the optophone. Moving this slowly before him, he was able to tell by the sudden increase of sound in the telephone receiver held to his ear, with the tube pointing at the window, whenever anyone stood between him and the window. Swinging the tube slowly around, he counted the persons before him.

A reporter who tried the optophone found that a glimpse out of the window sounded like a cinematograph reeling off a film. The ticking sank almost into silence as the receiving tube was held in the shadow of the table and leaped into a lively rattle when placed against an electric light bulb.

The optophone has not yet been perfected so as to enable a blind person to distinguish a chair or other article of furniture, but it is eventually hoped to improve the apparatus so that the operator may spell out letters in fairly large print.

Don't be too insistent when waiting on a customer. There is a happy medium between indifference and insistence.

CHEMISCHE
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FLURSTEDT

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The largest manufacturing plant in the world devoted exclusively to the manufacture of Master-Waxes and Master-Blanks for

Gramophone and Phonograph Recording

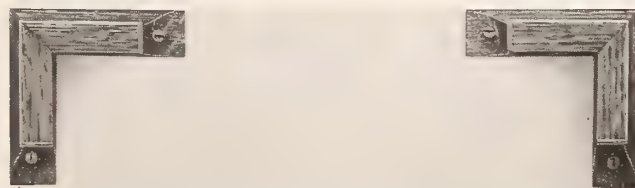
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Wax "P," the best recording material for Berliner-cut.

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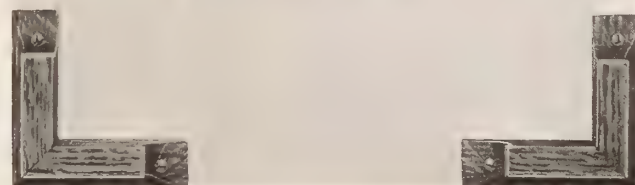
Exclusive Manufacturers of **Salter's Patent Felt Lined Shelf Cabinets**



SALTER'S ADJUSTABLE CORNERS

"PATENT PENDING"

Can be put on any Cabinet to fit all styles of machines. Holds machine firmly in place on cabinet.



If your jobber does not handle our line we can take care of you direct

Our 1912 Catalogue is just out, ask us to send you one today

No. 103. Top 20 1/4 x 24 1/4. 33" High. Interior Has Felt Lined Shelves.

TRADE BETTER ON PACIFIC COAST.

Wholesale Business Especially Pleasing to San Francisco Houses—Eilers Music House Now Controls Distribution of Columbia Line While Sherman, Clay & Co. Get Victor Agency for Entire Coast—Growing Demand for Business Machines—Dictaphone for Language Study in College—Other Talking Machine News of Timely Interest from the Far West.

(Special to The Talking Machine World.)

San Francisco, Cal., June 28, 1912.

The talking machine business is getting into somewhat better shape, particularly the wholesale trade with outside firms. Dealers in summer resort towns are sending in large orders for records right along, and there is more call for the higher-priced machines than for some time past.

Get Victor Agency for Entire Coast.

According to a recent report from Spokane, Wash., the Eilers Music House has decided to take up the distributive agency for Columbia goods in that district, having handled the goods in other parts of the north coast for some time. This, it is understood, will involve giving up the wholesale agency for Victor goods at Spokane, the one spot on the Coast where these goods have not been controlled by Sherman, Clay & Co., with the natural result that the latter firm will hereafter be wholesale agents for Victor goods throughout the entire Coast. Andrew G. McCarthy, of Sherman, Clay & Co., states that no particular change will be necessary at the Spokane branch on this account, as the talking machine facilities at that place have been kept in good shape. The change gives the Columbia line a solid organization through the north, which is expected to bring good results.

Sales of Business Talking Machines.

The use of talking machines in business is making rapid strides on the Coast. Peter Bacigalupi & Sons have been giving a great deal of attention to the Edison business phonograph of late, and with this machine in use by some of the leading

firms of the city, sales are rapidly increasing. Some large sales have also been made of the Columbia dictaphone, and a marked increase is expected in this business, as Geo. S. Murray has taken charge of the dictaphone department at the local Columbia office, and is losing no time in getting to work.

Visiting Columbia Men.

H. L. Wilson, from the main office of the Columbia Phonograph Co., recently made a visit to W. S. Gray, the Coast manager. Another visitor at the local office was Mr. Farquharson, formerly traveling man from the Los Angeles office, who has just returned from a trip to the New York office.

Doing Well with Columbia Line.

Mr. Scott, Columbia dealer at the Kohler & Chase store, is well pleased with the progress made this month, noting a material increase over the May business both in machines and records. The pleasing and convenient arrangement of his new quarters has by this time become widely known and is drawing in more steady customers all the time.

B. Curtaz & Sons Change Plans.

Benj. Curtaz & Sons have changed their plans somewhat in regard to the talking machine department, and instead of moving it to the ground floor, large display rooms for high-class machines have been established on the third floor, leaving the demonstration rooms on the mezzanine floor. The stock has been increased and a complete line of both Victrolas and Grafonolas is carried. Frank Sharpe, who has been manager of this department, returned recently after an absence of three months and has again taken charge. Mr. Sharpe looks for an all-round improvement within the next month.

To Visit the Northwest.

Nelson Berkholt, city salesman for the Wiley B. Allen Co., will leave shortly for a vacation trip through the Northwest and British Columbia. James Black, manager for this firm, reports a marked improvement for June.

The Busy Grouchy Letter Writer.

Byron Mauzy is well satisfied with the showing made by his talking machine department of late. The activity of Herman Beck, the manager, recently resulted in the following communication being sent to the board of supervisors, signed with the fanciful name of Newton Locke:

"As a gentleman of leisure, I spend considerable time taking the rest cure in Union square, where, with others, I am almost constantly annoyed by apparatus which claims to reproduce the gems of song and immortal music. If the noises aforesaid were occasional and spasmodic I would have little complaint, but they are continuous and harrowing to the soul. I have heard the implements give a ragtime tune when a funeral procession moved by, to the great dissatisfaction of the Italians who followed the hearse, and who are supposed to know more about music than the purveyor of canned choruses. Is there not some way in which those who desire philosophic calm may escape additional sorrows when they flee to this beautiful spot for recreation and rest?"

The communication was referred to Supervisor Mauzy with instructions to investigate, but this investigation, like many others of a political nature, has produced little apparent result.

Phonetic Department for College.

The Washington State College at Pullman, Wash., has established a phonetic department in connection with the teaching of modern languages, bringing the dictaphone and Grafonola into use. John W. Graham & Co., of Spokane, dictaphone agents, are making good use of this sale to increase the reputation of that machine in their territory.

Important News Brieflets.

The Girard Piano Co., of Oakland, has opened a well-appointed talking machine department in its new branch at Richmond, Cal., handling both Victor and Columbia goods.

The J. Raymond Smith Co., on Fillmore street, (Continued on page 66.)



Every Columbia record carries a quadrupled guarantee of better quality, better surface, greater endurance of material and better quality of reproduction. Don't you lose sight of this; we'll see that record buyers are kept reminded of it.



**Columbia Phonograph Co., Gen'l
Tribune Building, New York**

TRADE BETTER ON PACIFIC COAST.

(Continued from page 65.)

will shortly have better facilities for its talking machine business than ever before. More space has been added to the store and a number of new demonstration rooms have been set aside, the entire place being newly decorated.

The Eilers Music House at Seattle, Wash., is having great success with a series of Thursday afternoon talking machine concerts, in which the Grafonola with the Peerless sound reproducer is used.

T. Sullivan, formerly of San Francisco, recently started a business in San Diego, Cal., as the San Diego Phonograph Record Exchange, with quarters in the Savoy Theater building.

The Ogden, Utah, Music Co. is having its place entirely remodeled, and expects to have the finest talking machine department in northern Utah. The sheet music and small goods are being closed out and the space will be used for more demonstration rooms, etc.

Billings Bros., piano and talking machine dealers of El Paso, Tex., are retiring, with the intention of going into the restaurant business, and have sold out their talking machine business to W. G. Walz & Co.

Sherman, Clay & Co. are planning some changes in the arrangement of their local small goods and talking machine departments, whereby the latter will have the entire third floor of the building. The plan has not been definitely adopted, but with the present growth of business an increase in the talking machine facilities will soon be necessary.

Walter Metzner, a talking machine man of St. Helena, Cal., was in the city this week.

The Central Music House is a new concern which has just been opened with a large line of Victor and Edison goods at Petaluma, Cal. The company is operated by H. S. Gutermute, who has been in the business under his own name for some time.

EDISON'S OWN FLAG.

(Special to The Talking Machine World.)

West Orange, N. J., June 24, 1912.

Thomas A. Edison never had a coat of arms, but he has a flag, and this is its birthday. The occasion was marked at noon with a presentation and flag raising at the laboratory.

Edison chose the colors at the request of the Edison Electric Illuminating Co. of Boston, where the idea of an Edison flag was conceived. W. H. Atkins had the bunting made and the second specimen will float from the building where the electrical show of Boston is to be housed. Other Edison companies are expected to adopt the emblem and fly it from their buildings. Mr. Edison preferred yellow and green, and accordingly the field of the flag is yellow, with the name Edison worked on it in green.

Miller Reese Hutchinson accepted the flag on behalf of Mr. Edison. The presentation was made by W. H. Atkins, general superintendent of the Boston company. H. W. Moses, manager of the electrical show, and John Campbell, superintendent of the special service department of the Boston company, hauled the flag to the top of the staff.

GRAFONOLA AND PLAYER-PIANO

Heard in Recital Given Under the Auspices of J. C. Martin & Co., at Dayton, O., with Charles Duncan Allen as Presiding Artist.

A very charming musicale was that given recently by J. C. Martin & Co., at its recital hall at Dayton,

much enthusiasm over the musical ability of Mr. Allen, the program he interpreted, and the instruments employed, which are handled by the J. C. Martin Co. The members of the J. C. Martin force extended themselves in their efforts to make everyone comfortable, with the result that the evening proved to be one of more than ordinary pleasure.



Columbia and Player Recital at J. C. Martin & Co.'s Warerooms.

O., when Charles Duncan Allen, the noted musician, pianist and organist of Chicago, was heard in a player-piano recital, with Columbia Grafonola numbers also being introduced with a galaxy of grand opera stars as the soloists. The combination of both instruments was novel and exceedingly interesting and delighted everyone. The hall was prettily decorated with palms and yellow coreopsis in wicker baskets.

The large audience which was present evidenced

TO BE MARRIED IN LONDON.

José Juan Hoffay, who is connected with the export department of the Columbia Phonograph Co., New York, will be married on the 22d inst. to Miss Edith Mary Twyford. The marriage ceremony will take place at Brompton Oratory, London, at 2 o'clock, and a large reception afterward will occur at 67 Edgerton Gardens, S. W., before the couple leave on a wedding trip.



Audience at Recent Columbia and Player Recital at J. C. Martin & Co.'s.

MILWAUKEE AFTER SUMMER TRADE

And What Is More the Talking Machine Men of the Cream City Are Getting It—General Conditions in the Wisconsin Field Show Much Improvement—Edmund Gram in New Quarters—Thank McGreal for Entertainment—H. W. Krienitz Moves to New Store—Interesting Personal Items of the Month.

(Special to The Talking Machine World.)

Milwaukee, Wis., July 9, 1912.

There is no denying the fact that the retail talking machine business is considerably better than at this time a year ago. The summer resort season, opening just as soon as the schools about the State were closed, has been one of the potent factors in helping along retail talking machine sales. Dealers have been pushing this phase of the business with a vim, and the results have been more than satisfactory. People have been quick to see that it is a profitable and sensible arrangement for them to purchase smaller machines to take with them to their summer homes or on their regular outings, while the record sale to summer resorters seems to have attained a new high mark this season.

Conditions in general in the Wisconsin field are showing much improvement. The second crop report of the season, recently issued by Secretary J. C. MacKenzie, of the Wisconsin State Board of Agriculture, was even more favorable than the first report, and this has gone a long way in instilling confidence in all lines of business.

Gram in New Quarters.

Edmund Gram, representative of the Steinway and other pianos, has moved into his recently purchased four-story building at 414-416 Milwaukee street, and is now making preparations for opening his new Victor department. While the work of remodeling the \$100,000 structure is far from completed, the first and third floors of the new building are being occupied and it is expected that the establishment will be complete by August 1. Handsome new parlors will be installed on the first floor and in the basement of the new building, where the Victor line will be displayed at a good advantage. Paul A. Seeger will be manager of the new Victor department. He is a graduate of the University of Wisconsin and regarded as a hustler in every sense of the word. The order for goods for the new department was placed with the Wisconsin Talking Machine Co., local Victor jobbers.

Secures Good Location on South Side.

Harry W. Krienitz, enterprising young talking machine dealer, has removed to a new store at 326 Grove street, which is located in a busy section of the South Side. Mr. Krienitz discontinued his piano department some time ago and is now giving his entire attention to talking machines.

Thanks McGreal and Gannon.

Upon their return from the annual trade excursion through southern, central and northern Wisconsin, members of the Milwaukee Merchants and Manufacturers' Association passed a resolution thanking Lawrence McGreal, Milwaukee Edison jobber, for the entertainment which he furnished the excursionists en route. Mr. McGreal took along several machines and a generous supply of records. Joseph Gannon, assistant manager of the Wisconsin Talking Machine Co., jobber for the Victor line, who accompanied the party with a Victrola and records, was also thanked in a special resolution.

Big Demand for Dictaphones.

A. G. Kunde reports a tremendous dictaphone business at the Columbia store, despite the fact that the line has been carried only about four months. General business is brisk, according to Mr. Kunde, but the dictaphone business has exceeded all expectations. Mr. Kunde was in Chicago recently and was complimented by Charles F. Baer, manager of the Chicago Columbia store, for the sales record which the Milwaukee man is making.

Returning from Vacation.

L. C. Parker, manager of the talking machine department at the Gimbel Bros.' store, is expected home from a three weeks' vacation spent at Rhineland, Wis., his first in eight years. The Gimbel talker department reports a brisk business.

TRADE IN SOUTHERN CALIFORNIA.

Little Dulness Noted in Either Wholesale or Retail End of Talking Machine Business—A. G. Farquharson's Important New Position—What the Individual Houses Are Doing—Geo. S. Marigold in the East—Doing Business with the Japanese—Dealers Agree to Charge Interest on Instalment Sales.

(Special to The Talking Machine World.)

Los Angeles, Cal., July 6, 1912.

Business in the talking machine field has been by no means quiet in the wholesale and retail lines for the past month. The season so far has brought forth many gratifying results due to the activity of all dealers, who have been making a special effort for this line. The dealers are very much pleased with the Victor Book of Opera, which is proving itself a tremendous seller, also a knowledge giver not only to the record buyer but to all who are interested in good music.

After a month's trip through the East A. G. Farquharson returns to this section not as the special representative for the Columbia Phonograph Co., but as the new general manager for the entire Dominion of Canada. Mr. Farquharson, who has successfully filled the former position for many years, will leave many friends in the business who will miss him very much, but believe in his ability to make new friends in his new field of work. A very successful future is predicted for Mr. Farquharson.

Sherman, Clay & Co., Victor distributors, report through their local manager, Chas. S. Ruggles, a very remarkable trade for the past month; in fact, much better than the corresponding month of last year. Mr. Ruggles reports a shortage in Victrolas IX, X and XII, which have been popular sellers of late.

A. D. Mellor, who has been in Southern California for several months, will soon return to his home in Pittsburgh, Pa. Mr. Mellor is one of the firm of a very progressive Victor dealer, the C. C. Mellor Co., 604 Wood street.

The Geo. J. Birkel Co. is enjoying an unusually good trade in all high-grade machines and records, especially the Victrola XVI in various finishes, which is a very popular seller.

Geo. S. Marigold, vice-president of the Southern California Music Co., left for several weeks' trip East, visiting many Eastern points of interest, principally the jobbers' convention and the Victor factory. Mr. Marigold was accompanied by his young son George.

The Fitzgerald Music Co. is doing splendidly of

late in the Columbia Grafonola Regent, in which Miss Brown reports many good sales.

H. H. Schwenker, traveling repairman for the Victor Talking Machine Co., Camden, N. J., spent several days in Los Angeles and vicinity, calling upon the dealers, giving practical demonstrations of the general construction of the Victor machine. This feat has been most helpful not only to the repair men but to salesmen as well.

The Andrews Talking Machine Co. report business very good for the past month in all departments.

The Eilers Music Co. has been receiving exceptionally good results from the efforts of the new manager of the talking machine department, E. E. Jarrett, who is alive in every sense of the word.

W. F. Stidham, local manager of the Columbia Phonograph Co., General, reports the close of another very successful month, both in Grafonolas and records.

K. G. Okada, of the Teikokuw-Boyeki Co., 311 East First street, is doing a tremendous business in the talking machine line with the Japanese in his district. The firm carries a very large stock of machines and Japanese records, which possibly will be increased in a very short time to even a larger stock.

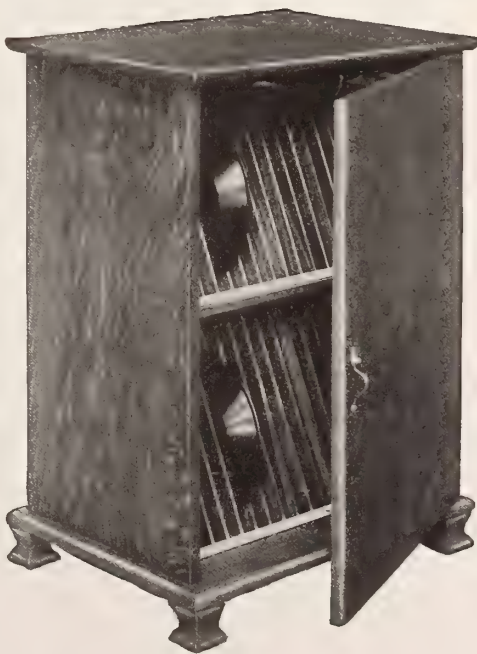
In our last month's issue reference was made to the agreement among the talking machine dealers of this city to charge 7 per cent. interest on all instalment sales. This agreement was the direct result of the formation of the Los Angeles Talking Machine Men's Association. This organization having been started through the efforts of A. G. Farquharson, the special representative of the Columbia Phonograph Co., General.

GAINING GROUND IN CANADA.

Prominent Piano Houses Take on Columbia Phonograph Co. Line in the Dominion.

The Columbia graphophone and Grafonola are making great progress in Canada and new names are constantly being added to the list of agents in that country. Among those who have recently taken up the Columbia line are Whaley, Royce & Co., Ltd., who have their headquarters in Toronto, and the Mullholland-Newcombe Co., who have added the Columbia line since moving to their new salesrooms at 313 Yonge street, Toronto.

That employee is headed upward who is willing, courteous, kind, possesses initiative, can be depended upon, and manifests these qualities in action.



UDELL CABINET No. 412

For Disc Records for Victrolas IV, VI, VIII and IX. Quartered oak top and front. Any Victor finish. Mahogany front. Holds 272 10 or 12-inch Disc Records.

4 NEW BREAD WINNERS IN The Udell Guaranteed Line OF DISC CABINETS AND TABLES

There is ample cause for the splendid business that we are receiving from dealers and jobbers in all sections. Why, sir, we have the prices, the patterns, the generous stocks, the newspaper cuts, the courteous handling of correspondence—everything that enters into a satisfactory relationship.

And, sir, there is every reason why our New Catalog now on the press should be on your desk. It's Catalog No. 41, and say send it.

THE UDELL WORKS
INDIANAPOLIS, IND.
Catalog Dept.

LESSONS IN MUSIC FOR ZOO WOLVES.

Talking Machine Emits Melodies at Night and Some of the Howlers Imitated—One Bear Is an Adept Pupil—Occasionally Taking Three Notes in a Scale Just Like a "Teacher"—A Scientist's Dream of Voice Culture.

The long-drawn howl of a timber wolf shattered the solitude which comes at nightfall in the Zoological Park in the Bronx. There came a chorus of howls, and then silence. After an interval there came another howl, this so low that heard at a distance it sounded like the echo of a moan, and this last sound was more melodious than the first—a sort of ideal wolf call to the night; slightly scarping and rising musically, note upon note.

This last call was not the cry of a wolf. It came from a phonograph hidden near the wolf cages and was a demonstration of an experiment that is being conducted by a student of animals to prove that the calls of wild animals can be made more musical; in other words, that voice culture is possible among animals. Raymond L. Ditmars, the curator of the Zoo, is enthusiastic over this experiment, as he is over the oddities in the Zoo which from time to time find their way into print. Mr. Ditmars is of the opinion that already the wolves can howl more in harmony and in key than they could before the phonograph and the scientist began to teach them the way to reach high C gracefully. To the untrained ear, however, the howls remain as unmusical as they were in the nights before the experiment began.

Mr. Ditmars did not give the name of the scientist who is demonstrating his theory, and he offered no information regarding the identity of the person or animal who gave forth the melodious wolf call which is now recorded on the phonograph and let off at intervals to frighten staid, home-going Bronxites. He admitted it was not a record of Caruso's voice. The new wolf call is bad enough, but it is certainly an improvement upon the call given out by the untrained wolf voice.

Animals, according to a theory of Mr. Ditmars, utter peculiar sounds by nature and environment. The first wolves howled a certain way, and their successors took up the same doleful call, and the call of the wolf is little changed to-day. It is the relative importance of the effect of environment that is being tested. It is believed that the wolves will learn in lifting up their voices to insert more and more melodious and harmonious notes.

For some nights now the phonograph has been at work. There has been some inquiry as to what new animal has arrived, but not much information has been volunteered. The experiment has not reached the point where publicity can be officially authorized. Besides, the animals may refuse to respond to voice culture.

Wolves were chosen as the first students because their call is a long one and because the animals occupy quarters in the open, separated from the other sound-makers by such a stretch of territory that they cannot be interfered with by any other animal anxious not to lose the chance of having its voice cultivated.

One wolf, a grizzled old fellow, is a most encouraging pupil. All took readily to the music, and the whole pack sat up on their haunches and howled lustily when first the phonograph was turned loose to surprise them. Now they appear more reconciled to the musical call.

The grizzled wolf—"a most excellent pupil," to quote Mr. Ditmars—has caught the spirit of music. This wolf appears to have an ear for technique. He does not have to be urged to sing, either, for as the last sound of the phonographic cry dies away he will lift up his head and give voice to a long howl. There is not much that is musical to the untrained ear, but in at least three places, the experimenters say, the wolf has introduced short runs which follow note by note the phonograph. He has a bass voice. The second best pupil is a female, a contralto.

The second stage of the experiment will be to find out whether, after the wolves have been taught the proper way of giving utterance to their howl, they will revert to their unmusical cries when the phonographic lessons have stopped. If some of the wolves learn the lesson until they are letter



SOLID WOOD (NOT VENEERED)

Mr. Dealer!

The Music Master To The Front

MUSIC MASTER
Solid Wood Horn



Have Samples
Sent
On Approval

You Know

That it is reasonable that all sound waves from a Talking Machine should be carried by cylindrical shape construction. LISTEN to music reproduced through the

Music Master Solid Wood Horn

on a Talking Machine, and compare the resonant tones with any horn or hornless machine, and you will be convinced of the Musical Possibilities only found in a cylindrical shape construction to convey sound waves.

The Music Master brings out the full tone values of vocal and instrumental sound waves. Choice of oak, mahogany or spruce for any make of, or style of Talking Machine.

ONLY HORN GUARANTEED.

If your jobber cannot supply you, write us.

SHEIP & VANDEGRIFT, Inc.

PHILADELPHIA, PA.

perfect, they might become music teachers and instruct uncultivated wolves.

The lions and the tigers, and perhaps the camel, it is believed, may be taught to change their vocal methods, if the experiment with the wolves succeeds, and the optimistic say that in time the whole Zoo collection can be taught to blend their voices into one great harmonious chorus, which will lift the Zoo into the Conservatory of Music class and be a constant source of delight to the Bronx.

TESTIMONY FOR COMPLAINT.

Attorneys for the American Graphophone Co.
Preparing Papers in Action Against the Boston Talking Machine Co. for Infringement of Macdonald Patent.

The attorneys for the American Graphophone Co. have now begun taking testimony for the bill of complaint to be filed by that company in its suit against the Boston Talking Machine Co. for infringement of the "graphophone grand" patent issued to the late Thomas H. Macdonald in 1902.

According to one of the attorneys the case will be pushed to the limit, as a very important patent is involved. The leading talking machine manufacturers recognized the patent rights and took out licenses under the Macdonald patent, which in brief makes possible the great volume of sound produced by the talking machine, but the Boston concern has seen fit to fight the matter. The only other company which decided to fight the patent was put out of business by another patent suit before the suit to protect the Macdonald patent was brought to court and a final decision was not obtained.

EDWARD D. EASTON TO EUROPE.

Edward D. Easton, president of the Columbia Phonograph Co., General, sailed on the "Kaiser Wilhelm," June 25, for Europe on a combined business and pleasure trip. He will visit the Columbia headquarters in the principal cities abroad and expects to return to this country in August.

BETTER BUSINESS IN QUAKER CITY.

Dealers Generally Well Pleased with Present Conditions in the Trade in That City—Interest Shown in Reported Change in Victor Styles—O. C. Dorian Found Good Columbia Business in Interior—Recent Visitors of Record—Philadelphia Pleased at Louis Buehn's Election as Secretary of Association—General News of the Month.

(Special to The Talking Machine World.)

Philadelphia, Pa., July 5, 1912.

The talking machine business in Philadelphia has been most satisfactory in June. June and July are considered the quietest months in the business, but I have received various reports from dealers, not one of whom says their June business this year was below that of last, and several of the firms note that it was larger almost by one-half over the business they did last year. They all agree, however, that collections are rather slow and not coming in in the same proportion as last year.

There is very little striking news to be noted in the Philadelphia trade at this, the beginning of a new month. The notification by the Edison Co. that it will place a disc machine on the market the first of next October has been the chief topic of discussion.

The announcement that the Victor Co. is going to materially change its styles is also interesting. There have been no new talking machine houses opened in June in Philadelphia and there is not likely to be any until fall. During this month the dealers will slacken in their efforts and give their men their vacations and the campaign is likely to be called early this year.

C. J. Heppe & Son report that their talking machine business was fairly good in June, at least so far as June business goes. In certain lines of goods they find themselves short of stock, but the situation has eased up considerably over past months. "July," Manager Elwell says, "opened up very good, and things look very encouraging. Our June business was better than last year, and as every month thus far has run ahead of 1911, I see no reason to complain, but rather to look in an optimistic way at the situation, in view of the fact that so few lines of business show the same results. Among visitors to the Heppe house recently were William Keyes, of the Stoll Blank Book & Stationery Co., of Trenton, and Harry J. Holt, the Mt. Holly (N. J.) dealer.

Acting Manager O. C. Dorian, of the Columbia Phonograph Co., reports a good business. He just returned from a few days' trip up the State, during which he visited Wilkesbarre, Reading, Easton, Bethlehem and Harrisburg, in all of which cities the Columbia agents have been doing good work. He brought with him a very nice order, among others, from the Troup Music House of Harrisburg, which house will eventually put in the complete Columbia line.

C. A. Pusey has taken Walter Linton's place as wholesale representative of the Columbia, and he has been doing very well. He has never been in the talking machine business, but in a similar line, and he is very enthusiastic—and having bright red hair he ought to make a hit selling Red Seal records.

George W. Lyle, Mrs. Lyle and daughter, Mr. and Mrs. Walter Eckhart, and Tom Murray recently motored over from New York, which was Mr. Lyle's initial trip in his new car, and they had many amusing incidents to relate, including a few break-downs.

The Philadelphia trade is highly enthusiastic over the success of the meetings in Atlantic City last week of the National Jobbers' Association, and they are loud in praise of the Victor day in this city, which is noted fully elsewhere. Louis Buehn has been receiving many congratulations on his election to the secretaryship of the association. Mr. Buehn has been attending conventions for the past two weeks. The week before the Atlantic City convention he was in Boston attending the convention of the National Credit Men's Association.

Mr. Buehn says that the business of his house in June was 40 per cent. greater than during the June of last year, and he thinks the outlook for the

rest of the summer and fall is great. "Our business has surprised me," he says, "and the outlook seems to be extremely good." Business has been very good at the Pittsburgh house of Buehn, and Edmund Buehn has entirely recovered from his recent illness and is attending to business regularly again.

The Buehn firm has been having a wonderful success with the Edison dictating machine. Recently they were requested to send a list of the firms in this city who use more than ten of these machines, and they were able to name close to forty, the Curtis Publishing Co. having been the greatest purchasers, having installed 200 machines. This business is in charge of P. E. McCurdy.

Lit Bros. report business as quiet but equal to last year at this period. They are making an effort to unload all of their old stock, so that they can begin the fall season with an entirely new line, when they expect to enlarge their department, adding several new hearing rooms. Charles Bennett, sales manager of the Victor Co., was a visitor at the Lit department this week.

Manager Stewart, of the Gimbel talking machine department, notes that their business in June shows a most satisfactory increase over last year. They have the promise now of four more hearing rooms, which will be ready for them by the first of September. They are at present adding some attractive decorations to their department in the shape of a Japanese lattice work overhung with wisteria. It will add very much to the appearance when finished. W. B. Fulghum and Albert H. Bates, of the Victor Co., were visitors at the Gimbel house this week. Mr. Bates had not paid the department a visit for some time and he was very much surprised at the amount of stock they carried at present over his previous visit. Manager H. H. Stewart and G. F. Wurtele, of the department, were both attendants at the Atlantic City convention.

The Estey Co. has started to build booths for its talking machine department, which when finished will be one of the classiest in the country.

GRAFONOLAS IN THE SCHOOLS.

Interesting Letter from Superintendent and Principal of Schools in Portland and La Grande, Ore., on This Subject.

Recently the Portland (Ore.) branch of the Columbia Phonograph Co. supplied the public schools of La Grande, Ore., and the Holladay school, of Portland, with Columbia Grafonolas, and their installation has been attended with marked success. Recently a letter was received from John D. Stout, superintendent of the La Grande city schools, in which he states that as a result of installing four Columbia Grafonolas during the past year, the children have been trained to appreciate more keenly not only the value of classical music, but have become informed of musical history, voice placing, phrasing, etc., through listening to the reproduction of distinguished artists. He added further: "The introduction of the Grafonola to our schools has created a deeper interest in school work. It has not only been the means of entertainment, but a source of instruction as well. The children are delighted with the plan and look forward with great pleasure to the time that the Grafonola will be played in their room."

A. M. Cannon, principal of the Holladay School, of Portland, also writes in enthusiastic vein regarding the pleasure, entertainment and instruction derived from the use of the Favorite Grafonola which was placed in the school last spring.

WHERE WASTE MOTION EXISTS.

One trouble with modern commercial life is that there is too much scientific salesmanship on articles that don't deserve it, and too little scientific investigation of articles that do on the part of the buyer. In industrial economy we hear a great deal about "waste motion." The biggest waste of motion in the world to-day is the motion that is never made.

Almost any kind of a bargain offering will attract buyers, but it takes quality in the goods sold to make steady customers.



An engineer on a Southern railway, where the trains were always late, pulled into Bingville at 10 o'clock sharp one morning. That was the hour his train was due and prominent citizens crowded forward to congratulate him for being on time.

"On time", he said sadly, "why this is yesterday morning's train".

Do you get your goods on "yesterday morning's train," or worse, or are they always really "on time"?

No question about everything being on time when you get it from us, for every business day in the year we live up to this motto—

All orders shipped the same day they are received.

That's us — every time. Right to-day you likely need something in Victors, Victor-Victrolas, Victor Records, record cabinets, needles, fiber cases, horns, repair parts and other accessories. Send us a trial order and watch how quickly we deliver the goods. And you'll always get the same prompt delivery.

A card brings our booklet, "The Cabinet That Matches", and our interesting catalog.

New York Talking Machine Co.

Successors to
Victor Distributing and Export Co.

83 Chambers Street

New York



LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

(Special to The Talking Machine World.)

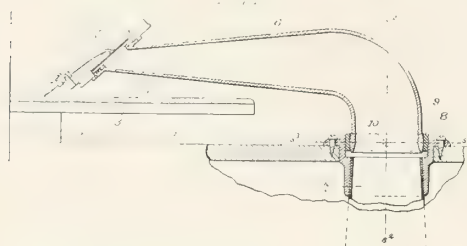
Washington, D. C., July 7, 1912.

TALKING MACHINE. Walter Hyer Pumphrey, New York, N. Y., assignor to Boston Talking Machine Co., a corporation of Maine. Patent No. 1,026,178.

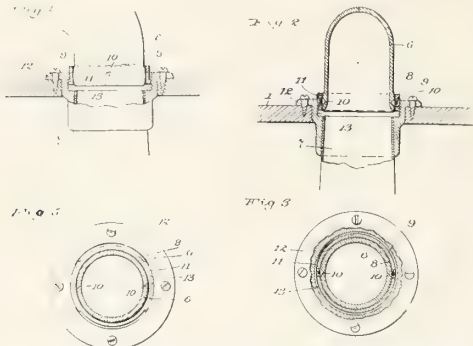
This invention relates to talking machines and has particular reference to a mounting for the tone-arm thereof. In such machines, it is ordinarily essential that the tone-arm have free movement in vertical and horizontal planes and the purpose of the present invention is to produce an extremely simple and inexpensive form of mounting which will permit such movement of the tone-arm and reduce friction to a minimum.

It is a further object of the invention to provide for readily removing the tone-arm or placing the same in position, without requiring the aid of skilled workmen or tools, thus facilitating packing, shipping and assembling the machine for use.

A further object is to avoid the necessity for



careful and accurate adjustment of parts in mounting the arm and produce a construction in which confusion or mistake in assembling will be rendered improbable if not impossible and the parts will be self-adjusting when brought into operative relation with each other.



In the drawings—Figure 1 is a view of elevation, partly in section, showing the invention applied to a talking machine of the concealed horn type. Fig. 2 is a section on the line S2—S2 of Fig. 1. Fig. 3 is a similar view on the line S3—S3 of Fig. 1. Fig. 4 is a vertical sectional view illustrating a modification. Fig. 5 is a horizontal sectional view of a further modification.

REPRODUCER FOR GRAPHOPHONES. Victor H. Emerson, New York, assignor to American Graphophone Co., Bridgeport, Conn. Patent No. 1,026,084.

This invention relates to talking machines employing disc records which have vertically undulating record grooves.

In machines employing ordinary disc records, the record groove is relied upon to feed the sound-box across the disc, the spiral groove acting as a feed screw. Heretofore, vertically undulating sound-grooves have generally been confined to cylindrical tablets; and when applied to disc tablets they fail to feed the sound-box properly, because of their shallowness—the stylus being liable to leave the track, skipping one or more grooves and giving imperfect reproductions.

One object of the present invention is to provide a talking machine in which vertically undulating disc records may be employed that will properly feed the sound-box. Again, disc records have heretofore required a fresh stylus (or "needle") for each reproduction, whereas cylinder records (with their vertically undulating grooves) employ the same stylus over and over again. By applying the vertically undulating record to a disc tablet, and by giving the groove the proper con-

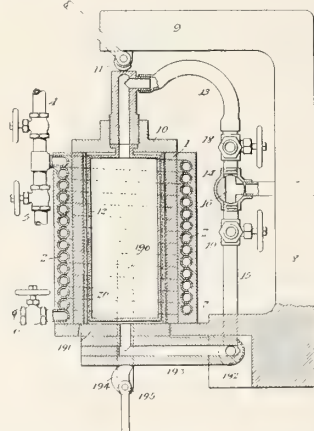
figuration the combined results of both feeding the sound-box across the disc and of using the same needle for all reproductions are accomplished. In the third place, if the ordinary reproducing stylus employed in cylinder machines be used with a vertically undulating groove deep enough to feed it, the stylus will not enter the more minute irregularities, and the reproduction will be correspondingly defective.

Another object of the invention, then, is to provide, in connection with a record-groove capable of feeding the sound-box, a stylus that will give faithful reproductions from such record groove.

Figure 1 is a cross-section greatly enlarged, representing a recording tablet and the recording stylus used in the present invention; Fig. 2 is a similar view of the record tablet employed in the present invention, showing the reproducer in connection therewith; and Fig. 3 is a plan view of a disc tablet, partly broken away, showing the position of the reproducing stylus in connection therewith.

APPARATUS FOR DUPLICATING SOUND RECORDS. Jonas W. Aylsworth, East Orange, N. J., assignor by Mesne assignments to Thos. A. Edison, Inc., West Orange, N. J. Patent No. 1,024,965.

This invention relates to an improved apparatus for duplicating sound records from matrices or molds by the expansion of a blank, and is adapted



particularly for the making of records from relatively hard material, such as hard rubber, celluloid and similar composition, although the invention may be used for making records from wax-like compositions, such as those now employed in the art of making duplicate phonograph records by a molding operation.

PHONOGRAPHIC RECORDING AND REPRODUCING DEVICE. Samuel W. Wylie, Jamestown, N. Dak. Patent No. 1,029,249.

This invention relates to phonographic devices for recording and reproducing sounds; and as the mechanism and principles of the invention are applicable to both recording and reproducing devices, it is described mainly as a reproducing device.

The main object is to provide a device that will record and reproduce sounds with more volume, clearness and exactness than the devices heretofore provided. To attain this object the inventor has dispensed with all moving weights or bodies, like pistons, pressure weights, balance weights, etc., in connection with the stylus lever and diaphragm, as the momentum of weights in that connection tends to disturb and often resist the proper vibration of the stylus. He then provides means whereby the diaphragm is normally held in plane position when the stylus is in contact with the record,

so that the diaphragm may vibrate with ease to either side of its plane position, while in ordinary phonographs the contact of the stylus with the record causes the diaphragm to stand in a bulging position, from which it is only partly sprung back by the vibratory effect of either the sound waves on the record or the sound that should produce such waves on the record; and it is evident that such imperfect vibrations can only produce imperfect results. The inventor next provides a very delicate or sensitive point by which to permit the stylus to follow the middle of the spiral groove of the record thus avoiding the effect of a tendency of the stylus to climb up the sides of the spiral grooves; and lastly, a means for the prevention of all lost motion between the stylus, the diaphragm and the record.

In the accompanying drawing, Figure 1 is a partly sectional end elevation of the upper portion of a phonograph with the improvements applied to it. Fig. 2 is a top view of the portion shown in Fig. 1 with the feed screw, feeder arm, record and record mandrel omitted. Fig. 3 is a section near the line a-a, Fig. 1. Fig. 4 is a section on the line b-b, Fig. 1, with the recorder arm omitted. Fig. 5 is a section on the line c-c, Fig. 1. Fig. 6 is a bottom view of the diaphragm casing and stylus lever and its connection. Fig. 7 is a section on the line d-d, Fig. 6, with the casing proper omitted.

APPARATUS FOR MAKING PHONOGRAPHIC RECORDS. James Albert Whitman, Grantwood, N. J. Patent No. 1,030,364.

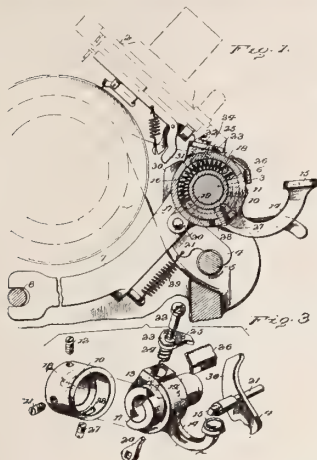
This invention relates to apparatus for making phonograph records. Its organization comprises means for evenly forcing or pressing a tube of celluloid, a paper tube coated with celluloid, or a cylindrical surface of any other suitable material against a matrix from which a sound record is to be taken.

In the accompanying drawings Figure 1 shows an elevation partly in section of one form of the invention, Fig. 2 shows a top plan view of Fig. 1, Fig. 3 is a section of Fig. 1 on the line 3, 3, Fig. 4 shows an enlarged partial section of Fig. 3 on the line 4, 4, Fig. 5 represents an elevation and partial longitudinal section of a modification of the invention, Fig. 6 shows a section of Fig. 5 on the line 6, 6, Fig. 7 represents an elevation and partial section of another form of the invention, and Fig. 8 shows a top plan view of Fig. 7 with a portion thereof broken away.

BACK SPACER FOR DICTAPHONES. Thomas H. Macdonald, Bridgeport, Conn., assignor to the American Graphophone Co., same place. Patent No. 1,030,740.

This invention relates to dictaphones, or that class of talking machines designed for taking dicta-

tion which is subsequently transcribed, and more particularly to the reproducing portion or element of the machine.



In machines of this character it is desirable for the operator who is transcribing the record to repeat certain portions of the record, that is, to place the reproducer back for a short distance, in order that the last portion of the record reproduced may be repeated.

The particular object of the present invention is to provide a simple and efficient means for throwing the reproducer back for a short distance over the record; in other words, to back space the reproducer for the purpose of securing the repetition of the part of the record that has just been reproduced.

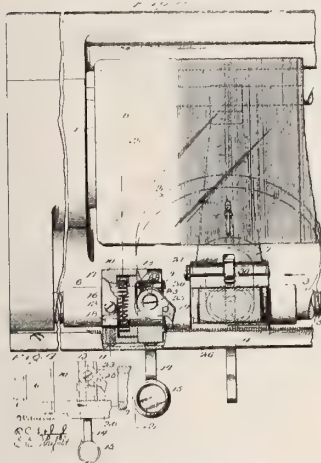


Fig. 1 is an end elevation of a machine, with parts shown in section, taken on line 2-2, Fig. 2. Fig. 2 is a broken plan view thereof; Figs. 3 and 4 are broken details of portions of the back-spacing device.

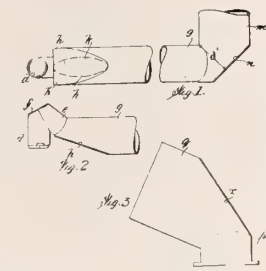
SOUND CONDUIT OR AMPLIFYING DEVICE FOR TALKING MACHINES AND THE LIKE. Alex Fischer, West Kensington, London, Eng. Patent No. 1,029,002.

This invention relates to sound conduits applicable to talking machines and the like in which one or more bends are formed for the purpose of directing the sound waves in the desired direction, and the object of the invention is to so form the bends that the sound waves may be passed through the conduit in straight lines without being compressed, intermingled or diffused without being deflected against the side walls of the conduit.

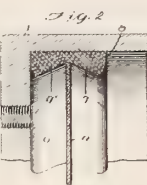
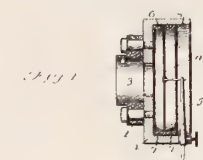
In carrying out this invention each joint or bend in the conduit is provided with a reflecting surface which is inclined equally to the axes of both parts of the conduit on opposite sides of the bend so that the sound waves are reflected in straight lines parallel with the axis of the conduit. The cross sectional area of the conduit in the narrowest part of the bend is approximately the same as the cross sectional area of that part of the conduit from which the reflector receives the sound waves whereby such waves are transmitted without compression or diffusion. The reflecting surface is of such size as to receive all of the waves and directly transmit all of them to the next part of the conduit.

The cross sectional area of the conduit at the narrowest part of the bend is approximately the same as the cross sectional area of that part of the conduit whence the sound waves proceed. The section of the conduit will in most cases consequently and relatively increase in size from the receiving to the discharge end in order to obtain the advantages above specified. By the construction explained, sound waves are transmitted without compression, deflection or diffusion, and these

waves are discharged from the conduit with full volume of clear tone and of good quality.



of a talking machine. Fig. 2 is a plan view of part of the conduit shown in Fig. 1. Fig. 3 shows an elbow joint suitable for connecting a tone arm with a trumpet.



the diaphragm may be readily removed and replaced without injury thereto.

In the drawings, Figure 1 is a longitudinal section of a sound box constructed in accordance with this invention; Fig. 2 an enlarged fragmentary portion of the same, and Fig. 3 a front elevation of the diaphragm and its supporting ring.

SUPPORT FOR CYLINDRICAL SOUND RECORDS. Frank X. Hofbauer, East Orange, N. J., assignor to George S. Iddings, Cleveland, O. Patent No. 1,029,808.

This invention relates to talking machines of the type employing sound records of cylindrical form and has reference more particularly to the construction of the supports on which the sound records are mounted in such machines.

In talking machines using cylindrical sound records it is common to provide a mandrel for supporting the record provided with a tapered exterior surface and the interior of the record is also slightly tapered so that when the record is moved upon the mandrel it will come to rest in a position in which it is held firmly.

In different records, and particularly in records put out by different manufacturers, the size of the opening through the record varies, and, with the forms of supports for cylindrical sound records now commonly used, this variation causes a proportionate variation in the position in which the record is held upon the mandrel lengthwise of the mandrel.

In some machines, as for instance those of the magazine type, it is important that the record always assume the same position longitudinally of the support in order that proper coaction with the reproducing mechanism may be obtained, and the record must be held in this position with sufficient rigidity to preclude movement thereof relatively to the support during the operation of the machine.

The present invention involves the provision of a support for a cylindrical sound record specially constructed so as to fulfil the conditions above set forth without detracting from the facility with which the record may be placed upon it or removed therefrom. In accordance with the invention a support is provided having a tapered cylindrical surface on which the record is received and at the end of this surface a stop projection, preferably a circumferential flange, against which the

In the accompanying drawings, Fig. 1 shows a side elevation of a sound conduit with several bends made in accordance with the invention, such conduit being in this instance of suitable construction for the tone arm of a talking machine. Fig. 2 is a plan view of part of the conduit shown in Fig. 1. Fig. 3 shows an elbow joint suitable for connecting a tone arm with a trumpet.

SOUND - BOX FOR TALKING MACHINES. Bentley L. Rinehart, Camden, N. J., assignor to Victor Talking Machine Co., same place. Patent No. 1,028,606.

The main objects of this invention are to provide a sound-box, an improved mounting for a diaphragm; to provide a sound-box having a diaphragm, in which

end of a record abuts so that in every case the record will lie upon the mandrel in the same position relatively to the length of the mandrel. The tapered cylindrical surface of the mandrel is so made that it can yield radially and the parts thereof are pressed outwardly to a predetermined extent with a yielding pressure; in this way the records will always be held firmly upon the mandrel when moved thereon into coaction with the

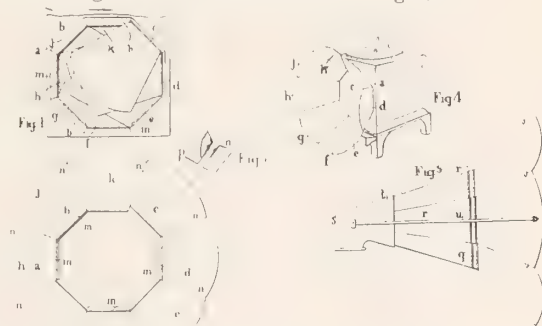
stop though there be considerable variation in their interior diameter. The outward movement of the parts forming the cylindrical surface is suitably limited so that in no case would the smaller end of the support be expanded to such extent that a record would not slide thereon readily.

Fig. 1 is a plan view of the support showing record thereon in section; Fig. 2 is a longitudinal sectional view of the support; Fig. 3 is a longitudinal sectional view of the support at right angles to the section of Fig. 2, and Fig. 4 is a transverse section on line 4-4 of Fig. 3.

TRUMPET. Joseph Marguilies Landon, Upper Norwood, London, Eng. Patent No. 1,029,502.

This invention refers to talking machines and relates especially to the horn or sound amplifying device for use in connection with such machine.

Considerable inconvenience has been experienced with talking machines of all classes owing to the



fact that a large trumpet has to be used in order to secure the best results, which trumpet is unsightly and also extremely cumbersome when it is required to transport the machine from place to place.

Various machines have already been devised fitted in cabinets, with a sound conduit located in the cabinet, but it is found that the reproduction from a machine of this type is not so satisfactory as when the ordinary trumpet or horn is used owing to the restricted dimensions of the trumpet and to the lack of a proper bell portion.

The present invention refers to a method of constructing a trumpet either alone or in connection with the cabinet containing the talking machine in such a way that the whole trumpet or the bell portion can be folded into a very small compass and yet when opened a full sized trumpet or one of any required dimensions is formed.

In the drawings, Figure 1 is an elevation of the bell portion of a trumpet formed from folding flaps with the flaps closed; Fig. 2 is a similar view showing the flaps open; Fig. 3 is a detail of the fastening of the flaps together; Fig. 4 is a diagrammatic view showing a device such as that illustrated at Figs. 1 and 2 attached to the front of the cabinet of the talking machine. Fig. 5 shows a whole trumpet built up from hinged flaps.

DICTAPHONE USED IN FAMOUS TRIALS.

The dictaphone is steadily growing in favor for court use. It was employed in the famous Spencer murder trial in Springfield, Mass., as well as in the McNamara trial in Los Angeles. The use of the

dictaphone, which greatly facilitated the printing of evidence for the use of counsel, was the subject of an extended illustrated article recently in the Springfield Union, in which the modus operandi is explained in detail. In both trials, through the use of the dictaphone, the court stenographers, with

typewriter assistance, were able to get the brief of each day's proceedings at 7 o'clock in the evening, so that all interested were able to use them for reference and study—a remarkably good time record in turning out court reports and a decided tribute to the dictaphone.

MOVING PICTURES IN SCHOOLS.

An Early Possibility if Edison's Latest Plan Works Out—Animals and Insects Shown as in Actual Life—Some of the Subjects That Are Already Planned for the Pictures—History and Geography Served in Attractive Form in the Schoolroom.

In a very short time you may see from the car window a man squatting in the Jersey meadows, winding what seems to be a black box. That man is helping to get rid of some of the \$3,000,000 which Thomas A. Edison means to spend in introducing the moving picture into the schoolroom.

The man with the black box is one of Mr. Edison's operators. He is recording with the microscopic lens the life, love, adventures, villainy and death of a Jersey mosquito and some time next fall in some schoolhouse in Illinois there will rise up a chorus of "Ahs!" and "Ohs!" as the mosquito appears big as an elephant on the moving picture screen. Incidentally as the habits of that mosquito are unfolded on the screen the youth of Illinois will learn the methods of getting rid of the pest.

Mr. Edison has decided that the moving picture can be made more than a mere plaything. It was announced recently that he intended to put \$3,000,000 and eight years behind his idea. For six months now men all over the world have been at work planning the details and by next fall it is hoped that the first of the series of pictures will flash across the sheets in schoolrooms.

Mr. Edison intends to use his home kinetoscope for this pictorial education. It is a small machine, easy to carry about and easy to operate. Non-inflammable films are used and eighty feet of film contains as many pictures as 1,000 of the films used in theaters.

The pictures are extremely small, less than three-sixteenths of an inch high and one-quarter of an inch wide. The Edison folk say that a six-foot picture from one of these photographs can be thrown upon a screen. Technically this is called projection from microscopical objects, which means simply that the inventor has found a way to project a sharp, clear picture from a photograph so small that a microscope is required to make out the objects contained in it.

So much for the machine. Now, Mr. Edison believes that the average child would rather see an elephant walk across the screen in front of his delighted eyes than look upon a picture of an elephant in a text-book. Furthermore, the child will get a better idea of what the elephant really does and looks like from that moving picture. Take, history, says Mr. Edison. Would it not give the child a better idea of the Battle of Lexington if he could see it acted out before him by trained actors faithful to all the historical detail moving upon the very spot where the battle was fought in a little town in Massachusetts and that so many men were lost on each side?

Mr. Edison thinks so, and a convention of school principals that recently met in St. Louis—some 2,000 of them—agreed with him when one of his operators showed the films already made and outlined future plans.

So far a prospectus has been made for moving pictures in seven subjects that parallel the text-book courses. These are some of the pictures that Mr. Edison hopes will make geography attractive and real to the dull student: "Off the Coast of Maine," "New York of To-Day," "Icebergs Off the Coast of Labrador," "The Panama Canal in 1911," "The Chunco Indians of the Amazon River," "1,000 Miles Through the Rockies," "In and Around Havana, Cuba" and "Over Mountain Passes."

This is only the beginning of the geography course, for Mr. Edison has sent James Ricalton, a veteran photographer with a long news photography experience, around the world to catch with his lenses anything that may give the American school child a wider and clearer vision of the world he lives in. Mr. Ricalton will be gone three years. He took pictures of the Durbar for Mr. Edison and is now in Asia.

For the history courses Mr. Edison has sent out

CLEVER ILLUSTRATED PUBLICITY.

We reproduce herewith one of the cartoons which is now running in the Columbia Phonograph Co.'s house organ, The Columbia Record—one of the products of the progressive advertising

department of the Columbia Co., and which is attracting widespread attention among the trade. A picture advertisement, and especially one in the line of a humorous cartoon, is nearly always a business getter. The one in question herewith is no exception.

He Couldn't Beat It For Value.



from his Bronx laboratories several companies to set forth the events of American history on the actual spots where they occurred. The Battle of Ticonderoga, for example, has been enacted on the shores of Lake Champlain by an Edison company. In the Battle of Bunker Hill you can see above the lines of redcoats the shaft of the monument. The Battle of Trafalgar has been fought out in the Bronx laboratories with all the historical accuracy as to costumes and events that is possible.

The country child can see the plunge of horses of the New York fire department or the whirl of the new automobile fire-fighter. There are pictures of naval parades for the delight and education of inland youth. The processes of the chemical crystallization of certain substances are to be thrown upon the screen.

In a public school in Brooklyn where the films were tried out the other day the operator let the teacher choose a pupil to run the machine and the instant competition that began suggested to Mr. Edison's workers the idea of setting up the handling of the machine as an incentive to scholarship.

So the fathers of the next generation must not be startled if their sons return with intimate knowledge of the habits and customs of the inhabitants of the Isle of Guam.

"I saw them in the school pictures to-day," will be the answer.

RESOLUTION WORTH KEEPING.

I resolve—

To keep my health;
To do my work;
To live;
To see to it I grow and gain and give;
Never to look behind me for one hour;
To wait in weakness, and to walk in power;
But always fronting onward to the light,
Always and always facing toward the right.

—Charlotte Perkins Stetson.

60 YEARS' EXPERIENCE

PATENTS

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- E946 Eltorott Az Egri Asszony Puttonja, Comic—Humorista by Gondor Aurel, Zonogora es Cziganzene Kiserettel.
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- Passiar Paa Kirkegaarden (Berggreen), Komiker by Marius Berggreen.
- E965 Rikke, Af "Den Glade Skomager" (R. Schonefeldt), Komiker by Jorgen Lund.
- Pusteroret, Komiker by Marius Berggreen.
- E966 Husmand Sang (Johann Skjoldborg), Baritone Solo, sung by Hans Petersen, Koncertsanger.
- Agnete Og Havmanden (N. B. Gade), Baritone Solo sung by Hans Petersen, Koncertsanger.
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- Tal Du Sagte Min Unge Nattergal (Hakon Borresen), Mezzo-Soprano Solo sung by Frk. Julie Wiegandt, Koncertsangerin.
- E968 Denmark Skal Staa (G. A. Lembeke), Baritone Solo sung by Hans Petersen, Koncertsanger.
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- There is Silver Now Where Once was Gold (Huntington). American Quartet. 10
- 17108 Adopted Child (Creamer-Lemonier-Carle). Bob Roberts. 10
- Beans! Beans!! Beans!!! (Bowman-Smith). Eddie Morton. 10
- 17109 Good Night, Good Night, Beloved! (Pinsuti). Victor Brass Quartet. 10
- Southern Cross (Clarke). Cornet. H. L. Clarke. 10
- 17110 Ben Hur Chariot Race March (Paull). Sousa's Band. 10
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- 17111 Mr. Dream Man, Two-Step Medley. Arthur Pryor's Band. 10
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- 17112 The Subway Glide (Gillespie-Norman). Walter J. Van Brunt. 10
- The Deedle Dum Dee, from "The Wall Street Girl" (Burt-Hein). Ada Jones. 10
- 17113 That Aeroplane Glide (Israel). Ada Jones. 10
- That Sneaky Snakey Rag (Smith-Bowman). Collins and Harlan. 10
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- You're My Baby (Brown-Ayer). American Quartet. 10
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- 17118 Down at Mammy Jinny's (Kempenner-Friedland). That Girl Quartet. 10
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- 17119 Lucia Sextet Burlesque, sung in "Hanky Panky" and at the Winter Garden (Irving Berlin). Billy Murray and Vaudeville Quartet. 10
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- William Tell Fantasia (Rossini). Xylophone. Wm. H. Reitz. 10
- 17121 I Love You Truly (Carrie Jacobs-Bond). Elsie Baker. 10
- Voices of the Wood, Melody in F (Watson-Rubinstein). Elsie Baker. 10
- 17122 Roses Bloom for Lovers, from "The Rose Maid" (Smith-Granchistaden). Marguerite Dunlap. 10
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- 88380 Stabat Mater—Quis est homo (Who Would Not Pity)? Rossini. 12
- John McCormack, Tenor.—In English.
- 64256 Eileen Aroon. Davis-MacMurrrough. 10
- 64259 The Harp that Once Thro' Tara's Halls. Moore. 10
- Margarete Matzenauer, Mezzo-Soprano.—In French.
- 87103 Carmen—Seguidilla (Near the Walls of Seville). Act I. Bizet. 10
- Herman Jaworsky, Tenor.—In Italian.
- 76024 La Traviata—Dei miei bollenti spiriti (Wild My Dream of Youth) Act II. Verdi. 12
- 76023 La Boheme—Racconto di Rodolfo (Rodolph's Narrative) Act I. Puccini. 12
- Johanna Gadske, Soprano.—In German.
- 88362 Lobetanz—An allen Zweigen (Lovely Blossoms of Spring) Act I. Thullie. 12
- Vladimir de Pachmann, Pianist.
- 64263 Mazurka, Op. 59, No. 3—F sharp minor. 10
- 74302 Etude, Op. 10, No. 12 (Arr. for left hand alone by Godowsky). Chopin. 12
- Rita Fornia, Soprano.—In German.
- (Violin obbligato by Howard Rattav).
- 74227 Der Spielmann (The Minstrel) Op. 15 No. 1. Hildach. 12
- Maud Powell, Violinist, piano accomp. by George Falkenstein.
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- (b) Yamanta Wahichni (II). 10
- 63505 (a) Yamanta Wahichni (III). 10
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- By El Saied El Sarti.
- 63507 (a) Inna Wagdi (Kassida) (I). 10
- (b) Inna Wagdi (Kassida) (II). 10
- By Mohamed Effendi Salem El-Kebir.

- 62508 (a) Ya Man Asarani (I). 10
- (b) Ya Man Asarani (II). 10
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- 63588 (a) Ya Roh El-Nofous (I). 10
- (b) Ya Roh El-Nofous (II). 10
- 63589 (a) Kount Fein (Higaz) (I). 10
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- 63606 (a) Ya hleoua ya habibi. 10
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- (b) Polonez Jubileusowy (Zukowski). 10
- By Chopin Conservatory Mixed Quartet.
- 63687 (a) Idzie Stary Bez Wiesz (Gall). 10
- By Chopin Conservatory Mixed Quartet.
- (b) Witaj Majowa Jutrzenko (Piesn Patryotyczna by Boleslawa Iza Wawrzynska). 10
- 63688 (a) Wlaz Kotek naplotek Mruga (Swiersynski) piano accomp. 10
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- By Carl Bernhard.
- 63764 (a) Ex-Präsident Roosevelt aus Amerika. Orig.—Potpourri, I Teil, von C. Bernhard. Comic song. 10
- (b) Ex-Präsident Roosevelt aus Amerika. Orig.—Potpourri, II Teil, von C. Bernhard. Comic song. 10
- By Josef Bauer.
- 63765 (a) Der Simandl, Comic Specialty. 10
- (b) In der Binderwerkstätte, Comic Specialty. 10
- By Mirzl und Mina.
- 63766 (a) Bayrische Farben. Yodel Specialty. 10
- (b) Mein Steierland. Yodel Specialty. 10
- By Käthe Franck-Witt.
- 63834 (a) Gretli und Hansel. I Teil. Märchen von Hedwig von Lepel—Gnitz. 12
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- 1069 U. S. Army Bugle Calls, art. I. Buglers N. Y. Military Band.
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- 1071 The Ragtime Goblin Man. Collins and Harlan.
- 1072 'Tis All that I Can Say. Reed Miller.
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- 1089 Black Diamond Rag. New York Military Band.
- 1090 The Church in the Wildwood. By the International Association Quartet.
- 1091 Remember Now Thy Creator. 1092 What Did He Do? 1093 The Riches of Love. 1094 Blessed Is He That Readeth. 1095 The Shepherd True.
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- 1474 The Country Postmaster. Porter & Harlan.
- 1477 Fete Boheme. The U-S Concert Band.
- 1485 My Sweetheart's the Man in the Moon. Oakland & Thompson.
- 1487 The Homeland. McClaskey & Jahn.
- 1499 Pickaninny's Lullaby. Elsie Baker.
- 1505 I'm Afraid, Pretty Maid, I'm Afraid. Jones & Van Brunt.
- 1508 Lustspiel (Overture). The U-S Concert Band.
- 1534 Dear Old Rose. Harrison.
- 1538 Jimmy Trigger, the Boy Hero. Golden & Hughes.
- 1545 Oh You Circus Day. Collins & Harlan.
- TWO-MINUTE RECORDS.
- 470 Something's Going to Happen to You. Burr & Campbell.
- 475 Absent. Emerson Williams.
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RECORD BULLETIN FOR AUGUST, 1912.

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 484 I'd Love to Live in Loveland.....Ballard
 487 Addisha Nightingale.....Burkhart
 491 Take Me Back to Dreamland.....Ballard
 495 My Killarney Rose.....Ada Jones

WIRELESS MUSIC 434 MILES.

Much Success Attends French Tests of Wireless Telephony.

For some time past extensive wireless telephony experiments have been under way at Toulon, France, where the Prince of Monaco has installed a board on the "Hirondelle," a wireless station with a radius of 600 to 700 kilometers. This apparatus gave a continuous current with musical sounds, producing all the notes of the octave.

The sounds were easily heard by an operator, who was able to distinguish them from the subsidiary sounds which are always produced during an electrical disturbance of the atmosphere.

A portion of the "Marseillaise" sent from Fort de Leau, in Algeria, was heard perfectly aboard the "Hirondelle" in the inner harbor of Toulon, a distance of over 700 kilometers (434 miles). The "Hirondelle" wireless mast is only 120 feet in height. The experiments were carried out at mid-day, when the transmission of Hertzian waves is most difficult.

Experiments in wireless telephony were made during recent naval manoeuvres off Villefranche between the warships "Verité" and "Justice" of the French navy. At that time wireless telegraphy could not be worked on account of atmospheric disturbances caused by heavy gunfire, but telephony worked admirably at a distance of nearly 150 kilometers (93 miles).

SELECT A GOOD MAN.

Something of Walter G. Linton Who Has Been Chosen to Take Charge of the Talking Machine Department of the Estey Co.

Thos. K. Henderson, the new and efficient manager of the Estey Co. in Philadelphia, has engaged



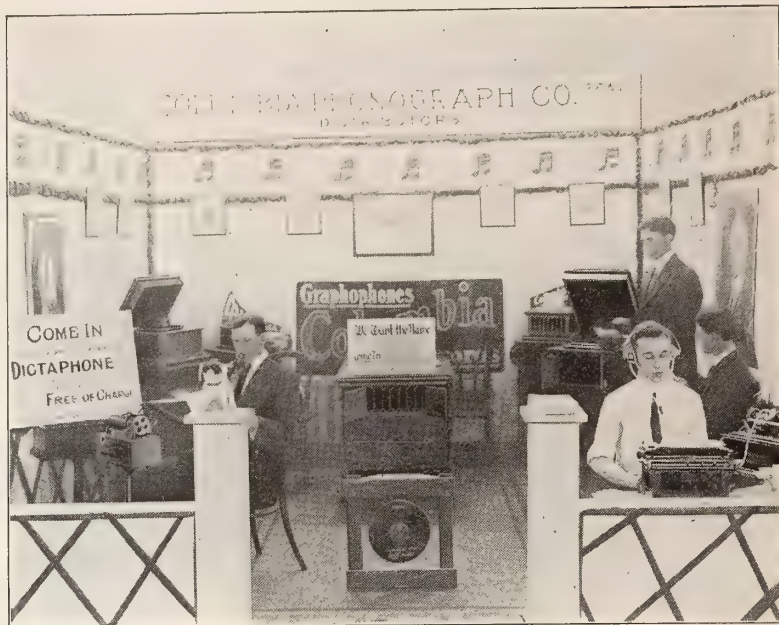
Walter G. Linton.

Walter G. Linton to take charge of the talking machine department which has just been started most auspiciously in the Estey Co.'s handsome building in the Quaker City.

Mr. Linton is typical of the best brand of American salesman. A clean-cut, bright, brainy, always alive business man with a personality that pleases. For three years Mr. Linton sold Victors and in 1907 he was in charge of the talking machine department in Wanamaker's store. Two years later he joined the National Cash Register forces, and in 1911 he was persuaded to line up with the Columbia Phonograph Co. He is now leaving the Columbia staff and goes with Estey. Though the Columbia Co. regrets losing him there is some compensation in the fact that Mr. Linton

ATTRACTIVE COLUMBIA EXHIBIT AT MERCHANTS' CONVENTION, DALLAS.

The accompanying illustration shows the booth of the Columbia Phonograph Co. at the Twelfth Annual Convention of the Retail Merchants' Association of Texas, held at Dallas, recently. The exhibit attracted much attention from retail merchants of Dallas, as well as visiting merchants from other sections of the State. The exhibit was the means of lining up many prospects for Dictaphone sales and was instrumental in furthering the reputation and publicity of the Columbia product in general. Texas is one of the strong



will be doing Columbia work for the house of Estey, as it handles the Columbia product.

INTEREST ON OVERDUE ACCOUNTS.

Perusal of Letter Which Recently Won a Prize and Which Should Interest Readers.

A prize for the best letter written a customer, presenting the reasons for charging interest on overdue accounts, was recently offered by President Parker, of the St. Paul, Minn., Credit Men's Association. It was won by Z. H. Thomas, of that city, his letter being as follows:

"Replying to your favor of the 25th inst. regarding interest charged on your account we wish to say that our prices are based on getting our money according to our terms when our bills mature. The terms are plainly set forth upon our order sheets and invoices, are understood by you, and are just as much a matter of agreement as is the price of the merchandise.

"We are obliged to pay our bills when they become due, and have to depend upon our own receivables being paid promptly in order to do this. When our customers do not pay us it means that we must borrow money ourselves and pay interest on it in order to carry their accounts, and it certainly seems most reasonable that they should be willing to pay us interest to offset what we are obliged to pay in order to accommodate them.

"If you borrow the funds of your banker to pay us he charges you interest. If, instead, you depend upon us for the accommodation we are entitled to the same consideration at your hands as you would give him, for it is our money you are getting the use of, while we, in the meantime, are deprived of it.

"We want your business and shall always endeavor to merit it, and to that end assure you as good treatment as we give to any of our custom-

States of the South so far as the popularity of the Columbia is concerned.

ers. We have but one policy, which is to treat all with equal fairness, and we cannot consistently exempt you from paying us interest on past due accounts while requiring it from others, and we feel sure this will appeal to you as just and reasonable."

CONVENIENT FOR VACATIONISTS.

Practically every vacationist, whether going to the woods, the beach or on an extended trip, wants to keep in touch with his home folks and his business house. For that purpose the convenience of a fountain pen meets with his instant approval. Right here is a field which is full of opportunities for the salesman who is wide awake enough to suggest fountain pens to the customer contemplating a vacation trip.

The greatest demand naturally falls upon the pen of the non-leakable type, such as Moore's Non-Leakable, the product of the American Fountain Pen Co. This pen is particularly adapted for vacationists because it can be jogged around any old way in the hip or vest pockets or in the pocket of a white outing shirt, without showing the slightest trace of leakage. It is a time and labor saver, too, as it requires no shaking or coaxing to start the ink flow, or no unscrewing of joints preparatory to filling. You should by all means have at least a small stock of Moore's Non-Leakables on hand to supply the vacationists' demand.

NEW HORNLESS MACHINE READY.

The U-S Phonograph Co. is showing samples of a new small-sized hornless machine which will soon be on the market in quantities and which is listed at \$25. The new machine is of convenient size, attractively finished and makes a thoroughly desirable addition to the strong line of the company.

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Boston, Mass., Columbia Phonograph Co., 174 Tremont St.
Buffalo, N. Y., Columbia Phonograph Co., 622 Main St.
Chicago, Ill., Columbia Phonograph Co., 101 N. Wabash Ave.
Cincinnati, O., Columbia Phonograph Co., 117-119 W. Fourth St.
Cleveland, O., Columbia Phonograph Co., 913 Euclid Ave.
Dallas, Tex., Columbia Phonograph Co., 1403 Main St.
Denver, Colo., Columbia Stores Co., 505-507 Sixteenth St.
Detroit, Mich., Columbia Phonograph Co., 114 Broad St.
Hartford, Conn., Columbia Phonograph Co., 719 Main St.
Indianapolis, Ind., Columbia Phonograph Co., 27 N. Pennsylvania St.
Kansas City, Mo., Columbia Phonograph Co., 1112 Grand Ave.
Livingston, Mont., Scheuler Drug Co.
Los Angeles, Cal., Columbia Phonograph Co., 422 S. Broadway.
Louisville, Ky., Columbia Phonograph Co., 425 South Fourth St.
Memphis, Tenn., 91 South Main St.
Milwaukee, Wis., Albert G. Kunde, 516 Grand Ave.
Minneapolis, Minn., Columbia Phonograph Co., 424 Nicollet Ave.
New Haven, Conn., Columbia Phonograph Co., 25 Church St.
New Orleans, La., Columbia Phonograph Co., 933 Canal St.
New York City, Columbia Phonograph Co., 89 Chambers St.
Omaha, Nebr., Columbia Phonograph Co., 1311 Farnam St.
Philadelphia, Pa., Columbia Phonograph Co., 1109 Chestnut St.
Pittsburg, Pa., Columbia Phonograph Co., 101 Sixth St.
Portland, Me., Columbia Phonograph Co., 650 Congress St.
Portland, Ore., Columbia Phonograph Co., 871 Washington St.
Eilers Piano House, Portland, Ore.
Providence, R. I., Columbia Phonograph Co., 119 Westminster St.
Rochester, N. Y., Columbia Phonograph Co., 88 South Ave.
Sacramento, Cal., Kirk, Geary & Co.
Salt Lake City, Utah, Daynes-Beebe Music Co., 45 Main St.
San Francisco, Cal., Columbia Phonograph Co., 334 Sutter St.
Seattle, Wash., Columbia Phonograph Co., 1311 First Ave.
Eilers Piano House, Seattle, Wash.
Spokane, Wash., Columbia Phonograph Co., 318 Sprague Ave.
Springfield, Mass., Columbia Phonograph Co., 208 Worthington St.
St. Louis, Mo., Columbia Phonograph Co., 1200 Olive St.
St. Paul, Minn., Columbia Phonograph Co., 20 E. Seventh St.
Toledo, O., Columbia Phonograph Co., 229 Superior St.
Washington, D. C., Columbia Phonograph Co., 1210 G St., N. W.
Wilmington, Del., Columbia Phonograph Co., 610 Market St.

DEALERS WANTED—Exclusive selling rights given where we are not actively represented.

Write for particulars to the Columbia Phonograph Co., Wholesale Department, Tribune Building, New York.

Headquarters for Canada:
Columbia Phonograph Co., McKinnon Building,
Toronto, Ont.

You should
get this
sample package
of
Puritone Needles—
sent free

Puritone Needles should pay you a good profit. It costs nothing to sell them because you have your organization.

To help you we will print special envelopes with your name and business; every envelope gives you profits and free advertising.

You will be advertised, too, by the satisfaction-qualities of the needles; owners of machines will regard yours as the best needle store; this will build your business.

Get this sample package, telling us who's your jobber, and find out the goodness of Puritone Needles, built of experience, material and brains.

JOHN M. DEAN
PUTNAM, CONN.



PACIFIC COAST DISTRIBUTORS OF
Victor Talking Machines and Records
STEINWAY PIANOS—LYON & HEALY
"OWN MAKE" BAND INSTRUMENTS
Sherman, Clay & Co. San Francisco Portland
Oakland Los Angeles

**NEW ENGLAND
JOBBER HEADQUARTERS
EDISON AND VICTOR**
Machines, Records and Supplies.
THE EASTERN TALKING MACHINE CO.
177 Tremont Street BOSTON, MASS.

**Edison Phonograph Distributors
for the SOUTHWEST**

All Foreign Records in Stock
**Houston Phonograph Co., HOUSTON,
TEXAS**

STANDARD TALKING MACHINE CO.
PITTSBURGH, PA.

Exclusive Victor Distributors

"If it's made we ship it the same day order is received"

Every Jobber in this country should be represented in this department. The cost is slight and the advantage is great. Be sure and have your firm in the August List.



Thomas A. Edison

who invented the sound reproducing instrument is naturally the one man best fitted to bring it to a state of mechanical and musical perfection. The history of this, as well as his other

inventions, proves that he is never satisfied to stop at anything *less* than perfection.

That is the reason why it is most profitable to bank all of your faith, enthusiasm and selling energy on

The EDISON PHONOGRAPH

Thomas A. Edison
INCORPORATED

59 Lakeside Ave., Orange, N. J.

The TALKING MACHINE WORLD

AND
NOVELTY
NEWS

Published Each Month by Edward Lyman Bill at 373 Fourth Avenue, New York, August 15, 1912



The best-known trade mark in the world

“The Victor talking machine’s design, ‘His Master’s Voice,’ has become a household word, and the quaint little fox terrier at attention before the horn is familiar to more Americans than any of the world’s great masterpieces”—*Collier’s Weekly*.

Victor-Victrola



Main display room of Sol. Bloom, Inc., New York.

In awakening the public to a proper appreciation of the best music, the Victor-Victrola did what was inevitable—transformed the stores of Victor dealers into the thoroughly modern, handsomely furnished salesrooms you see today. And at the same time it put the entire music trade on a higher and better basis.

Steadily and surely the influence of the Victor-Victrola kept on growing, until now it is universally acknowledged as the greatest instrument the world has ever known—musically and commercially.

Great as its influence is at the present time, wonderful as are its achievements of the past, the Victor-Victrola is destined to accomplish still greater things—things that mean much to the prosperity of every dealer; things that no progressive dealer will want to overlook.

Victor Talking Machine Co., Camden, N. J., U. S. A.

Berliner Gramophone Co., Montreal, Canadian Distributors.



Always use Victor Machines with Victor Records and Victor Needles—the combination. There is no other way to get the unequalled Victor tone.

The Talking Machine World

Vol. 8. No. 8.

New York, August 15, 1912.

Price Ten Cents

THE QUESTION OF TWO PRICES.

What the Jobbers Did Regarding the Matter at Their Convention at Atlantic City Last Month—Matter Left in the Hands of the Executive Committee Until the Proper Time for Bringing It Up—Companies Willing to Discuss Subject with Jobbers and Dealers.

Following the reports of the recent annual convention of the National Association of Talking Machine Jobbers, a large number of dealers and jobbers not in attendance have made inquiries regarding what formal action the jobbers took regarding the campaign for two list prices on all machines, one on a cash basis and the other for installment purchasers, thus increasing the volume of cash sales through the simple expedient of offering the prospect a substantial inducement to pay the cash at once.

As a matter of fact, the question was discussed at length in the sessions and was the subject of a long report made by J. Newcomb Blackman. Mr. Blackman stated that all three manufacturing companies—the Victor, the Edison and the Columbia—were willing to take up the matter with the dealers and discuss it from all sides, the companies sending committees to meet with the jobbers and the dealers for that purpose. Owing to the uneasiness prevailing regarding the outcome of the efforts to pass the Oldfield bill and the general unsettled patent situation, it was deemed a matter of simple prudence to let the price question rest for the time being and not stir up any public discussion of the question while more important and far-reaching matters were under consideration.

In accordance with the decision of the meeting, therefore, the price question was left with the executive committee of the association with instructions that it should be taken up and settled at a later date, when other matters were out of the way. There was much to indicate that the two prices were highly in favor and that there was much chance of them being finally adopted when the time is ripe.

A HANDSOME EDISON FLOAT.

Entered in a Recent Street Parade in East Auburn, Cal., by the Auburn Music Co., and Which Won Second Prize.

That the decorative talents of the dealers handling the Edison phonographs and records is not

NEW EDISON LINE ON EXHIBITION.

Visitors to New York Will Find It Worth While to Call at 10 Fifth Avenue—Great Advance Sale of New Disc Phonographs Reported by Mr. Dolbeer—Visitors to the Factory.

The exhibition of new Edison disc phonographs and records at the Edison building, 10 Fifth avenue, New York, which was duly chronicled herein last month, has been open since the first part of July and will remain open till further notice. No doubt visitors to New York city will be enabled to examine this line there till after Labor Day.

F. K. Dolbeer, sales manager, reports a wonderful advance sale of the new Edison disc machines and records, saying that many people who are not now Edison jobbers, or, in fact, jobbers of any line of machines, have come to Orange to intercede for the privilege. Mr. Dolbeer says that in justice to the present representation, many of these had to be refused. This is a sign that is especially noteworthy inasmuch as it shows that the merits of the new Edison line are appreciated.

L. C. McChesney, advertising manager, is forgetting that there are such things as types, slogans, displays, magazines, et al, being at present sojourning on the shores of Racquette Lake, N. Y.

Carl H. Wilson, general manager, has dropped cares, too, and is at Red Rocks Inn, Newfoundland, N. J., for a recreative period.

Visitors at the Edison plant since the last issue of *The World* are as follows: H. Paul Mann, Eilers Music House, Walla Walla, Wash.; H. E. Gruttemeyer, Springfield, Mass.; Wm. Keller, Louis Buehn & Bro., Philadelphia, Pa.; Daryl H. Kent, M. W. Waitt & Co., Ltd., Vancouver, B. C., Canada; J. N. Swanson, Houston Phonograph Co., Houston, Tex.; F. E. Bolway, Oswego, N. Y.; Miss L. Shepherd and Mrs. D. Shepherd, L. Shepherd & Co., Fort Worth, Tex.; J. N. Blackman, Blackman Talking Machine Co., New York; C. H. Short, C. H. Short Music Co., Pomona, Cal.; H. H. Blish, Harger & Blish, Des Moines, Ia.; J. M. Hayes and Mr. Bertcheri, the Hayes Music Co.,

Auburn, Cal., by the Auburn Music Co., that city, and with which the company carried off the second prize among the business floats. In view of the attractiveness of the Edison float, the winner of the first prize must have been exceptionally handsome and clever. The Auburn Co.'s float represented a "Horn of Plenty," with an Edison horn as chief factor. The large signs along side of the

Toledo, O.; H. E. Wurlitzer, the R. Wurlitzer Co., Cincinnati, O.; F. K. Babson, Babson Bros., Chicago, Ill.; L. Buehn, Louis Buehn & Bro., Philadelphia, Pa.; R. C. Kletchmar, J. Haines and S. S. Wenzell, the R. C. Kletchmar Co., Philadelphia, Pa.; F. E. Glover, Plainfield, N. J.; G. E. Ackerman, Ackerman & Co., Scranton, Pa.

NEW MANAGER FOR CANADA.

A. G. Farquharson Succeeds James P. Bradt as Manager of the Canadian Interests of the Columbia Phonograph Co. with Headquarters in Toronto—Mr. Bradt's Long and Interesting Career in Europe and America.

(Special to *The Talking Machine World*.)

Toronto, Ont., Aug. 9, 1912.

The friends of James P. Bradt, who for nearly three years has had charge of the business of the Columbia Phonograph Co. in Canada and who has been connected with the same company in various important capacities for the past fifteen years, were greatly surprised to learn that he has resigned that position and will be succeeded by A. G. Farquharson, formerly special representative for the Columbia Co. in Los Angeles, Cal., and adjacent territory.

Since entering the employ of the Columbia Co., fifteen years ago, Mr. Bradt has represented the interests of that company in all parts of the world. In the course of his career in the talking machine trade he spent a year in Philadelphia, four years in charge of the Columbia business in the southern States, with headquarters in Baltimore; seven years in Europe as sales manager for Germany, Austria, Russia and England, and finally, almost three years as Canadian manager. At the present time Mr. Bradt has not made any announcement regarding his plans for the future.

AN EDUCATIONAL DEPARTMENT

With Prof. Frederic Goodwin as Manager, Has Been Established by the Columbia Phonograph Co.—His Qualifications for the Position Are of the Highest.

It is interesting to note that the Columbia Phonograph Co., General, has established an educational department, with Prof. Frederic Goodwin at its head as manager. Mr. Goodwin is a professional musician and teacher, one of the State corps of the Department of Education of the State of Massachusetts, a man whose ideas are noted for their clarity and practicability of performance; of strong character, a self-made man, a close student of educational matters, well versed in theoretical pedagogy, with an artistic and poetic temperament, he seems equipped to an unusual degree to serve a broad and helpful purpose in the uplift of the child through systematic educational courses. Mr. Goodwin was one of the active officers in the recent convention, serving on the nominating committee of the N. E. A. representing the State of Massachusetts.

Nothing has occasioned more interest among teachers at the National Educational Convention, recently held in Chicago, relative to school apparatus, than the talking machine, with its vast library of recorded music. Its possibilities were only hinted at by the demonstration of the different companies. The unusual interest shown at these demonstrations furnish but a vision of its tremendous grasp upon the future in matters educational.

The scope of the department established by the Columbia Phonograph Co., General, it is announced, will be largely educational and developed along broad and comprehensive lines, both musical and literary. Didactic devices, based upon personal school and class room experience, are to be promulgated by Prof. Goodwin, but along lines of modern pupil study.



How the Auburn Music Co. Features the Edison Phonograph.

confined entirely to their window displays is proven by the accompanying illustration of an automobile float entered in a recent street parade in East

car precluded any possibility of anyone making a mistake that the line advertised was other than the Edison phonograph.

ON THE SOUTH OF THE RIO GRANDE.

The Real Situation Brought About by the Mexican Revolution as Described by Texas Talking Machine Men—Want Decisive Action Taken by Federal Government to Protect Americans—Texas Rangers Confident of Ability to Settle the Trouble, Along the Border at Least, if Step Is Necessary.

To get a real line upon the situation in Mexico and to realize to a certain extent its importance as affecting American interests on or near the Rio



The Leaders of the Mexican Revolution.

Grande, one has but to talk with the talking machine and piano men or other merchants who do business in the Lone Star State. The feeling of the Texans against the Mexican revolutionists is running high, and judging from the conversation of those who have visited the East recently, the threat of the Governor of that State to take matters in his own hands and send the State militia against the Mexicans has been received with general favor by the people of that State.



Mexicans Dead on the Battlefield.



Juarez House After Bombardment.

At the recent convention of the National Association of Talking Machine Jobbers there were present J. M. Swanson, of the Houston Phonograph Co., Houston, and H. T. Walz, of the W. G. Walz Co., El Paso. Mr. Walz has necessarily kept in close touch with the situation over the border, especially in the neighborhood of Juarez, which is just across the river, and is of the opinion that the failure of the Federal Government to take decisive action in the matter, particularly after the battle of May, 1911, when several people were killed and a number wounded in El Paso by Mexican bullets, and it was not safe to traverse the streets of the latter city owing to the rifle fire directed against the town, has no emboldened the rebels and also the Mexican Federals that they will go to extremes to inflict damage to Americans



Burning Bodies After Battle.

when the opportunity offers. It is the opinion of Mr. Walz that a single field battery, properly manned by regulars, could make it so hot in Juarez that random firing from across the river would be forgotten in the effort to get clear of the danger.

Mr. Swanson is an old-time member of that world famous organization, the Texas Rangers, a body of soldier police who do not include the word fear in their vocabularies, and when the

threat of the Governor to call out the Rangers and other State troops to meet the impending danger reached him while at the convention he was all anxiety to be home and answer the expected call. The business of the State has felt the effects of the Mexican upheaval to a surprising degree and, what is more to the point, the pride of its citizens had suffered a blow.

Only recently a letter was received at this office from George W. Jordan, a piano tuner located in the State of Sonora, who writes that conditions have become so upset in his vicinity that he finds it unsafe to travel in the pursuit, especially in view of the fact that he is an American.

The accompanying photographs, showing the leaders of the Mexican revolution and some scenes in which are depicted the horrors of war, were obtained through the courtesy of Mr. Walz, who witnessed some of the tragedies personally.

SOME LOUISVILLE BRIEFLETS.

Coming and Going of Traveling Men for the Leading Companies and the Local Houses.

(Special to The Talking Machine World.)

Louisville, Ky., Aug. 8, 1912.

Mr. Sigman, talking machine traveling salesman for the Wurlitzer Co., Cincinnati, O., was a recent visitor to this city.

L. J. Reid, of the selling force of the Columbia Phonograph Co., returned July 20 from a two weeks' vacation spent in St. Louis.

The Columbia Phonograph Co. reports a fine retail business for the month of July on the Lyric and Favorite outfits.

L. H. O'Bryan, of the Columbia Phonograph Co., spent a week recently in Breckenridge County.

A. C. Ireton, of the Thos. A. Edison Co. was in Louisville about the first of August demonstrating the new Edison disc product. A great deal of interest was manifested by the local dealers.

E. B. Walthall, manager of the Columbia Phonograph Co., left August 6 for a week's trip visiting the executive offices, New York, and Columbia factory at Bridgeport.

Miss L. A. Lopp, stenographer of the Columbia Phonograph Co., is spending her vacation at Fredricksburg, Ind.

The Columbia Phonograph Co. furnished a Nonpareil and a quantity of records in entertaining the monthly meeting of the real estate men in their new quarters in the Realty building. There were about 100 present.

J. W. Scales, late with the Columbia Phonograph Co., Atlanta, Ga., is now located in Louisville, with the Columbia Phonograph Co. at this place.

Are you prepared for the fall rush?

During the Summer Months We Are Active

Preparing for the Fall and Winter rush. Receiving and storing machines, records and supplies to admit of our making prompt deliveries when the rush is on.

Remember This Next Fall

when excuses are offered for non-delivery of your orders by your jobber and get acquainted with *Eastern Service*. It's different from others. Exclusiveness is the reason.

For Eighteen Years Talking Machines Exclusively

EASTERN TALKING MACHINE COMPANY

177 TREMONT STREET, BOSTON, MASS.

Victor-Victrola

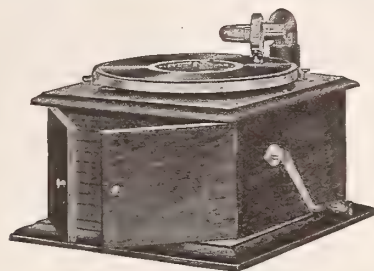
The Victor-Victrola combines all the best qualities of all musical instruments.

It is a leader of music and of all things musical—the vital force of the musical world.

Its unequalled tone and its artistic appearance have put the Victor-Victrola into homes of culture and refinement everywhere.

The commercial triumphs of the Victor-Victrola have been in keeping with its musical successes. It has turned the stores of Victor dealers into the modern and impressive salesrooms they are today, and raised the entire musical industry to a higher and more substantial basis.

And the unprecedented opportunities for prestige and profits keep on growing larger and larger with every new development of this wonderful instrument.



Victor-Victrola IV, \$15.
Oak.



Victor-Victrola XVI, \$200.
Mahogany or quartered oak.

Victor Talking Machine Co., Camden, N. J., U. S. A.

Berliner Gramophone Co., Montreal, Canadian Distributors

Always Use Victor Machines with Victor Records and Victor Needles—the combination. There is no other way to get the unequalled Victor tone.

VICTOR DISTRIBUTORS

Albany, N. Y. Finch & Hahn.
Atlanta, Ga. Elyea-Austell Co.
 Phillips & Crew Co.
Austin, Tex. The Talking Machine Co., of
 Texas.
Baltimore, Md. Cohen & Hughes, Inc.
 E. F. Droop & Sons Co.
 H. K. Eisenbrandt Sons.
Bangor, Me. Andrews Music House Co.
Birmingham, Ala. E. E. Forbes Piano Co.
 Talking Machine Co.
Boston, Mass. Oliver Ditson Co.
 The Eastern Talking Machine
 Co.
 M. Steinert & Sons Co.
Brooklyn, N. Y. American Talking Machine Co.
Buffalo, N. Y. W. D. Andrews.
 Neal, Clark & Neal Co.
Burlington, Vt. American Phonograph Co.
Butte, Mont. Orton Brothers.
Chicago, Ill. Ivon & Healy.
 The Talking Machine Co.
 The Rudolph Wurlitzer Co.
Cincinnati, O. The Rudolph Wurlitzer Co.
Cleveland, O. The W. H. Buescher & Sons Co.
 The Collister & Sayle Co.
 The Eclipse Musical Co.
Columbus, O. Perry B. Whitsit Co.
Dallas, Tex. Sanger Bros.
Denver, Colo. The Hext Music Co.
 The Knight-Campbell Music Co.
Des Moines, Ia. Chase & West.
 Harger & Blish, Inc.
Detroit, Mich. Grinnell Bros.
Dubuque, Ia. Harger & Blish, Inc.

Elmira, N. Y. Elmira Arms Co.
El Paso, Tex. W. G. Walz Co.
Galveston, Tex. . . . Thos. Goggan & Bros.
Grand Rapids, Mich. J. A. J. Friedrich.
Honolulu, T. H. . . . Bergstrom Music Co., Ltd.
Indianapolis, Ind. . . Wulschner-Stewart Music Co.
Jacksonville, Fla. . . Florida Talking Machine Co.
Kansas City, Mo. . . J. W. Jenkins Sons Music Co.
 Schmelzer Arms Co.
Lincoln, Neb. Ross P. Curtice Co.
Little Rock, Ark. . . O. K. Houck Piano Co.
Los Angeles, Cal. . . Sherman, Clay & Co.
Louisville, Ky. . . . Montenegro-Riehm Music Co.
Memphis, Tenn. . . . O. K. Houck Piano Co.
Milwaukee, Wis. . . Wisconsin Talking Machine Co.
Mobile, Ala. Wm. H. Reynolds.
Montreal, Can. . . . Berliner Gramophone Co., Ltd.
Nashville, Tenn. . . . O. K. Houck Piano Co.
Newark, N. J. . . . Price Talking Machine Co.
New Haven, Conn. Henry Horton.
New Orleans, La. . . Philip Werlein, Ltd.
New York, N. Y. . . Blackman Talking Machine Co.
 Sol. Bloom, Inc.
 Emanuel Blout.
 C. Bruno & Son, Inc.
 I. Davega, Jr., Inc.
 S. B. Davega Co.
 Chas. H. Ditson & Co.
 Landay Brothers, Inc.
 New York Talking Machine Co.
 Silas E. Pearsall Co.
 Benj. Switky.

Oklahoma City, Okla.	Schmelzer Arms Co.
Omaha, Neb.	A. Hospe Co. Nebraska Cycle Co.
Peoria, Ill.	Putman-Page Co., Inc.
Philadelphia, Pa.	Louis Buehn & Brother. C. J. Heppes & Son. Penn Phonograph Co., Inc. The Talking Machine Co. H. A. Weymann & Son, Inc.
Pittsburgh, Pa.	C. C. Melloe Co., Ltd. Standard Talking Machine Co.
Portland, Me.	Cressey & Allen.
Portland, Ore.	Sherman, Clay & Co.
Richmond, Va.	The Corley Co., Inc. W. D. Moses & Co.
Rochester, N. Y.	E. J. Chapman. The Talking Machine Co.
Salt Lake City, Utah	Consolidated Music Co.
San Antonio, Tex.	Thos. Goggan & Bros.
San Francisco, Cal.	Sherman, Clay & Co.
Savannah, Ga.	Phillips & Crew Co.
Seattle, Wash.	Sherman, Clay & Co. Eiler's Music House.
Sioux Falls, S. D.	Talking Machine Exchange.
Spokane, Wash.	Sherman, Clay & Co.
St. Louis, Mo.	The Aeolian Company of Mo. Koerber-Brenner Music Co.
St. Paul, Minn.	W. J. Dyer & Bro. Koehler & Hinrichs.
Syracuse, N. Y.	W. D. Andrews Co.
Toledo, O.	The Whitney & Currier Co.
Washington, D. C.	E. F. Droop & Sons Co. Robert C. Rogers Co.

VALUABLE SUGGESTIONS FOR THE FALL TRADE.

An Idea or Two for the Dealer Who Desires to Make This Autumn the Most Profitable of His Career—It Means Thinking and Acting—Taking Advantage of Opportunities.

There are a great many of your customers out of town, Mr. Dealer. Some of them are sojourning at the seashore, others enjoying the simple life of the country, while a number of the more fortunate, perhaps, are touring this grand old land of ours. No matter where they are situated, or what they are doing, if you have kept in touch with them as you should they will not be allowed to forget that you are still doing business at the old stand, and that their return to the metropolis will be considered an event well worth the consideration of the talker man.

Endeavor to ascertain approximately the time set for their return in order that you may entice them into your store while the spell of the good time just past is still upon them. Treat them as long lost friends, and entertain them lavishly.

One dealer of my acquaintance keeps a list of his temporarily out-of-town customers, with the dates of departure and return attached, and as the time draws near for their vacation to end he writes them a friendly personal letter, setting forth therein the things of interest which have transpired in talkerdom during their absence, and assuring them of his great pleasure at their anticipated early arrival in the city. At this particular time he is preparing a brochure to circulate among his customers who are upon their vacations. It will be a very attractive little booklet when completed, and just nifty enough to attract attention when left upon the library table of a hotel or country boarding house.

Do you realize, Mr. Dealer, that there is no better advertising method than the simple and easy one of scattering attractive circulars broadcast among people who are susceptible to anything catchy or unique? One talker enthusiast can infest a whole summer colony with the phonograph germ

if his dealer is clever enough to co-operate with him by placing a goodly amount of advertising at his disposal.

There is no reason on earth why each customer of yours now out of town should not submit to you upon his return a memorandum bearing the names and addresses of people who have expressed a desire to know more of the talking machine. Immediately upon receipt of this information you should send each person mentioned in the memo-



A Post-Vacation Poster.

random catalogs covering your entire line, and explain to them confidentially that as your talker shop is a little better equipped and more luxuriously furnished, your clerks a little more courteous, and your goods fresher and more tastefully displayed than the other fellow's, it will most certainly be to their advantage to patronize you. This line of talk will create curiosity. These people have already heard of you through the kindness of your customer, and when they receive a communication from you substantiating everything already told them, *and then some*, it is a sure, safe bet that you will be their host ere long.



Won't You Have a Lesson in Spanish?

It's so easy to learn by the I. C. S. system—and a knowledge of Spanish is so useful nowadays.

The I. C. S. system of language instruction by means of the phonograph makes easy the mastering of a foreign language, and appeals with compelling power to thousands. The dealer in phonographs who does not carry I. C. S. Language Outfits is neglecting a quick and sure way to increase his business. The new \$35 Language Outfit of the I. C. S. is a marvel. It represents the highest art in the teaching of languages, and embodies a method that has won the warmest praise of thousands qualified to speak authoritatively. The Spanish, French, and German Embassies at Washington, as well as the leading colleges, have cordially indorsed the I. C. S. method of teaching languages.

The I. C. S. Language Outfit consists of an Edison Gem Phonograph made especially for language work; small horn; headband hearing tube; oil can; and 25 Conversational Records teaching pronunciation guaranteed to be absolutely correct, with native intonation and inflection. In addition to these Conversational Records there are pamphlet Instruction Papers teaching the theory of the languages. The new Outfit is at one and the same time the best and cheapest ever offered—the price being only \$35.

If you want to increase your business, write to-day for full particulars.

International Correspondence Schools

Box 918, Scranton, Pa.

In a very little while, Mr. Dealer, the migratory human flood which has receded from the city during the torrid months will come surging back once more, bearing upon its crest a host of cheerful hearts, rejuvenated by their period of recreation, and eager to prolong their pleasure.

Now, this is where you get on the job, Mr. Dealer. Before the city gates have closed upon them, bring before their eyes, through the medium of signboard and newspaper advertising, and personal correspondence, a recipe for an extended vacation. In other words, inform them that no matter how royally they were entertained while at Atlantic City, Newport or Hainesport-on-the-Rancocas, the same great bands and orchestras that set their feet to dancing and blood to tingling while at these resorts, and the identical soloist who brought tears to their eyes with his golden voice, will be charmed to perform for them in their own homes, thus making the musical feature of their good time just past a permanent entertainment.

A leading manufacturer is bringing forth a new product this autumn, and if fate is kind it will make its debut at just the psychological moment. I refer, of course, to the disc phonograph. This instrument, combining as it does all the advantages of both the cylinder and disc machines, cannot but make a pronounced hit. To the chap who has always preferred a disc instrument, but who was of too indolent a temperament to engage in the arduous labor of needle changing, this new phonograph from the Edison laboratories, with its permanent diamond point, will fill a long felt want.

Do not wait for the public to come to you with inquiries concerning this product, but begin now, through whatever advertising mediums are at your command, to extol its virtues, explaining in detail its superiority—its special merits—and requesting the trade to call and inspect.

There is a certain class of music lovers who are very fond of the talking machine, but who rarely number it among their possessions. You come upon them very often within the portals of the talker shop, listening rapturously to the latest rag or an andante of de Beriot's, but rarely, if ever, making a purchase. You know the type, Mr. Dealer, for you have them with you frequently. They are the nomads of the glistening rail-traveling musicians, vaudeville actors, lecturers and singers—all melody mad, but abstaining from the joy of owning a phonograph through the false impression that it will prove impracticable while en route. Inquire of a member of this cult why he has not joined the talker fraternity, and he will answer sighing, "Impossible! It is a wonderful instrument, but prohibitive in our profession."

When asked for an explanation he will hold forth voluminously upon hotels which register objections against unnecessary noise, the fragility of records, etc., and end by repeating that it is a wonderful instrument, but *impossible*.

Now, Mr. Dealer, you and I know this to be simply ignorance on the part of our friends, the nomads, and that a heart-to-heart talk upon the subject of sound modifiers and indestructible records will set all things right.

The next time a vaudeville star, during her engagement at the local playhouse, comes to hear one of her own songs, explain to her very carefully how easily the modern talking machine can be made to harmonize with her surroundings, show her that records can readily be transported from place to place with but a minimum of breakage, and that she can procure a really dependable instrument which will occupy no more room than the jewel chest which adorns her dressing table. Tell her of the great artists, Melba and Caruso, who are never without a talking machine, and you will not only make a satisfactory sale, but will establish the phonograph as her traveling companion ever after.

HOWARD TAYLOR MIDDLETON.

It costs me just as much per hour when you worry as when you work. I make my profit out of the work. Worry, and you'll create a cause for it.

Most of us want what we want until we get it, and then we don't want it.



We are determined to have representation wherever Columbia product is not active—and the *best* representation in the business. Columbia money for somebody everywhere!



**Columbia Phonograph Co., Gen'l
Tribune Building, New York**

WORKING ON FALL REQUIREMENTS.

Outlook Is for Good Fall and Winter Trade in San Francisco—Perfecting Sherman, Clay & Co.'s Talking Machine Department—Emporium Department Store to Handle Talkers—Edison Home Kinetoscope Being Pushed Throughout the Coast—Large Order Placed for Edison Phonographs—Budget of News from San Francisco and Environs.

(Special to The Talking Machine World.)

San Francisco, Cal., August, 1912.

Dealers all over the Coast find things rather quiet at present. The sale of talking machines and records for vacation use is about over, and the majority of buyers through the country are too busy looking after crops to take much interest in talking machines. A good many dealers are beginning to estimate their fall requirements, and a few orders are coming in, but the general buying movement has not yet commenced. In fact, there is a tendency to buy rather sparingly in some lines, in anticipation of innovations in the market, though past experience has shown that it is usually difficult to get enough of the latest model machines to supply all demands. From all indications the season will be a good one in all lines, as most of the primary industries of the Coast are in better shape than for several years, and the modern types of talking machines are coming to be regarded by many people as almost a necessity.

Sherman, Clay & Co.'s Talker Department.

The principal item of news in the local trade is the complete remodeling of the retail talking machine department of Sherman, Clay & Co. This does not consist merely of a little renovation or the addition of one or two demonstration rooms, but the entire third floor of the building has been stripped of all woodwork, partitions, etc., and the department is being completely rebuilt, taking on much more space than was formerly occupied. The tearing down alone occupied several weeks, and the rebuilding is hardly half finished. This change, which had long been contemplated, necessitated temporary shifting of other departments, so the work was postponed to the quiet season. For the time being the department occupies the sixth floor, which is pleasingly rearranged, though not designed for this class of business. Nevertheless, Mr. McCarthy reports a very satisfactory run of business for this time of year. The third floor has been laid out so as to be almost entirely occupied by demonstrating rooms, with Mr. McCarthy's office in one corner, and a good-sized reception hall next the elevator. The rooms on two sides will be finely lighted from the street, and a special ventilating system will give an abundant supply of fresh air to all the rooms, permitting the absolute exclusion of outside noises. Many fine talking machine establishments have been fitted up on the Coast of late, but Sherman, Clay & Co. intend, at their home establishment, to surpass them all, both in appearance and business facilities. Allowing for all reasonable delay, the new rooms should be ready for use before the end of August, and the improved service is expected to increase the company's business materially during the fall.

Arthur Geissler, distributor of Victor goods at Chicago, is visiting Sherman, Clay & Co. at present. He was formerly associated with this house. Mr. Geissler will probably be in the city until about the middle of the month.

Emporium Store to Handle Talkers.

The Emporium department store in this city, which recently embarked in the piano business, being the only such house in the city handling this line, now plans to add a talking machine department. The need of this line has become very apparent since the piano department was opened, and the house has plenty of room on the same floor for the machines. So far no manager for the department has been named, and nothing is given out regarding the plans, except that all the leading lines will be handled, and a very complete stock of records will be installed.

Pleased with New Amberola III.

A. R. Pommer, head of the Pacific Phonograph Co., is still resting in the mountains, but makes occasional visits to the city, and seems to have about recovered his health. It is hoped that he will soon be able to resume his regular work. Meanwhile the business is being satisfactorily managed by Mr. McCracken. Mr. McCracken reports the arrival of the new Amberola III, with which he is very much pleased, saying that it is the finest Edison machine yet placed on the market. All the dealers who have received this machine, he says, are very enthusiastic over it. Business in general, however, he finds rather quiet at present. All the Edison dealers, he says, are looking forward to the arrival of the new disc phonographs, for which a tremendous demand is predicted on the Pacific Coast.

Pushing Edison Kinetoscopes.

The Pacific Phonograph Co., and, in fact, all Edison jobbers on the Coast, are now handling the new Edison home kinetoscope. This device is rapidly gaining in popularity, and contracts for them have been signed by some of the leading talking machine retailers of the Coast.

Romaine Giving Technical Instructions.

M. B. Romaine, of the mechanical department of the Edison factory, is doing a valuable work on the Coast in instructing the various dealers in regard to repairs, mechanical demonstration, etc., of the Edison machines, and especially of the later types, with the mechanism of which many dealers and repairmen have not had time to become familiar. Mr. Romaine spent several months this spring in southern California, making his office with the Southern California Music Co. at Los Angeles, and for about six weeks past has been visiting the Pacific Phonograph Co. in this city, and making numerous trips into the surrounding territory. His work in California is about completed, however, and he will leave shortly for Oregon, where he will make his headquarters for some time with the Graves Music Co., of Portland. His work in this State has been greatly appreciated by dealers, who would like to have him stationed here permanently.

Large Order for Edison Phonographs.

The Palace Drug Co., of Monterey, Cal., has placed a large initial order for Edison phonographs with the Pacific Phonograph Co.

Recitals Bring Many Customers.

P. H. Beck, talking machine manager for Byron Mauzy, has been holding daily recitals for some time and gets a good attendance, notwithstanding the vacation season. Mr. Beck has adopted an effective follow-up system in his record business, enabling him to inform regular customers of new records that would be likely to please them.

Returns from Vacation.

Andrew G. McCarthy, of Sherman, Clay & Co., recently returned from a successful hunting and weight-reducing trip in the mountains of northern California, accompanied by Mr. Douglas, of the Victor Talking Machine Co.

Visited Columbia Factory.

H. H. Hill, who has charge of the talking machine department of Kirk, Geary & Co., of Sacramento, Cal., made a visit to the Columbia factory early this month, and is now back at work. Kirk, Geary & Co. have the distributing agency for Columbia goods in northern California and Nevada, having covered this territory successfully for several years.

Wiley B. Allen's Victor Display Attracts.

The Wiley B. Allen Co. recently placed a Victor display in one of its windows, which was so attractive that it was allowed to stand for two weeks. The window was backed by pastoral scenery, a lake in the foreground being continued in the window itself, with a real tree and rushes, and a boat containing a young lady and a small Victrola, designed to show the convenience of such a machine on an outing trip.

Used Talking Machines for South America.

The local Eilers Music House has recently been advertising to the effect that, having an order for second-hand talking machine outfits for Central America, it would accept used Graphophones or Victrolas, with records, at full value as first payments on player-pianos.

CHARACTER—CAPITAL—CAPACITY.

Frederick P. Vose of Chicago, general counsel of the Electrical Trades Association, made the following pertinent comments on credit before the Credit Men of Toledo, Ohio:

"Credit is the confidence reposed in the ability and purpose of men to meet future obligations. You grant credit on the three C's, namely: Has the customer Character, Capacity, Capital? If he lacks Character, but possesses the other two, beware! If he possesses Character and Capital, but lacks Capacity, beware! If he has Character and Capacity, the chances are that he will not long want Capital, and yet, we all know innumerable instances where the Capital never comes. Then, beware. If the customer possesses all three, you are safe. In the same way grant to your commercial lawyer Confidence, Consideration and Commensurate Compensation, and, behold, you are secure."

Trust more to work than to talent. Rely more on your own sweat than upon your friends' recommendations. Pin your faith to labor rather than to the short cut. The genius who works indefatigably is the only one his generation remembers.

The Edison

The Opera



This type has a powerful double spring motor, geared to body. It plays Amberol Records only, and is equipped with the new style Model L reproducer which is stationary, the mandrel feeding the record past. Furnished in mahogany or oak with self supporting wood cygnet, horn to match.

All Edisons have

The right home tone.

The sapphire reproducing point.

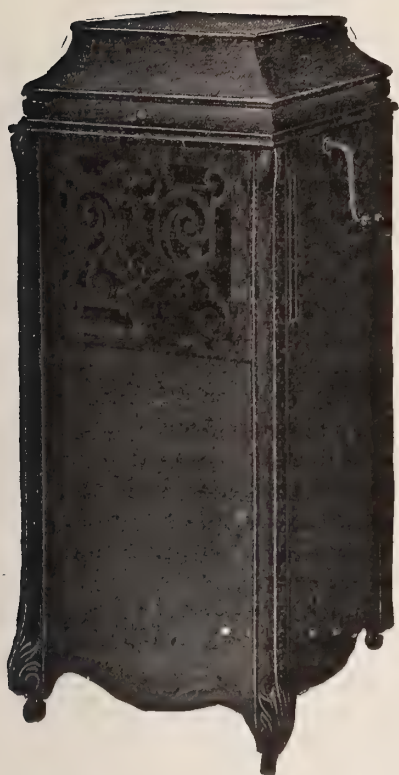
The long playing, smooth running motor.

Thomas A Edison
INCORPORATED

59 Lakeside Avenue, Orange, N. J.

Phonograph

Amberola



The finest sound reproducing instrument made. Furnished with cabinet of oak, mahogany or Circassian walnut, capacity 100 records. New style motor with double springs and improved suspension, direct drive, will play five Amberol records with one winding. Stationary reproducer, model L, plays Amberol records only. Automatic stop of new design.

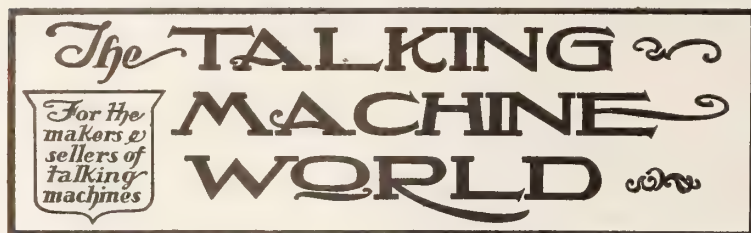
All Edisons render

Amberol Records.
Every kind of music.
The best talent.

Home recording with Triumph, Home, Standard Combination,
Fireside, Gem and Alva types.


INCORPORATED

59 Lakeside Avenue, Orange, N. J.



EDWARD LYMAN BILL, - - - Editor and Proprietor.

J. B. SPILLANE, Managing Editor.

Trade Representatives: GLAD, HENDERSON, C. CHACE, L. E. BOWERS, B. BRITAIN
WILSON, A. J. NICKLIN, AUGUST J. TIMPE, H. E. JAMASON.

Boston: JOHN H. WILSON, 824 Washington Street.
Chicago Office: E. P. VAN HARLINGEN, 87 So. Wabash Ave.
Philadelphia: R. W. KAUFFMAN. Minneapolis and St. Paul: ADOLF EDSTEN.
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St. Louis: CLYDE JENNINGS. Cincinnati: JACOB W. WALTER.
London, Eng., Office: 1 Gresham Building, Basinghall St. W. LIONEL STURDY, Manager.
Sole Representative for Germany and Austria: KARL E. DIESING, Berlin, S.W.,
68, Ritterstrasse 72. Telephone Amt. IV, 11754.

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NEW YORK, AUGUST 15, 1912.

REPORTS from correspondents of The Talking Machine World regarding trade conditions throughout the country are all couched along optimistic lines. This is attributed in the largest possible measure, not only to the great volume of trade which has been enjoyed by talking machine men throughout the spring, and which has lasted well into the summer, but also to the unusually excellent prospects that exist for a largely increased volume of trade the coming fall and winter, due to satisfactory crop conditions all over the country.

This year in some sections the farmer will enjoy the largest crops in history, while, broadly considered, the increase over last year is enormous. All this means, of course, a larger surplus for such necessities to comfort and enjoyment in the home as the talking machine.

During the prosperous years the farmers in Kansas and the Middle Western States were the largest buyers of high priced pianos, and judging from present tendencies the farmers are destined to become large purchasers of high priced talking machines. The American, whether he be a tradesman, a merchant, a farmer, or a financial magnate, wants the best, and that is why, as in no other country, articles of value are in greatest demand. Thanks to the talking machine, millions of homes throughout the country have been transformed from unattractive places into opera houses and concert halls, through being able to enjoy the greatest artists and orchestral organizations in the world.

Think of the value of this education!

Just realize what the talking machine means as an uplifting and educational medium throughout America!

It is simply marvelous—almost beyond computation.

The talking machine is rapidly coming into its own everywhere. The greatest educational leaders of the country are now realizing that it is a medium of the greatest importance in inculcating a greater love for music as well as the languages in the schools, while eminent teachers of the voice and of the piano are using the talking machine in their studios to enable the pupils to learn how the great artists interpret their numbers either vocally or instrumentally.

On every side the talking machine is receiving recognition. It has attained a place in public estimation that must be surprising to those who comparatively only a few years back characterized it as a toy.

The talking machine is really destined for greater and better things. It will continue to amuse as well as instruct in the home

and in the school, and be the means of disseminating a larger measure of musical appreciation and culture throughout America. As a factor in this connection no one to-day can overlook its mission and its success.

IT is quite evident that there can be no let-up in the fight against the proposed patent reform legislation which is now before Congress. It was thought that the vigorous campaign inaugurated by the talking machine men and other interests in opposition to this patent bill had successfully removed it from any prospects of passage this year.

But in the waning days of the present session a bold attempt has been made to bring patent legislation to the front through the introduction by Congressman Oldfield of a substitute for his previous patent reform bill, a complete résumé of which appears in another part of this issue.

The new bill embodies all the features of the old measure that aroused the opposition of the leading men in the talking machine and music trade industries—legislation which again imperils the whole principle of price maintenance, although there are some slight qualifications in regard to contracts which may lull the reader of the bill into the belief that it is not as drastic as the old one.

The new bill comes before the legislature with a certain prestige, having been recommended by the patent committee of the House of Representatives. It is much more brief than the old one, and concentrates in a few clauses the very ones, it appears, which must concern the business interests having to do with the manufacture and sale of patented articles.

It is clearly the duty of the trade to become fully awake to the situation which has now materialized, and the fight against this new patent reform bill should receive a fresh impetus.

Manufacturers and dealers alike must carry on an active campaign to the end that representatives in Congress and the Senate are bombarded with commands to oppose to the end this legislation, which, if passed, would nullify the rights of the manufacturer of a patented article to restrict the selling price of such goods.

It would bring about a chaotic condition of things in the retail field. The cut price dealer, or department store, for instance, after buying these goods would have a legal right to put the price at any figure chosen, demoralizing the market and making a football of the manufacturer who sought to protect his own rights and those of the merchant who believes in maintaining prices.

WITH a great many dealers in this industry the sale of a talking machine is completed as soon as the instrument has been paid for, and the matter apparently holds no further interest so far as they are concerned. With such a dealer the instalment buyer receive the greatest consideration, for he must be kept satisfied and contented until the last payment is made, and through the collection department the dealer keeps in touch with him for a year or more.

There are dealers, however, and they are the dealers who can see their business growing year by year, who make it a point to keep in close touch with the customer as long as possible, and long after there is any possibility of financial benefit from the connection, on the theory first that the friendship of a satisfied customer is an advertisement, the value of which in future business cannot be computed on a cash basis, and secondly, there is the prospect of a continuous sale of records.

Every buyer of a talking machine should be a perpetual customer, provided he gets the proper treatment. The manager of the store should keep him acquainted with developments in the record field, send him all the new lists, invite him to a recital, or send a selected number of records to his home by one of the salesmen for his hearing and selection. When a dealer looks after these details he is best conserving his interests.

RECENTLY a large piano house in the West took advantage of the dull summer season to send out several automobiles manned by salesmen, tuners and repairmen, who called upon a large number of people who purchased pianos from this house and put the instruments in first-class condition. They did not confine their work to pianos, but as this concern handled talking machines they also made inquiries about their condition, whether the machine was allowed to get into disuse, whether it needed repairs,

whether the owners kept in touch with the latest records, and other pertinent questions.

By means of this trip business was stimulated immeasurably. A great many new customers were secured and people who had lost interest in the talking machine became enthusiastic and a tremendous lot of good resulted from this stroke of enterprise.

There is certainly a lesson in this experience for talking machine men everywhere. If it means anything it means that it pays to keep in touch with purchasers of talking machines no matter where they are located. Do not allow them to get lukewarm in their appreciation of the talking machine. Find out why they do not buy records. Have a man call and supervise the use of the machine to the end that the best results are secured—in other words, manifest an interest in the customer, and the customer will manifest an interest in you.

DIFFICULT problems that occur from time to time in business are being solved daily by those who have the courage to face them and the intelligence to seek advice and counsel from those qualified to speak.

There are many men of recognized ability whose business careers have been spoiled because of spasmodic efforts. They seem

to do things by sudden impulse, instead of progressing orderly and quietly. One class of men seem at the moment quick and more powerful in propulsive force, which soon expends itself in the rush to get results quickly. The other class is slow, deliberate, step by step in advancing and generally wins out. It is the old story of the race of the hare and the tortoise, with the victory always in favor of the latter. "Patience and perseverance made a wig for his reverence," says an old Irish proverb, and these two qualities, added to systematic work and close study, invariably bring their own reward.

Some captains of industry are gifted with the faculty of selecting the right kind of men for the right place, a rare and valuable asset for business men. The market for ordinary help, both for office and workshop, is almost always overstocked, but the men who have the ability to successfully select, manage and supervise others, are scarce, but vitally needed in developing enterprises. When discovered and given fair opportunity under attractive conditions, they make good, and work out the problem of the largest possible output at the least possible cost. They are thinkers, besides being doers. No matter what their occupation, they accomplish what is desired, and displace the plodders who do little thinking and planning.

PHOTOGRAPHS SOUND WAVES.

Dr. D. C. Miller, of Cleveland, Shows His Latest Invention to the American Society of Mechanical Engineers—How the Records of the Various Instruments Differ Demonstrated by Means of Photographs—A Topic of Interest to Acousticians.

At the convention of the American Society of Mechanical Engineers in Cleveland a few weeks ago Dr. Dayton C. Miller, of the Case School of Applied Science, of Cleveland, made a public demonstration before a large audience of his new invention, the phonodeik, which photographs sound waves and by an ingenious system of enlargement makes them visible.

Dr. Miller's work has long attracted attention in the music trade, and recently he was visited in his laboratory by President Harry B. Tremaine and Secretary Edwin S. Votey, of the Aeolian Co.

Violin, Flute and Other Tones.

With a horn, a sensitive diaphragm, a small bit of mirror, a flash of light and magnifying lenses, Dr. Miller gives the picture of the tone of a violin, a clarinet, a flute, a trombone, a piano and, best of all, of the human voice in every possible variation of pitch, volume and color tint.

You sing before the horn or long cone of metal, which gathers the sound, and you look over its edge at the dark screen some feet in front of your eyes. Wavy lines begin to appear—several of them—some in slight undulating curves, some in sharp zig-zags, which increase in height as the sound is swelled to larger volume, and in frequency of minute repetition, as the zig-zags record the higher pitch.

When Dr. Miller says that the sound picture of the voice one sees is two thousand times its actual size, one's ideas of the sound waves in an auditorium have to be entirely readjusted from the thought of vague floating things occupying an appreciable space, to a sense of fineness and minuteness that make it easy to comprehend why the presence of large hats in audiences not only mars the character of the sound waves but obstructs their passage to the ears of the listener.

The Sensitive Diaphragm.

The delicacy of the eardrum is also perhaps better understood when Dr. Miller tells you that the sensitive diaphragm that he uses is made of glass one-two-thousandth of an inch in thickness. One seems to deal in four figures in discussing the entire subject. Dr. Miller has made far more important experiments than any other scientist in this field, says a writer in Musical America, and his particular achievement is the analysis of tone-quality. The music world calls it by various names, timbre, tone color, klang-farbe, etc., but in scientific English it is simply "quality."

What is the secret of the tone of the oboe? What makes a melancholy note in music? Why is the tone of the violin so clear, so resonant? And

why is the clarinet the most capable of all the wood-winds? We may say it is because of the "partials" and the "over-tones." The violin has been said by Helmholtz to have eighteen of these component tones. Dr. Miller tells us, however, that in his experiments with the wood-wind instruments he has found twenty-six separate simple tones in the one resultant tone which we hear from the clarinet. Moreover, he shows them to us in a photograph.

Dr. Miller's Future Aim Is Scale Improvement.

In order to analyze the sound waves Dr. Miller found no adequate instrument for tracing the curve which corresponds to each peculiar motion of the particles transmitting the sound and his instruments, of his own invention, consists of a combination of little watch-like discs, each of which records measurements, while a device like a pencil draws the wavy line before your eyes. Agreements of divergencies in the curves signify accentuation of certain qualities in the tone, characteristic of the instrument played. Another machine recomposes the curving lines—the simple or partial tones—and recreates the picture of the voice of the flute, the bassoon, the human voice or even of the chorus or orchestra. The sound of an orchestra is one voice, though we rarely think of it as such,

and each of its component parts records its line in the analysis of its sounds. Its picture is a rough, "fuzzy" thing compared with the record of a boy's soprano voice, one of the simplest and least complicated of sounds. An animal's voice, a screech, or a scream, has a wilderness of zig-zags.

Of course, one of the dreams for the music of the future is that there shall, somehow, at some time, be a perfecting of our common diatonic scale. Such experiments as Dr. Miller's, which can definitely divide each note of it into its component parts, mean that there is already more than the "ghost of a chance" that this may be accomplished.

CONTINUOUS ADVERTISING PAYS.

Advertising is a business proposition; it is not luck. It requires time to show results. Two or three advertisements will not make you rich, or cause a large increase in your sales, but a series will surely show results. If you are willing to build carefully and within your means, using space regularly and persistently, there will be no question about your success. Business is not built in a day or a week; it requires time, constant and unremitting efforts before the real effects or the real results of advertising can be felt and appreciated.

The DITSON Pledge

Is to see that our clientele has a better service than ever—setting a new standard in Victor jobbing deliveries. The demands of alert Victor dealers—the kind that grow—are many and varied, and we furnish the "first-aid" in every instance.

We believe this year's Victor business will be of tremendous proportions, and it will pay you to have

The Fastest Victor Service

which is a requisite in this hustling age. We possess the largest stocks, the best organization and most up-to-date equipment in the Eastern half of the country.

This covers Victor machines, records and supplies of every kind, not to mention cabinets, needles and trade-marked accessories.

Will you let us tell you more about Ditson co-operation? A postal gets this information!

ROLIVER DITSON CO., Boston, Mass.



We have the merchandise, the merchandising policy and the discounts. Which is a triple combination never yet beaten in any line of business.



**Columbia Phonograph Co., Gen'l
Tribune Building, New York**

TRADE IN INDIANAPOLIS.

Conditions Show Steady Improvement and All Leading Houses Make Encouraging Reports.

(Special to The Talking Machine World.)

Indianapolis, Ind., Aug. 10.

Miss Lazarus, manager of the Victor talking machine department of the Aeolian branch here, made a record last month in the sales of Victrolas Nos. XVI. and IV. It was necessary for her to send in rush orders for these makes. A number of prominent people here bought Victrolas last month and had them shipped to the lakes. The out-of-town business of the Victor department was so good in July that Miss Lazarus said: "If it keeps up like this we won't need any city business at all. Of course, we want the city business along with it."

Harry B. Levy, the St. Louis manager of the Victor wholesale department of the Aeolian Co., stopped off at Indianapolis on his return from the talking machine jobbers' convention.

The local branch of the Columbia Phonograph Co., at 27 North Pennsylvania street, is giving a window demonstration of the dictaphone. The display attracts wide attention from the passers-by. C. P. Herdman, of the local store, dictates and the transcribing is done by a stenographer.

The dictaphone has come to stay with Indianapolis and Indiana business men, according to Thomas Devine, manager of the Columbia branch here. The Henderson Accelerator, a paper published by the Henderson Motor Car Co., of Indianapolis, praises the instrument. Fred E. Wilson, of the sales department, said: "I don't know what we would have done without the Dictaphone. It doesn't seem that we could have caught up had it not been for the wonderful little talking machine. As a result of the time-saving qualities of the machines and the expert operators, we are almost caught up with our mail in the sales department."

Walter E. Kipp, president and manager of the Kipp-Link Phonograph Co., wholesale and retail distributors of the Edison Phonograph, has just returned from a visit to the Edison factories in New Jersey, and is enthusiastic over the prospects of the new Edison disc machine. Mr. Kipp spent about an hour and a half with Mr. Edison and when he left the famous inventor he had an autograph photograph of his host which he prizes highly.

The Kipp-Link Co. is making preparations to handle the new Edison machine and is enlarging its quarters. Mr. Kipp believes the new machine is a wonder. The company will have a special day on which all the dealers throughout the State will be invited to come to Indianapolis and inspect the new machine, as soon as it is ready for the market. Mr. Kipp says the new disc records play longer and without any scratching. "It is the best ever produced in the way of disc machines," said he.

The talking machine department of the Wulschner-Stewart Music Co., which handles the Victor machines, reports good business conditions in the last few months.

NEW COLUMBIA CATALOG.

Quarterly Edition, Just Issued, Is a Most Complete Publication—Admirably and Conveniently Arranged—Must Excite Praise and Admiration—Shows Skill in Book Making.

In the quarterly issue of the Columbia double-disc record catalog, which is now being mailed to the trade, the Columbia Phonograph Co., General, New York, has outstripped any previous attempt, so far as the publication of a complete, comprehensive book is concerned. It contains as wonder-

compared by a small half-tone cut of the artist, and the sizes and prices appear under the headings.

In this issue of the Catalog of Columbia double-disc records there are listed about fifteen new and famous artists, with a musical offering of 125 new records, or 250 selections. This in itself is a feature worthy of special mention.

The catalog is 72 pages larger than the last issue, having a total of 272 pages. On the last few pages of the catalog are illustrated and described the complete line of Columbia machines, which materially assists the dealers in exchanging old Columbia machines for new and higher priced ones.

The accompanying illustration shows the cover page. The design is unique and a fitting illustration of the Columbia Co.'s slogan: "All the Music of All the World."

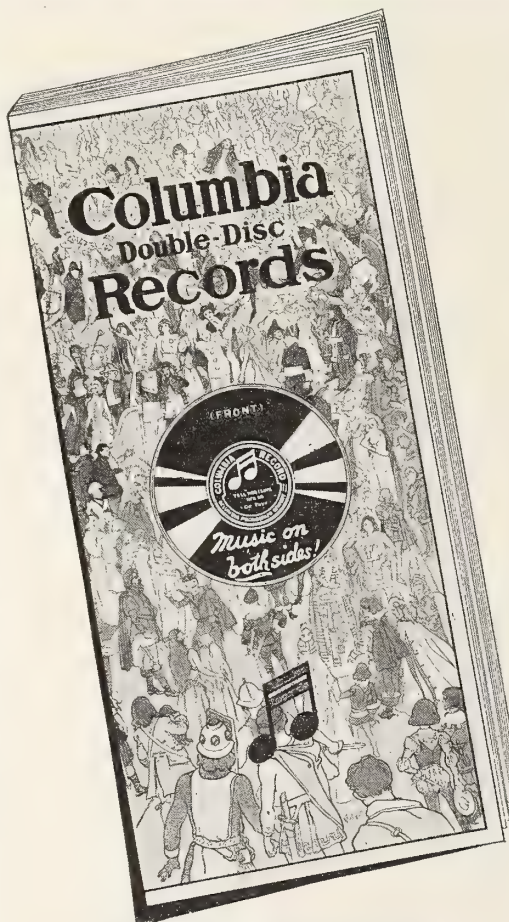
MOCKING BIRD AND NIGHTINGALE.

Mr. James E. Chase, of the Chase Furniture Manufacturing Co., of Dallas, Tex., a customer of the Dallas Talking Machine Co., purchased the record No. 64,164, "Song of a Nightingale," and after playing it over twice at home was surprised at an apparently very plain echo from outside the house, and upon investigation learned that a mocking bird which had its nest in a nearby tree was imitating the record, and since that time has been constantly around the house calling to the nightingale, and when the record is started the mocking bird comes to the window, perches on the vines and calls back to the nightingale and seems very reluctant to leave after the song is finished. It is evident the mocking bird believes there is a caged bird inside the house.

"TALKER" DEALERS SHOULD MAKE NOTE.

To the question as to whether it is a good business proposition to keep the window lights burning until 10 p. m., an Eastern dealer informs the Hardware Dealers' Magazine that the expense is small. If a dealer has anything in his show windows it is advisable to keep the window lights on until 10 and perhaps 12 o'clock. Especially is this true in the summer time when the people are on the streets and they are looking for something to attract their attention. In a town where the stores are all closed and dark in the evening it is a pretty dead town. It is one of the best advertisements you can have. Keep your windows lighted in the evening.

A traveling salesman died suddenly in Kalamazoo, and his relatives telegraphed the florist to make a wreath, ordering that the ribbon should be extra wide with the inscription, "Rest in Peace" on both sides, and if there was room, "We Shall Meet in Heaven." The florist was out of town and his new assistant handled the job. It was a startling floral piece which turned up at the funeral. The ribbon was extra wide and bore the inscription, "Rest in Peace on Both Sides, and If There is Room We Shall Meet in Heaven."



Cover of New Columbia Catalog.

fully balanced a list of musical offerings as could possibly be compiled.

The arrangement of the catalog is exceedingly simple, making it an easy matter for one to turn immediately to the department desired and find the selection required. The alphabetical list covers the pages from 5 to 96. Following that and running through from page 97 to page 144, are the grand opera and concert selections. Page 145 contains the complete classified list. The index of records begins on page 171, and is arranged under the names of the artists. The sizes and prices of all records in the alphabetical list are plainly indicated opposite the titles of the selections. The grand opera and concert selections are arranged under the names of the artists, ac-

THE RIGHTS OF RECORD-MAKING TALENT.

A Well-Considered Criticism of the Attempt Made by a New York Theatrical Firm to Place a New Construction on Its Contracts Covering Well-Known Singers Who Make Talking Machine Records—New Issue May Be Fought Out In The Courts—Interesting Review by Waldon Fawcett, Especially for The Talking Machine World.

A movement fraught with rather formidable possibilities for the entire world of mechanical music and sound reproduction is found in the attempt of a well-known New York theatrical firm to place a new construction on its contracts covering the services of well-known vocalists. The contracts



Alice Nielsen, the Boston Prima Donna.

themselves, which are the basis of this radical innovation, are not, it will be understood, different in any essential from the form in general use for years past as compacts between operatic and theatrical managers on the one hand and the singing and dramatic artists on the other. Indeed, some of the contracts which are being utilized in this attempt to establish a precedent have been in existence for some time past.

The present turn of affairs is nothing more nor less than a startling if not high-handed new interpretation of existing agreements. The contracts of



Sammarco, the Famous Baritone.

the firm in question with their artists contain a stipulation, as do almost all such contracts, reserving to the managers the "exclusive services" of the artists engaged. The phrase "exclusive services" has always heretofore been interpreted as meaning the sole services of the artists in giving public per-

formances of any kind or private appearances for profit—although in some instances there has been no question of the right of an artist to appear at private residences at will (either for fees or gratuitously) so long as such engagements did not interfere with his or her public appearances or adversely affect box office receipts.

The Question of "Exclusive Services."

Now come the pioneers of a new movement and declare that the heretofore undefined, and seemingly elastic, term "exclusive services" covers the making of talking machine and phonograph records and they have notified their artists—including a number who are popular record makers—that they will not be allowed to make records in future and that any attempt to do so will be regarded as a violation of contract—with dire intimations of suits for damages, etc.

The outcome of this attempt to restrict the rights of record-making talent, and incidentally to cripple important branches of the music trades, will be watched with keen interest. Presumably the new issue will be fought out in the courts and the case probably carried to the highest tribunal in the land, so that some time may elapse ere the legal



Mesha Elman, Violinist, and Percy Kahn, His Pianist, Whose Records Are Among the Most Popular Issued.

status of the existing contracts is conclusively determined.

However, whatever the outcome of this prospective legal battle, and regardless also of whether or not other managerial firms attempt to follow the example of the New York house that has made the first move in this matter, there is no doubt but that this raising of the question will cause all artists who are in the habit of making talking machine or other records to exercise greater care as to the exact stipulations of contracts which they may in future enter into for public appearances. Singing and playing by proxy to country-wide audiences, millions strong, through the medium of the sound-reproducing instruments is much too profitable to the artists not only in financial returns, but also in fame, to be lightly abandoned.

It is predicted that if managers are found to have the legal right to thus expand the scope of the term "exclusive services" the time is not far distant when "stars" who have sufficient prestige to enable them to make a declaration of independ-



Victor Herbert Chatting to Mme. Cisneros.

ence will be found insisting upon the incorporation in their contracts of an explicit stipulation to the effect that they are permitted to make talking machine records. It goes without saying that the artists will be supported in such a stand not only by the manufacturers of phonographs and talking machines, but by almost all branches of the music trades, for this new proposal, if it were generally adopted, might extend to surprising lengths.

How the Prohibition May Be Defined.

For instance, the prohibition might not be confined merely to vocalists enrolled in the prominent operatic companies who make records as an incidental activity. It is quite conceivable that if there seemed to be sufficient incentive the managers of leading pianists might not only seek to prevent their stars from making talking machine records, but might even attempt to monopolize their services to the extent of denying them the privilege of producing autograph player-piano rolls, etc. Or—and this may be the crux of the whole situation—the artists under "exclusive contract" would be permitted to contribute their art through the medium of rolls and records only in case the manufacturers were willing to make liberal payment to the controlling managers as well as to the artists themselves.

There has been no end of speculation ever since the attempt at a new policy was announced, as to the animus of the action. Very few persons, of



David Bispham, American Baritone.



John Philip Sousa and His Favorite Horse.

course, take seriously the contention of the managers that they are prompted by fear lest the voices of their artists will be permanently injured by singing for record-making purposes. A much more generally accepted view of the situation is that the managers are eager to "get in" on the profits which are supposed to have accrued from the enormous growth in popularity of mechanical musical instruments during recent years. There has, indeed, been growing evidence of a spirit of unrest in managerial circles for some time past. Other managers had protested against their artists singing for records before the firm now in the limelight followed protests by threats of legal action. And several operatic managers have attempted (unsuccessfully thus far) to cut down the salaries paid

(Continued on page 14.)



The dealer who slips up on a Columbia connection this Fall is in for a sore loss of good money.



**Columbia Phonograph Co., Gen'l
Tribune Building, New York**

THE RIGHTS OF RECORD-MAKING TALENT. (Continued from page 13.)

to stars of the opera on the ground that such celebrities are deriving an enormous revenue—unknown in days gone by—from the talking machine and phonograph companies.

The Theatrical Man's Viewpoint.

The state of mind of the theatrical and musical comedy managers is the more readily understandable in the light of business conditions in the amusement field during the past couple of seasons. No person contends, I presume, that, generally speaking, box office receipts have been satisfactory. And what applies to the theatrical field applies in lesser degree to the concert field, at least in certain sections of the country. Managers feeling the force of the revolt against the two dollar scale of theater prices have looked about for explanations. They have found them primarily in the vogue of motion pictures, but—with less tangible evidence to go on—they are equally suspicious that their receipts have been cut into heavily by the home entertainers—the player-piano and the talking machine. Hence a determination to handicap these competitors, if possible, or else force the accounting of a share of the profits.

Without venturing an opinion on the obviously mooted question of whether these "universal musical instruments" have actually cut into box office receipts, it is the opinion of many shrewd observers that certain managers are taking a short-sighted view of the situation. By and large, these home entertainers should in the long run prove a help rather than a hinderance in the amusement field. The situation seems to be, in the matter of misconception, very similar to that which existed in the transportation world when the interurban trolley lines first began to be constructed on an extensive scale. At the outset the companies operating steam railroads were bitterly opposed to the new lines and fought them tooth and nail, fearing that the electric roads, with their lower passenger rates, would capture the lion's share of the business. But, as time went on the operators of the steam roads found that, far from stealing their business, the long-distance trolleys were creating new business and were actually acting as "feeders" of the steam roads.

Something of the same result, in effect, is to be expected in the higher branches of the amusement field. Indeed, it has already come to pass. Any person who has made any study of the matter realizes full well that the tremendous awakening of interest in opera throughout the United States during the past few years has been due primarily to the educational "missionary work" performed by the talking machines and player-pianos. Similarly the country-wide reflection through these mediums of the art of eminent vocalists and instrumentalists has created a desire on the part of the public to hear the makers of the reproductions that have charmed them and, in consequence, an opera-growing and concert-growing public is being recruited more rapidly than could be done by any other means. An illuminating illustration of the marvelous efficacy of this form of introduction to the public was afforded during the recent trans-continental tour of John McCormack, the Irish

tenor. Prior to the time that he began making his matchless series of talking machine records, McCormack was by no means the best known tenor or the most admired before the American public, but when he recently made a coast to coast tour, singing the same songs that are featured in his talking machine records, he won a verdict phenomenal both in point of enthusiasm and box office receipts.

Records as Publicity Promoters.

Similar evidence as to the value of records as the most potent of publicity promoters is afforded by the experience of David Bispham, the eminent baritone whose records are among the most perfect ever produced, and by that of Alice Neilsen, the American prima donna who has made records of appealing quality for all the principal companies. It is such disclosures as to where their real interests lie that have stiffened the determination of many eminent artists to stand firm on their rights to make records.

And there is yet another consideration that influences the artist. This is found in the circumstance that a satisfactory repertoire of rolls or records may, in effect, constitute a pension fund, the income of which means a life of comfort and mayhap of luxury long after a golden voice has lost its sweetness or a virtuoso's hand has lapsed in cunning. For all that the business is comparatively new there is ample evidence that popular demand for an artist's records by no means diminishes when that artist retires temporarily or permanently. It may be even stimulated by such retirement, and the object lesson of Madame Emma Eames enjoying an almost ideal existence in France, largely as a result of the generous royalties derived from the sale of her talking machine records, has not been lost on artists who have a thought for the proverbial "rainy day."

Taking the most pessimistic possible view and granting that short-sighted managers are willing to lose the invaluable publicity that records and rolls give their artists, and that furthermore the courts hold that they are within their rights in their new interpretation of "exclusive services," it is impossible to see how the music trades can be really seriously inconvenienced. As has been intimated, the great artists of international fame will certainly not consent to be bound by such restrictions. All the artists from Caruso to Harry Lauder, who stand at the head of their respective lines, may be expected to change management ere they would submit to such dictation. On the other hand, there are for the talking machine companies several important sources of supply that cannot possibly be affected.

There are Artists Still Left.

For one thing, there are the great musical organizations, such as Victor Herbert's Orchestra and Sousa's Band, whose managers would neither attempt nor desire to enforce any such mandate. And then, again, there are the great numbers of gifted church singers and independent concert artists who are really the mainstay of the sound-reproducing field. From this source of supply the record-making companies have developed a force of record-makers who specialize in this work and whose counterfeit renditions are, by reason of their technical or mechanical excellence, often preferred

to those of artists of greater fame, but who do not manifest such grasp of the possibilities of the reproductive process.

There are wise men in the trade who predict that if this "closed shop" sort of policy does obtain to a limited extent for a time it will ere long be abandoned entirely. By way of "horrible example" of the effect of shutting out the player-pianos and the talking machines they cite the case of the opera, "The Girl of the Golden West." This work has, of course, manifested certain drawing powers (due in some measure, no doubt, to the American inspiration of the work), but who will contend that it has fared as well at the hands of the public as it would if a shrewder policy had acquainted the whole American public with the music through the medium of mechanical musical instruments.

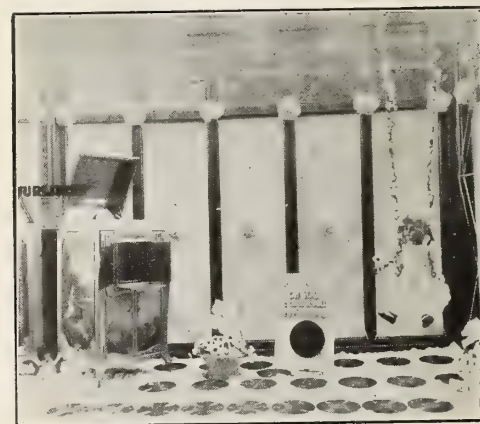
VALUE OF THE SHOW WINDOW.

**A Recent Record Display by R. Wurlitzer Co.
Shows Its Advertising Worth.**

(Special to The Talking Machine World.)

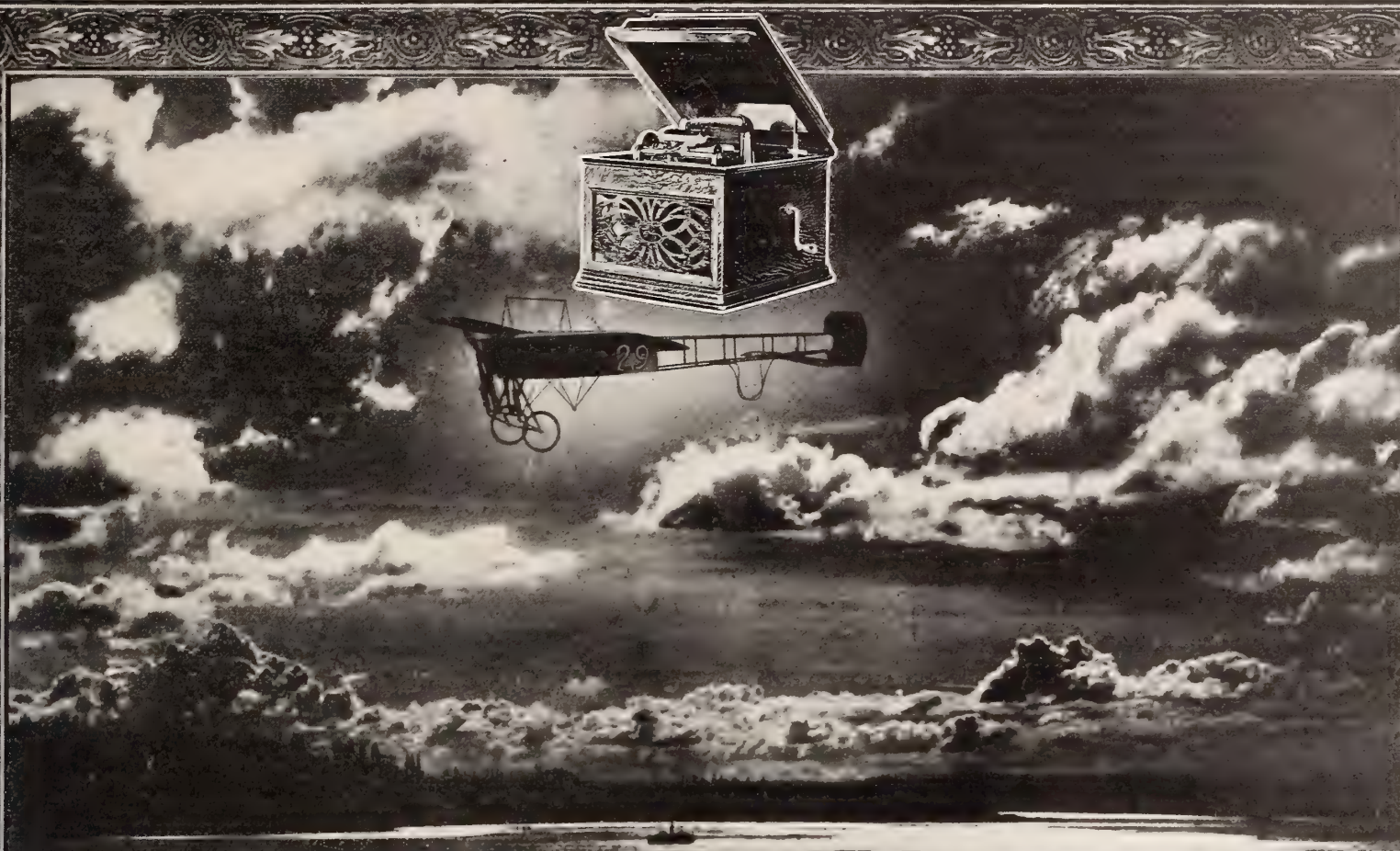
Cincinnati, O., Aug. 8, 1912.

A typical instance of the value of show window trimming and using the same as a medium of advertising is shown in the case of the R. Wurlitzer Co., when it recently gave some attention to the



A Clever Wurlitzer Window.

record, "Oh! You Beautiful Doll." It sold over 1,000 records in less than a week. The company attributes this tremendous gain in business solely to the window display. This was staged under the direction of H. C. Shillito, who does all this kind of work for the Wurlitzer Co. Shillito secured the largest doll in the city and placed it in a swing, facing a Victrola. Scattered about the show case were numerous records. The background was of the summer-like type and naturally the entire color scheme was extremely attractive. Just now the company is moving an extra accumulation of the records, "Moonlight, the Rose and You." The settings are appropriate for the title and the success will be almost as great as that of "Oh! You Beautiful Doll." Shillito, as a member of the National Association of Window Trimmers of America, was in Chicago on August 1 to attend the annual meeting of that organization.



Above All Mr. Dealer

— GET THE PROFIT —

Don't be backward—get your share—step right in with the U-S Royal—sell it for \$50.00—it's worth more—big profit

THE UTMOST FOR FIFTY

Plays either Two-Minute or Four-Minute Records with separate points and diaphragms. A simple turn of a thumb-screw engages the proper reproducer. Permanent, non-wearing Sapphire Reproducing Points last forever. No needles to change or adjust. Powerful, even-running Motor permits playing three Four-Minute or six Two-Minute Records with one winding and can be wound while running. The Flexible Tone Arm of nickel gives proper amplifying radius and improves quality of reproduction. Every actual improvement known to the industry may be found perfected on U-S PHONOGRAPHS.

STRONGEST SELLING POINTS

The most superbly-equipped Phonograph made. Reproduces all the music and nothing but the music. The whispered harmonies so usually smothered in ordinary sound-reproducing instruments are most faithfully reproduced at their exact value. A marvel to musicians and a delight to all. Choice of Oak or Mahogany finish in finest hand work. Dimensions, 20½ inches by 18 inches. Height 16½ inches. Shipping weight, 110 lbs.

The greatest value for the money ever offered. A chance of a lifetime for the live dealer.

U-S Everlasting Records are built for Eternal Service—Non-Breakable

U-S Phonograph Company

ASSOCIATED WITH

THE BISHOP-BABCOCK-BECKER COMPANY

1013 OREGON AVENUE, CLEVELAND, OHIO

219-225 W. Washington, Chicago 5-7 Union Square, New York Portland and Chardon Sts., Boston
338-40 Minnesota St., St. Paul 58-60 W. Mitchell St., Atlanta 368-70 Broadway, Albany
210-12 S. Broadway, St. Louis 1106 Commerce St., Dallas

U-S EVERLASTING
NON-BREAKABLE
RECORDS

Fit any Phonograph

U-S EVERLASTING
NON-BREAKABLE
RECORDS

Fit any Phonograph

NO COMPLAINT OF CLEVELAND TRADE

With Normal Summer Conditions Prevailing—Better Class Machines in Good Demand with Cheaper Models Increasing in Favor—Only Union Instruments in Labor Parade—Phonograph to Lengthen Life—Opening of W. H. Buescher & Sons Co.'s New Victor Store Interests Trade—U-S Phonograph Co. Factory Busy—G. M. Nesbitt Home from Canadian Trip—What the Various Jobbers and Dealers Have to Report About Prospects.

(Special to The Talking Machine World.)

Cleveland, O., Aug. 9, 1912.

July closed a very satisfactory month in the talking machine trade. The dealers generally more than averaged a normal midsummer volume of business, running largely to the better grade, highest-priced machines and records. Sales of the cheaper types, however, are increasing with the improvement in business in the various industrial lines, which affords the workman, as well as the boss, an opportunity and the means to purchase.

The Cleveland Federation of Labor has promulgated an edict that no band instrument will be permitted in the Labor Day parade unless it bears the union label. It doesn't matter if it has been handed down from the forefather, is prized for its memories, its melody and its magic touch—it has simply got to have that union label, notwithstanding it was made before unions were invented.

The Cleveland News recently had a book lovers' contest, and among other prizes offered a \$200 talking machine. The lady who won it acknowledges its receipt and writes: "It is certainly a beauty, and I am, with my friends, passing many enjoyable moments in our home with this beautiful machine. Had I known what pleasure it affords I would have possessed one years ago."

Dr. G. H. Michel, of this city, has made discoveries that not only preserve the body but cause it to retain its natural color. He asserts that there

is now no reason why bodies cannot be preserved indefinitely to be viewed by descendants. For a time science marveled at the perfection of photography and the phonograph—inventions which permanently preserve the image of the body and the sound of the voice. Now Dr. Michel literally proposes to preserve persons themselves in a perfectly lifelike state, so far as appearance goes. "It would be interesting, to say the least," said the doctor, "if we could now see President Lincoln in a lifelike pose, with the full bloom of color on his cheeks, his eyes not those of the dead, while through a phonograph we heard his voice giving the famous Gettysburg address. That is too late now, but in a hundred years our descendants might view Theodore Roosevelt in this way." Experiments conducted for a period of a year show the perfection of Dr. Michel's preservation.

J. J. Bennett, Canadian representative of the U-S Phonograph Co., is on his way to the western part of the Dominion.

J. C. Button, assistant of Frank Dorian, of the Columbia Co., on his way from Canada to New York, spent a day at the company's store here. He reported business was good all along the line.

R. R. Gorham, formerly with the Victor Co. and lately with the Eclipse Musical Co., is now located at Saskatoon, Saskatchewan, Canada, and is doing well.

The chief feature of interest in the local trade this month was the opening of the new quarters of the exclusive Victor store of the W. H. Buescher & Sons Co. on Euclid avenue. It is considered the largest and most elaborately fitted and furnished store of the kind in this country, which was the consensus of opinion of a number of jobbers and dealers from all parts of the country, who stopped off on their way to and from the convention. The store has a frontage of 30 feet on the avenue and extends back 180 feet to an alley, where there is a large covered area, affording admirable facilities for shipping and receiving stock in large quantities. The stock room, 95 x 120 feet, is on the third floor, and with the large basement

affords room to carry a much larger stock than ever before. The entire wholesale and retail business is concentrated in the one location. The interior is finished in driftwood oak, the walls and ceiling beautifully frescoed, and lighted by the indirect system, and the floors are covered with Oriental rugs throughout. There are three large demonstrating rooms, with a separate record room conveniently adjacent, amply sufficient to carry the entire Victor list of records. Mr. Roberts stated business was good, and had opened with increased volume in the new quarters, and that the company was in better shape to do business than heretofore, especially in the wholesale department.

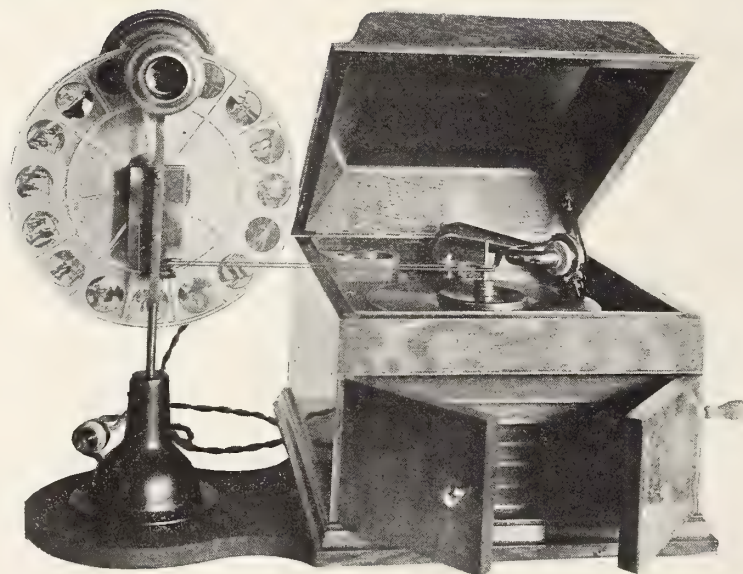
Conditions at the factory of the U-S Phonograph Co. are of the most satisfactory character. "We are running almost up to full capacity on both machines and records," said Geo. M. Nesbitt, "and sales of our products continue with the most gratifying increase. We are, in fact, swamped with orders from all parts of the country for the Rex and Royal types—the \$25 and \$50 concealed horn machines. All of our branches are doing remarkably good business."

The American Multinola Co. claims to have now reached a point when matter of interest in talking machine circles will soon be made public.

Under the energetic management of P. J. Towell, brother of the president of the Eclipse Musical Co., a growing, large business is developing in the wholesale department. Daily increase of shipments indicates constant expansion of trade, and added customers to the company's lengthening list. "Business is very good," said Mr. Towell. "It is gradually improving, and gives promise of an unusually excellent fall and winter volume of trade. The demand, you might say, covers the entire line of Victor goods, but there is a more especial present demand for Victor IV and Victrola IX." In the retail department an excellent demand is reported for the better types of machines, as also good sales of the cheaper ones. The record trade was said to be large and included a large proportion of the higher-priced ones.

ADAPTOR ILLUSTRATOR

Attaches
to
any make
of
Talking Machine
in one second.



Let us tell
you more
about this
wonderful
machine.

Three Distinct Machines in ONE

Talking Machine Illustrator

Show-Window Advertiser

Home Stereopticon

PICTURE-DISC COMPANY

Los Angeles, Cal.

G. M. Nisbett, sales manager of the U-S Phonograph Co., has just returned from a trip to Toronto and other towns in Canada. He says business is booming up there and the outlook for fall and winter very encouraging, as the crop conditions are the best and largest ever known throughout the Canadian Northwest. The August list of U-S records affords a wide field to select from, by well-known composers, authors and musicians.

O. E. Kellogg, of the H. E. McMillin & Son Co., stated that the talking machine department receipts during the past month were more than double what they were a year ago. "We are making a special effort in pushing the foreign record trade," he said. "One of our employees, a fine musician, can converse in twelve different languages, and we are prepared to greet every customer in his native tongue. Present business in both the Victor and Edison lines is good, and the prospects are very promising. J. J. Anderson, Mr. Kellogg's able assistant, has just returned from his vacation, which he spent on a fishing expedition up the lakes.

Miss Ethel M. Volk, manager of the talking machine department of the May Co., is a devotee of the business. She insists that no issue of The Talking Machine World is complete unless mention is made of the May Co. and its prosperous trade. "Business in both machines and records," she said, "is exceptionally good, considering the season. It is much ahead of last year in both the Victor and Edison lines. Demand is specialized more particularly for Victor III, IV and VI, and we are having a fine record trade. I look for a good fall trade."

The Columbia store has been greatly improved. New silk and velvet window curtains have been hung, a Persian carpet laid, and artists have re-decorated the walls and ceiling. Speaking of trade, Mr. Madson said: "The Columbia business was very good last month throughout the Cleveland territory. Our July business showed a heavy increase over July of last year and June of this year. Conditions are very satisfactory." Clinton Routh, formerly manager of the player-piano department of the W. F. Frederick Piano Co., is now connected with the Columbia store as assistant manager.

The situation at the store of the B. Dreher's Sons Co. is one of satisfaction, not only with the handsome new quarters, but the pleasure universally expressed by customers at the magnificence of the new music emporium and the courteous, square deal accorded them. F. B. Guyon, manager of the talking machine department, said: "While we are not working overtime during this hot spell there is something doing every day. We are having inquiries daily regarding Victrolas and Victor machines, and there is promise of a good fall business. Increasing interest in the record trade is manifest by people who already own machines, and indications are that there will be a very marked increase this fall over last year's big business."

The W. F. Frederick Piano Co. enjoyed a very satisfactory business during the past month. "Every day throughout the usually expected dull season," said Norman H. Cook, of the talking machine department, "we steadily added to our list of pleased customers, and through their boosts and our earnest efforts with the best line manufactured—the Victor—see no reason for not enjoying a bright future in the talking machine department of our Cleveland store. Our Canton store, under the direct charge of W. H. Watkins, is more than fulfilling our most sanguine hopes."

The Bailey Co. is having its usual good run of business. "Trade is good," said Mr. Friedlander, "and since the first of the month has been improving. We are making sales of machines daily in goodly numbers. The demand is more especially for Victor III and IV, and Victrolas IX and XI; at the same time we are selling a good many of the cheaper machines. The record trade is very good."

The Victor machine and record parlors of the Caldwell Piano Co. are popular resorts and are usually thronged with customers. The company carries a full line of Victor goods.

Business is reported quite as good as it was last

month at the Edison store of Louis Lucker. Mr. Paterson said trade was keeping up remarkably good and that he and the customers were anxiously waiting the advent of the new Edison disc machine.

Charles I. Davis, music publisher, jobber and dealer, reports the talking machine business exceptionally encouraging, which he accredits to his prominent location on Euclid avenue, his attractive window displays and beautiful Victrola parlors. His Pittsburgh branch is showing an increase right along, he says, and it is his intention to remodel his building in Buffalo and devote an entire floor to the talking machine department, and as it is in a very prominent location, anticipates a big business there.

CHANGES IN BALTIMORE.

Thomas Gordon Buys Out Half Interest of G. Fred Kranz in the Kranz-Smith Talking Machine Co.—Name of Company to Be Changed—General Business for July Reported as Being Very Good—News of the Vacationists—Other Trade Happenings.

(Special to The Talking Machine World.)

Baltimore, Md., Aug. 10, 1912.

Thomas Gordon has bought out the half interest of G. Fred Kranz in the Kranz-Smith Talking Machine Co. and will now conduct the business of that company by himself under the firm name of the Gordon Talking Machine Co. Mr. Gordon will continue to occupy the second floor of the Kranz-Smith building, but will make a number of up to date changes, including a new record and machine room and new furniture. Mr. Gordon has been manager for the Kranz-Smith Talking Machine Co. for the past two years and is thoroughly familiar with the trade and announces that he expects big results during the coming fall and winter, judging by the excellent prospects in hand. He will run a complete line of Columbia and Victor machines from the highest to the lowest price, and will also have a full line of the various styles of records.

William Knabe & Co. announce through Manager E. Fred Colber that the July business in Columbias, especially during the last week, showed up excellently and was far better than the same month of last year. To finish up the month the firm closed out the last week three high priced Columbia machines, the line the firm handles. Mr. Colber speaks very encouragingly of the prospects for the fall and winter.

The Hub Piano Co., which handles the Columbia line, reports a good July business, with the pros-

pects for the fall and winter being better than ever.

Similar reports are made by Manager Rosenstein, of the Rosenstein Piano Co., regarding the Columbia line, which this firm also handles.

Manager W. C. Roberts, of the E. S. Droop & Sons Co., speaks well of the July trade with the Victors and Edisons and declares the prospects indicate that the fall of 1912 will be one of the biggest and most successful periods for the talking machine industry in this section, as well as Washington. Mr. Roberts also manages the Washington store of the company. The record business has also shown a nice increase, with prospects for the demands increasing right along.

After a pleasant trip by sea to Savannah and Jacksonville, Manager S. A. Dennison, of the local branch of the Columbia Phonograph Co., General, is back on the job. Mr. Dennison was away for eight days and he said that he had a most enjoyable time during every moment of his trip. Mr. Dennison declared that what pleases him more is the fact that business for July has kept up in excellent shape and he has every reason to believe that the fall and winter months will show a big improvement even over the fine record made for the same periods of last year.

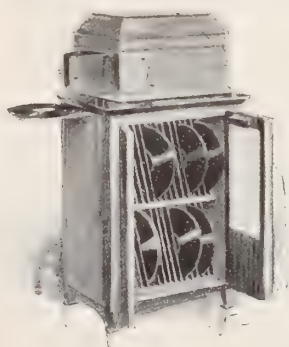
In order to equip himself physically for an arduous fall and winter battle, Manager W. C. Roberts is spending two weeks by the seashore and up around New York way. He left Friday for Atlantic City, where he will remain for the rest of the week, after which he will visit relatives who live along the Hudson River.

Manager M. Silverstein, of Cohen & Hughes, Victor and Edison dealers, is away on a business trip. It was announced at the store that the firm has enjoyed a very good trade for this season of the year.

H. R. Eisenbrandt Sons are having good warm weather results with the Victor line of machines and records. Manager Strohr has been a very busy man all summer, especially with the sale of popular records, and he is now preparing to take a well-deserved recuperation. Mr. Strohr has made no especial plans for his vacation, but will enjoy water trips to Washington, Philadelphia and other popular nearby towns.

TO HANDLE VICTOR LINE.

The Hallet & Davis Piano Co. has completed arrangements for the installation of a complete line of Victor talking machines and records in the Harlem store of the company on 125th street, New York.



**Leading Styles
in Cabinets and
Table Cabinets
for Disc Records
to match all
Victor-Victrolas.**

**It isn't a gamble to stock
a few attractive Udell
Guaranteed Cabinets and
Tables for Disc Records.**

**The styles are so attractive and
the prices so reasonable that
when you sell the Machine and
Records it will be easy to sell
a Udell Cabinet.**

**New Book No. 41 is being printed
for you and it's your loss if you don't
let us know your name.**

Won't you send it today, sir, to

Catalog Department

THE UDELL WORKS
INDIANAPOLIS



There isn't a knot-hole in the Columbia offering for the coming season—in the instruments or in the prices of them; in the records—quality, repertory, or retail price.

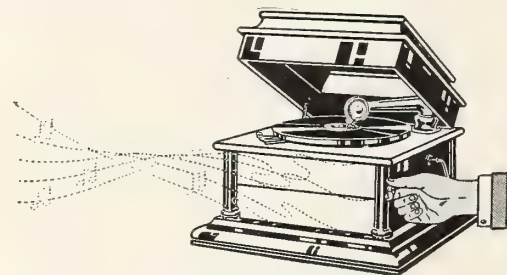


**Columbia Phonograph Co., Gen'l
Tribune Building, New York**

TONE-CONTROL SHUTTER

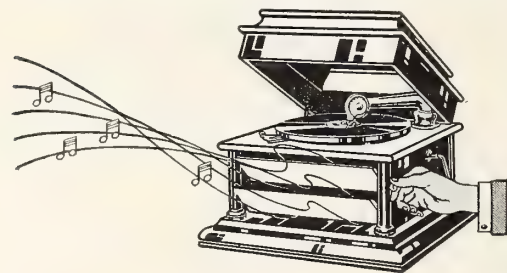
Used in the Columbia Hornless Machines Is Well Liked by Trade and Public.

The following illustrations show some of the new features with which the Columbia Phonograph Co., General, hornless machines are



No. 1.

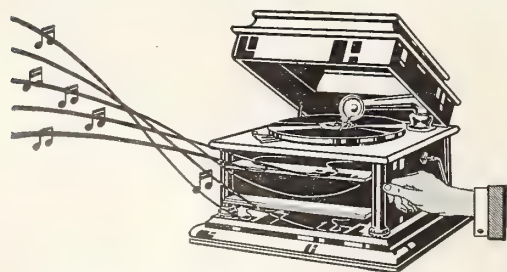
equipped. The Columbia tone-control shutters replace the two small doors, providing more sightly, more effective and more convenient control of tone volume. With a slight turn of the knob at the side it is easy to partly or completely close the



No. 2.

tone-control shutters at the opening of the sound chamber, regulating the volume of music without affecting in the least its tonal integrity. Cut No. 1 shows the shutters closed, cut No. 2 partly open, and cut No. 3 wide open.

The tone-control shutter has been on the mar-



No. 3.

ket only a short time, but it has proven most popular and is growing more so as the public becomes better acquainted with its meritorious points.

HERE'S A TRUE PROGRESSIVE.

Give me the man who can hold on when others let go; who pushes ahead when others turn back; who stiffens up when others weaken; who advances when others retreat; who knows no such word as "can't" or "give up," and I will show you a man who will win in the end, no matter what obstacles confront him.

THE COMMISSION FIEND.

An Important Letter Sent Out to the Trade on the Commission Evil Which Is Worthy of the Closest Consideration.

The following timely and important letter has been sent out by the Victor Talking Machine Co. to Victor dealers under date of July 31:

"From time to time our attention has been called to instances where our dealers are tempted and duped by what is known in the music trades as the 'commission fiend.'

"Fiend" Described.

"Specifically, this microbe may be described as one which lives upon commissions wrung from dealers through the claim that certain sales by the dealer are consummated primarily through the efforts or influence of the 'commission fiend.' Claiming this, he demands a remuneration in the form of a commission.

A "Fiend" Disconcerted.

"We have in mind an incident which came to our notice in the automobile trade a few weeks ago. The manager of an auto firm was approached by a party who claimed to know of a 'live prospect' for the Autoplex car, and agreed to bring him around to the garage the next day providing, of course, a sufficient number of the 'almighty dollars' was forthcoming. The commission seeker turned pale and red in turn when the manager replied that he could not see the prospective customer the next day, for he was going to New York City with Mr. X for the purpose of bringing over the new Autoplex car sold him that morning. (Mr. X was the 'live prospect' referred to by Mr. Commission Man).

"So it goes.

"The chances all are that by legitimate advertising you will pick up your 'live prospects' without the aid of commission men.

Our Contract Provision.

"Knowing the evils of the system and the blood-sucking propensities of the parasites under discussion, we incorporated a paragraph in the Victor contract which, if followed, will successfully bar the undesirables from our line of business. This paragraph reads as follows:

"No commissions on sales of Victor goods must be granted in any form, except in lieu of a regular salary to salesmen whose services are employed regularly and exclusively."

"It will be noted, however, that we have provided for the legitimate giving of commissions to regular employees in lieu of a regular salary, or as an incentive to promote interest in sales.

Honest Clerks Necessary.

"This plan of giving a bonus for extra effort and results has been advocated by us, and we know it to be a potent influence in increasing sales, but even this system is fraught with pitfalls, of dire consequence, and unless thoroughly honest and reliable clerks are employed the Victor dealer will find price cutting existing in his organization unbeknown to himself.

Usual Methods Employed.

"The system as usually worked by the dishonest

clerk receiving a commission is this: A few extra records are given the customer with other goods which are properly paid for, and although a regular entry appears on the firm's books for all goods leaving the store, the clerk goes down into his own pockets and makes up the difference between the amount received from the customer and the proper retail price. If the sale is large enough and the commission worth while, he can well afford to do this.

A Warning.

"Let us right here warn all proprietors paying clerks by this method that dealers must be held responsible for not only their own acts, but also the acts of their agents, i. e., their sales people.

Bond the Unreliable.

"If you cannot trust your clerks, then your only alternative is to bond them, thus protecting yourself from their illegitimate acts in connection with the sale of one price goods. As long as we do not govern the matter of hiring your employees we cannot be expected to suffer unrequited for their misdemeanors.

Guaranteed Profits Endangered.

"Price cutting to us means a chopping at the very tap root of our existence. Our successful business has been built, to a great extent, upon the foundation of reasonable prices to the public and guaranteed profits to our dealers. These profits can only be secured by the maintenance of corps of reliable sales people by our dealers.

"Reiterating: It is 'up to you' to purge your business and our business of all suspicious or questionable vendors of Victor products.

Your Responsibility.

"Finally and sincerely: If price-cutting is exposed in your establishment—although such is unknown and unsanctioned by you—we must hold you absolutely accountable for the same. It therefore behooves each and every dealer to look well into the personnel of his organization, with the object in view of weeding out those who may cause trouble, or, at least, bond them as a guarantee of their good faith.

"Above all, warn all of your employees that they have in their hands the very permanency of your Victor representation. Yours very truly,

"Victor Talking Machine Co."

OFF ON VACATION.

George P. Metzger, advertising manager Columbia Phonograph Co., General, left Saturday, August 10, for two weeks' motor trip through the hills of New England.

Marian Dorian, treasurer of the Columbia Phonograph Co., General, returned to his desk this week after a sojourn at Atlantic City. His sturdy appearance would indicate that the rest produced good results.

An American consul in Germany reports to the Bureau of Manufactures in Washington that there appears to be no market in his district for high grade American phonographs, but an important firm manufacturing and exporting musical instruments, with branch houses in Russia, intends to import high grade American machines into that country.

THREE NEW VICTROLAS WILL SOON BE READY.

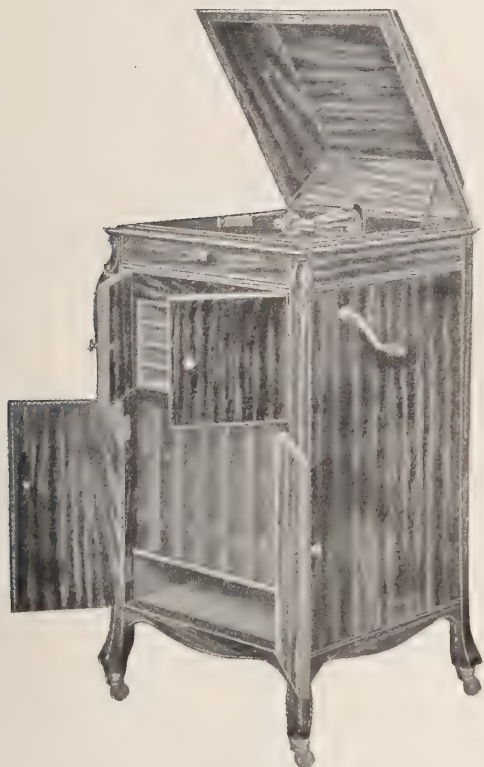
New Styles Which Have Aroused So Much Enthusiasm Throughout the Trade and of Which Much Is Expected During the Fall and Winter, Illustrated Herewith for the First Time—Attractive Qualities of the Instruments and Their Respective Prices Prove Especially Interesting to the Retailers—Shipments to Begin August 15 and New Models to Be Placed on Sale on September 15—Dealers Advised to Prepare for Holiday Demands in Advance.

It is safe to say that the greatest enthusiasm displayed during the recent convention of the National Association of Talking Machine Jobbers at Atlantic City was on the occasion when, at the banquet, Louis F. Geissler, general manager of the Victor Talking Machine Co., announced the three new Victrolas which are to be placed on the

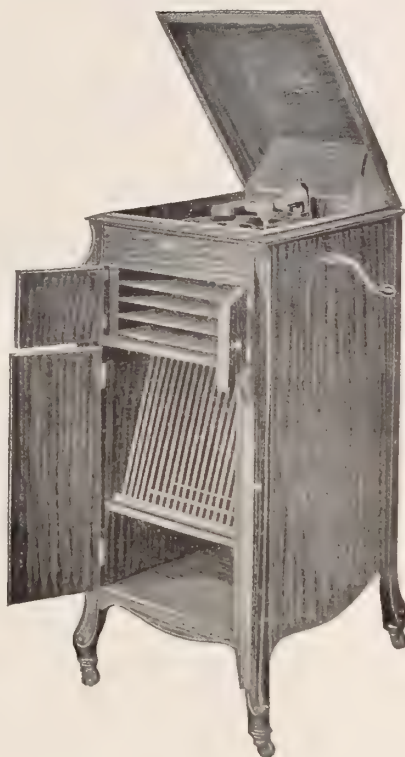
which are known as Victrola X, XI and XIV, respectively, and each of which is a complete upright instrument, are introduced by the company as offering the purchaser the best value for his money in the history of the Victor line, and those who are to sell them apparently coincide in the opinion. The new models retail at \$75, \$100 and \$150, and an

ducing qualities are fully up to the Victor standard, as has already been demonstrated.

Before this issue of The Talking Machine World reaches all its readers the Victor Co. expects to begin the shipment of the new Victrolas in response to the large volume of orders which began to pour in as soon as the new machines were announced. The new Victrolas will be placed on sale on September 15, and the leading distributors and dealers have already made arrangements for a sufficient stock to meet the demand which they feel will develop immediately upon the advertising and exhibition of the new models, and to enable them



Victrola XIV.—Open for Playing.



Victrola XI.—Open for Playing.



Victrola X.—Open for Playing.

market on September 15 this year. The first samples of the instruments themselves, when displayed during the dinner at Fort Side Inn the fol-

lowing day, called forth further praise from the Victor distributors, and the dealers, in their turn, were equally enthusiastic. The new Victrolas,

chief difference between the new styles and the other higher priced models lies in the interior arrangement of the cabinets and the sound repro-



Victrola XIV.—Closed.



Victrola XI.—Closed.



Victrola X.—Closed.

lowing day, called forth further praise from the Victor distributors, and the dealers, in their turn, were equally enthusiastic. The new Victrolas,

chief difference between the new styles and the other higher priced models lies in the interior arrangement of the cabinets and the sound repro-

duce their orders to the limit of caution and their faith in the future with a view of avoiding disappointment during the busy season,

The Talking Machine Trade in New England

LOOK FOR RECORD-BREAKING FALL.

F. H. Silliman, Manager of the Pardee-Ellenberger Co.'s Boston Store, Tells a Story of Progress and Good Cheer That Is Encouraging—Kinetoscope Possibilities.

(Special to The Talking Machine World.)

Boston, Mass., Aug. 7, 1912.

"Present indications prompt us to believe that this fall will be the best ever enjoyed by the New England trade," comments F. H. Silliman, manager of the Boston headquarters of the Pardee-Ellenberger Co., Inc., of this city and New Haven, Conn., jobbers of Edison phonographs and records, as well as the new Edison home kinetoscope. Continuing, Mr. Silliman explained: "For the first time in the history of the country the steel industries did not shut down for repairs during this summer; they have sufficient orders on hand for a year; crops in the South are reported as excellent; wheat crops are bountiful; the general run of manufacturers have a good business and find a scarcity of skilled labor; railroads are prosperous and the election of a President does not seem to be the disturbing element this term as it has been in former years.

"In New England particularly, the general report is that this summer's business is a trifle ahead of last summer. Most every line of commercialism is enjoying this prosperity. All this prosperity reflects upon the home owner, or, I should say, the home enjoyer. There the head of the house wants things as entertaining as possible, and it is in this niche that the Edison home kinetoscope is filling a want that has been long felt. Give a home this machine and an Edison phonograph and it has a joy combination of tremendous power. As this is the season for purchasing—the long nights make entertainment imperative—it is up to the kinetoscope dealer to get busy. These machines only cost \$65 to \$88—a nominal sum—and they permit a good profit. Films cost but little, with an endless exchange for new ones. The low price has helped wonderfully in the distribution of Edison kinetoscopes."

Mr. Silliman will take the last two weeks in August and exchange them for a lot of recreation and rest, the exchange taking place at Narragansett Pier. Mr. Silliman is original, in his vacation



F. H. Silliman.

respects, because he is one of the few men who can go to the seashore, come home and not burst ear drums with tales of highly magnified fish.

NEW ENGLAND CONCERNS

Making Good Showing with Columbia Line.

(Special to The Talking Machine World.)

Boston, Mass., August 9, 1912.

Manager Erisman, of the Columbia Co., has lately been in close touch with several distant New England concerns which are doing wonders with Columbia outfits. Goodwin & Derby, of Peterboro, N. H., a small town, has been able to sell fifty-two machines within the past five weeks. Another house to order large shipments through Manager Erisman is the Denholm & McKay Co., of Worcester, which concern is stocking up for a big fall trade. Forbes & Wallace, a large establishment at Springfield, also has been sending in large orders. A Boston concern that is doing a big business is Navin & Kelley, of 757 Washington street, a large installment house.

IMPORTANCE OF STORE SERVICE.

A Well Considered Article on the Character and Quality of Service by Chas. C. Cessna in The Hardware Dealers Magazine Which Applies Forcefully to the Talking Machine Trade.

Business to-day revolves around the customer, and the character and quality of the service any business renders regulates the success of that business. This is true in all businesses, because all have something to sell. It depends on the service which the business itself or the article sold yields whether the customer returns a second time, becomes an enthusiastic advertiser for the concern, or never returns and is forever condemning the concern and its wares.

Someone asks, "What constitutes good service?" Taking the retail store for example, it means selling merchandise that is trustworthy; representing that merchandise to the customer exactly as it is so that the customer will not have a wrong idea of what she is getting and expect too much. Especially is this true of the less expensive goods, and it frequently leads to an unfortunate misunderstanding. Salespeople often in their zeal to close a sale will exaggerate the values or the quality, with the outcome that the customer is disappointed and condemns the store.

In these days of close competition, taking two stores catering to the same classes of people, there can be no great difference in the quality and value of their merchandise at given prices. On some things one may have the advantage, on some the other; but on the whole they will average alike. As to which store is the better, then, becomes a matter of service, and this service depends entirely on the salespeople who come in contact with the customers.

How customers are greeted; how promptly they receive attention; how merchandise is shown; how attentively and thoughtfully customers are waited on; how capable the salespeople are to make helpful suggestions; how the merchandise is wrapped; how it is delivered—all have an important bearing on service. The smile and the kindly greeting, as well as the pleasant "Thank you," or "Come in again," are part of the service. It is not always the big things, they are generally all right, but it is the little things, little attentions that count most.

It is a pleasure when entering a store to be met with smiling faces and pleasant greetings. It makes you feel welcome and at home, and it goes a long way to overcome any other shortcomings the store may have. It is gratifying when you step up to a clerk and ask a question to receive a bright and intelligent answer. It is gratifying that when you ask to see a certain article the salesperson is eager for the opportunity and seems anxious, without overdoing it, that you should know what a large assortment he or she has. It makes you feel as though you want to buy, and that is the attitude the customer must be in before he does buy.

So many salespeople fail to catch the spirit of the store; they fail to understand just what the store is trying to do; fail to grasp the importance of the little things. It's not always their fault if they do not realize all the possibilities of their position. Teach them how through business meetings. Teach them the importance of having customers leave the store fully satisfied. Teach them what not to say, what to say, and how to say it, and to avoid actions or expressions that will wrongfully affect the customer. Teach them to be frank and honest and to say nothing that will lead the customer to expect more than he will get.

Too many stores' rule books are merely lists of "Don'ts" and "Musts" on conduct. They should be more on the order of a text-book on what to do and how to do things under certain circumstances. Remember, all business revolves around the customer. The store depends on the customer's trade; salespeople depend on the store, therefore it's "up to" the salespeople to make the most of every customer.

YOUR coat of tan will soon be hidden by sleeves; schools will open and there will be long Fall and Winter evenings to be spent at home.

This is the time that you can sell the greatest number of *Edison Home Kinetoscopes*; you'll soon make your biggest profits.

Provided, of course, that you are a Kinetoscope dealer. If NOT, you had better write to us today for an unusual proposition that means more money for you.

The Pardee-Ellenberger Co.

Kinetoscope Jobbers in New England

NEW HAVEN

BOSTON

The Edison Home Kinetoscope retails from \$65 to \$88, with the right profit to you. Films correspondingly as cheap. Simple in operation, durable.

FROM OUR BOSTON HEADQUARTERS

324 WASHINGTON STREET, JOHN H. WILSON, MANAGER.

(Special to The Talking Machine World.)

Boston, Mass., Aug. 7, 1912.

With the beginning of the fall rush the Victor department of the Henry F. Miller Co. in Boylston street will be better able than ever to care for the growing business in Victor outfits, for during the past month there have been great changes under way. The second floor has been considerably rearranged through the taking out of partitions. At the front of the establishment there are two large demonstration rooms, one tinted in a soft buff, the other a Pompeian red. Both rooms are handsomely furnished, and the polished floors are covered with beautiful Oriental rugs. An outer room, whose walls are a soft green, contains desks for Francis T. White and Warren A. Batchelder, while Ubert Urquhart, the manager of the depart-

ment under whose personal supervision the changes were made, has a private office at the rear of a larger room at the rear through which visitors first enter. In the apartment occupied by Mr. White and Mr. Batchelder are kept the records, one whole wall being devoted to the shelves. Manager Urquhart has returned from his vacation, a part of which was spent in New York. Mr. Batchelder goes away the last two weeks in this month.

Some Notable Victor Sales.

An expensive Victor outfit was sold to Charles H. Allen, vice-president of the American Sugar Refining Co., at the Miller Co.'s place the other day and it was shipped to Mr. Allen's Lowell home. Another outfit was sold to E. B. Heffer, and as he was in a hurry to use the machine that same night he had the \$200 machine placed in his auto, which

stood outside, but it was only by the removal of the shield at the front that it could be got in, and the operation of loading caused quite a lot of interest in the vicinity.

Henry Rosen's Educational Vacation.

Harry Rosen, of 3 School street, is leaving in a few days for a trip that will keep him away from his place of business for at least a fortnight. From Boston Mr. Rosen will go to Bridgeport, Conn., to pay a visit to the Columbia factory. Then he will continue on to New York, where he will pay his respects to the trade. Likewise he will visit the leading establishments in Philadelphia, following this with a visit to Camden, N. J., where he will inspect the Victor factory. Atlantic City and the Edison plant also will be visited before he returns. Mr. Rosen, who reports a very good trade during the summer thus far, has added language and business machines to his large line, which included the Victor, Edison and Columbia outfits.

Rearranging Quarters at Eastern Co.

Extensive changes are under way at the Tremont street headquarters of the Eastern Talking Machine Co., and when they are finished, which will be in ample time for the fall trade, the patrons of this store will be served in a more expeditious and more adequate manner than ever before. Heretofore most of the rear of the ground floor has been given over to Edison demonstration rooms. All of these compartments are being torn out and hereafter the larger part of the third floor, formerly the hall where the Eastern Talking Machine associates use to have their assemblies, will be devoted to the uses of the Edison outfits. There are four sound-proof demonstration rooms installed and finely furnished. In the front will be an exhibit of horn machines including the Victor goods, and at the rear there will be a large storage room for the Edison cylinders and a good-sized repair shop. The second floor will remain much the same as it has been, but the ground floor will have some mahogany-finished demonstration rooms, mainly for Victor uses, and there will be a large rack the length of one side large enough to hold nearly 12,000 discs. Thus will there be the best possible service for the patrons of the Eastern Co. The improvements were made under the personal supervision of A. W. Chamberlain, the assistant manager of the company.

Where They Are Vacationizing.

W. J. Fitzgerald, Mark Read and George Reese, of the Eastern Co., are enjoying their vacation at Capital Island, Me. Later M. J. Price will start, probably going to Maine which is a favorite resort of his. Miss C. L. Collins, the treasurer of the local headquarters, left on Aug. 3 for her vacation, and Mr. Chamberlain is starting soon for New Found Lake, N. H., where he will enjoy angling for trout and salmon. Mr. Chamberlain will be accompanied by his wife and they will make the trip by their automobile.

F. K. Dolbeer in Boston.

F. K. Dolbeer, general sales manager for the Edison Co., Inc., in New York, was a visitor to the Boston trade lately, calling upon several of the leading houses of the city.

F. H. Silliman's Outing.

Manager Silliman, of the Boston headquarters of the Pardee-Ellenberger Co., is leaving town on Aug. 17 for a fortnight's vacation at Narragansett Pier. Mr. Silliman reports the Edison business as unusually good during the summer and this applies equally to the new kinetoscope for which there is a large demand all over New England.

What Mr. Pardee Reports.

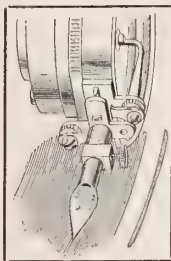
W. O. Pardee, of the Pardee-Ellenberger Co., was in town for a few days early in the month. He states there is a great amount of enthusiasm among dealers for the new Edison disc machines which are to be put on the market early next month.

(Continued on page 22.)

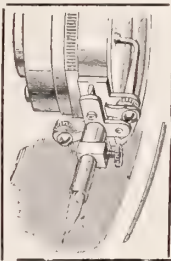
If you could get Duplex-weather—hot or cold at will—you would jump for the chance. In your own line is a chance for jumping—two tones with the same needle—the

DUPLEXETONE Talking Machine Needle

This is the position for **LOUD** playing; the best position for band and recitation records.



For **SOFT** playing this is the position, invaluable for solo singing and stringed instrument records.



A little twist either way secures all intermediate tones from **LOUD** to **SOFT**.

Write us to-day for samples of this wonderful Duplexetone Needle, together with a booklet telling about the Bagshaw Service in detail.

W. H. BAGSHAW
SOLE MANUFACTURER
LOWELL, MASS., U.S.A.



The exclusive Columbia feature of tone-control shutters—did you ever see anything take hold as they have? And at that we haven't been quite ready to push them until our dealers had opportunity to move their stock of instruments equipped with the doors.



**Columbia Phonograph Co., Gen'l
Tribune Building, New York**

FROM OUR BOSTON HEADQUARTERS.
(Continued on page 21.)

H. L. Royer Visited Canada.

Manager Herbert L. Royer, of the Arch street Victor quarters of M. Steinert & Sons Co., has been enjoying a vacation up in Canada and returns well rested and ready for the big fall business that is confidently looked for. The summer business which this house has had, especially in furnishing outfits for summer homes, has been very large indeed.

Far in Advance of Last Year.

Manager Arthur Erisman, of the Columbia Phonograph Co., General, states that business has continued uninterruptedly good all summer and that the 1912 business up to August 1 was considerably in advance of the whole twelve months of 1911. This is an unusual showing, says Mr. Erisman, in view of the fact that there are several of the best months of the year still ahead. Manager Erisman has not been able to get away on any uninterrupted vacation, because so many of the establishment are away. So he is contenting himself with afternoons at the beach. He is stopping at the Hotel Pemberton, Hull, coming up early in the morning and leaving the office each day about 2 o'clock.

Prof. Goodwin a Visitor.

Professor Frederick Goodwin, who has lately accepted the post of director of the educational department of the Columbia Phonograph Co., was in Boston for several days the first of the month. He came here to plan out a campaign of publicity by which the Columbia outfits may be more widely known. Professor Goodwin formerly was a supervisor of schools at Westfield.

An Attractive Victor Window.

Charles F. Atwood, of 207 Tremont street, has an attractive window display of Victor goods. He has arranged the summer camp, which is familiar to most people, as one of the season's best advertisements in an unusually attractive manner.

Movements of Columbia Men.

At the Columbia Phonograph Co.'s establishment one misses Fred Erisman, the assistant manager of the concern, who is enjoying a vacation at Wildwood, N. J. R. C. Sylvester, one of the busy salesmen, has just returned from New York, where he spent most of his vacation. John O'Hara had a pleasant time at Cazenovia, N. Y., and J. A. Holohan has returned from Manomet, down on the Cape.

Making Rapid Strides.

The talking machine department conducted by F. C. Henderson at the Shepard-Norwell Co.'s place in Winter street and running through to Temple place, is making rapid strides under the personal supervision of J. G. Widener, who now is vice-president for the F. C. Henderson Co. This department now handles both the Columbia and Victor goods and it is a busy place all of the time.

Visited Nantasket Beach.

Chester J. Sylvester, manager of the talking machine department of the C. E. Osgood Co., is taking a fortnight off from work and, with his young wife, is spending a vacation at Nantasket Beach. When he returns to business, Frank Jenkins, his right-hand man, will go away.

Sign Miss Jeska Swartz.

Manager Erisman reports that the Columbia Co. has just signed Miss Jeska Swartz, of the Boston Opera Company, and she will be at the laboratory shortly to make records of some of her best numbers. Miss Swartz has been winning favor at the opera house for the past three seasons and this year she is to sing more ambitious roles than ever before.

Concert Room Nearing Completion.

The concert room on the second floor of the Columbia Co. is rapidly nearing completion and will be ready by September 1. The lettering is on the wide expanse of windows, the painting is done and a new dictaphone room has been installed at the rear. When the floor is polished, the rugs down and the fine furniture put in the room promises to be a thing of beauty. Manager Erisman is planning to have regular society days.

Large Victor Trade at Ditson's.

Henry Winkelman, manager of the Victor department of the Oliver Ditson Co., says he has no kick coming, as business has been uniformly good right along. Mr. Winkelman will take his vacation the last two weeks of the month and is going to Swan Island, Me. John Canavian, one of Mr. Winkelman's salesmen, is now at Ocean Point, Me.

AN ORIGINAL VIEW OF EDISON.

Snapshot of the Great Inventor Indicates That He Is Not Entirely Wrapped Up in Scientific Investigation at All Times and Appreciates Healthy Outdoor Sports.

No general learned or public discussion of matters of scientific importance for some time past have been considered complete without the pub-

lication of some opinion offered by Thomas A. Edison, and which was generally sharp and to the point and displayed real knowledge of the subject, however complex. The result of all this, taken together with the anecdotes and biographical sketches of "the wizard," has been to create the impression that Mr. Edison is constantly wrapped up in his scientific work and does not take any interest in things outside the laboratory. No better proof that the foregoing impression is erroneous could be offered than the snapshot reproduced herewith, which shows the great inventor throwing out the first ball in the baseball game that was one of the chief events of the recent Edison field day. The picture indicates that Mr. Edison has a delivery that would do credit to a professional pitcher and that he knows a great deal more about the baseball than that it is spherical in shape. The photograph is, on the whole, decidedly unique.

GUARDING AGAINST LOSS.

How to dispose of small initial rush orders? This is the suggestion of a man of experience: Upon the receipt of an order calling for immediate shipment from a party whose name does not appear in one of the agency books, or if there, has an off rating, his custom is to wire the local bank as follows: "Do you consider Blank good for \$50, sixty days (or whatever the terms may be)? Answer quickly." This credit man says further that if the order is accompanied by bank references it is sometimes a good plan to wire the other bank in the town, if there be one, and if the credit man desires to go still further he can wire some reputable attorney either located in the same town or the nearest town. By taking such precautions, he declares, the losses sustained from the small initial rush order will become negligible.



Edison Throwing Over First Strike in Ball Game.

WITH THE CREAM CITY TRADE.

Usual Dog Day Dulness Seems to Have Overlooked Milwaukee Talking Machine Dealers This Year—Crop and Industrial Conditions Generally Encouraging—New Edison Home Kinetoscope Exhibited and Lawrence McGreal Is Enthusiastic Over Proposition—Personal Items of Interest—What the Various Jobbers and Dealers Have to Report Regarding Conditions and the Outlook.

(Special to The Talking Machine World.)

Milwaukee, Wis., Aug. 10, 1912.

These are usually the dull "dog days" in the talking machine business, but there seems to be a change in the situation this season. Jobbers and retailers are all congratulating themselves on the fact that business is holding up in a remarkable way, while the prospects for future trade were really never better.

The weather has had something to do with preventing the usual summer slump in sales. Wisconsin is usually sweltering in heat during the months of July and August, but the weather man has been lenient this year and has chalked up more cool days than hot ones during the past few weeks. People have not found themselves caught in the usual hot weather inertia and have been more willing to get into the market for the necessities and luxuries of life. What is more, there has been more ready money this year with which to make the purchases.

Steady but gradual improvement has been taking place in the iron, steel and heavy machinery business since last spring, and orders are now coming in like old times before the panic of 1907. Milwaukee is one of the leading centers in the United States for the manufacture of heavy producing machinery, and when business in this line is good it means prosperity in most lines. Consequently, business in general has taken on new life, now that confidence is more widespread and money is more plentiful.

Crop Conditions Give Encouragement.

As the days go by the assurance grows that a bumper crop will be harvested in the Northwest this season. Everybody knows that this means prosperity of the right sort, and no one knows it better than the talking machine dealers of the Badger State, who are preparing for one of the biggest fall trades in the history of the business. Proof of this is found in the fact that dealers are stocking up in machines, records and supplies with more freedom than has been expressed in several seasons. The early grain crop is now being harvested, with promises of a tremendous yield, while plenty of rain and favorable weather in general has brought along the corn crop to a point where all fears, caused by the late start of the crop, have been allayed.

"July business showed an increase over that of June, while the prospects all indicate that trade during August will attain a new high mark," said J. H. Becker, Jr., manager of the new Victor department at the Espenhain Dry Goods Co.'s big department store. "Machines are selling well, while the August records are all proving to be good sellers."

Exhibit New Edison Kinetoscope.

The first public free demonstration of the Edison home kinetoscope, for which Lawrence McGreal, well known Edison jobber of this city, has the agency, was held on the afternoon of August 2 at the new McGreal headquarters at 2113 Grand avenue, and the large crowd which gathered was proof of the interest aroused by the new machine. These exhibitions are now being held daily at the McGreal store in connection with grand opera concerts on the Edison machines, and are resulting in a brisk business for Mr. McGreal.

"The Edison home kinetoscope, Mr. Edison's latest triumph, will meet with a tremendous sale," said Mr. McGreal. "Most of our business has been done with people who are installing the machine in their homes, but we look for a big demand from the schools from now on. The possibilities of the kinetoscope as an educational factor are unlimited, and I am positive that its future is assured. The fact that this machine can be

safely operated by children in their homes appeals to people, while the fireproof films used are one of its chief merits. The machine is considerably smaller than those used in moving picture shows, as it weighs only twenty pounds, while its eighty feet of film contains as many pictures as 1,000 feet of films used in the moving picture theaters."

The new auditorium, arranged in the McGreal store for the public demonstration of the Edison kinetoscope and for talking machine concerts, has been named Mozart Hall. There is seating capacity for practically 100 people, while around the room have been arranged raised platforms for the display of talking machines and cabinets.

J. W. Campbell Takes Charge.

J. W. Campbell has been made manager of the talking machine department of the Edward Schuster & Co.'s department store at Third and Garfield streets. Miss Elsie Meisner is now with the talking machine department at the Schuster store at Twelfth and Vliet streets, over which Albert Friedman has general supervision.

Coming and Going.

Joseph Gannon, assistant manager of the Wisconsin Talking Machine Co., jobber for the Victor line, is enjoying a two weeks' vacation in St. Louis.

George D. Ornstein, general sales manager of the Victor Talking Machine Co., was in Milwaukee recently on business. While in the city Mr. Ornstein was the guest of his sisters.

Reports Gain of 78 Per Cent.

L. C. Parker, enterprising manager of the Victor department at Gimbel Bros., has returned from a three weeks' vacation spent with relatives at Rhinelander, Wis. Mr. Parker, while at Rhinelander, narrowly escaped meeting with a serious injury when struck in the face while cranking an automobile. Mr. Parker sustained a broken nose and other bruises, but does not show the effect of the accident now, due to the fact that a physician was with him when the injuries were received. Mr. Parker finds that his talking machine business made a gain of 90 per cent. during the month of July, as compared with the same period a year ago, while a total average gain of 78 per cent. was made during the first six months of the year.

Columbia Business Grows.

As proof that the Columbia business in Milwaukee is increasing by leaps and bounds, A. G. Kunde, 516 Grand avenue, Columbia jobber and retailer, sent out more than \$1,000 worth of machines in one day recently for delivery to Milwaukee buyers. Mr. Kunde has been forced to increase his office and his sales force in order to care for the big increase in trade. The New Favorite Columbia, with the shutter attachment, has arrived at the Milwaukee store and is proving popular with the trade.

Mrs. Kunde, accompanied by her young daughter, has returned from an outing of several weeks spent at Okauchee Lake, and is again assisting her husband in the Columbia store.

Lawrence McGreal for Sheriff.

Lawrence McGreal has announced his candidacy for sheriff of Milwaukee county on the Democratic ticket. Mr. McGreal ran for the office two years ago and was beaten by a very narrow margin by the Socialist candidate. This year he hopes to fare better.

Take on the Regina Line.

The Heller Piano Co., 616 Grand avenue, has added the Regina line and is displaying several Regina instruments with horn attachments. The company is completing arrangements for erecting

1866

1912

NYOIL

FOR

Talking Machines, Typewriters, Phonographs, Dictaphones, Adding Machines, Cash Registers, Guns and Tools, and on all Polished Instruments. The finest Oil Made. You can see it's better at a glance and when you have once tried it you know that it has no equal.

For polishing varnished wood work it is extremely satisfactory. No oil is so clean

NYOIL

Absolutely Prevents Rust

Sold Everywhere in Hardware Stores and other Progressive Places

WILLIAM F. NYE
NEW BEDFORD, MASS.



an annex and securing adjoining quarters, which will give the company more than 12,000 square feet of floor space.

In Operation by September 1.

The work of preparing the talking machine quarters at the new Edmund Gram building, 414-416 Milwaukee street, is rapidly drawing to completion, and Paul A. Seeger, who will act as manager of the new Victor department, hopes to have it in operation by September 1. Mr. Gram will have one of the finest piano and talking machine establishments in the Northwest when the work is completed.

Miss Gannon Returns from East.

Miss Gertrude Gannon, owner of the McGreal retail store and head of the Wisconsin Talking Machine Co., Victor jobber, recently returned from a trip through the East. Miss Gannon visited the factory of the Victor Talking Machine Co. and placed her fall order for Victor machines.

Optimistic Over Outlook.

E. F. O'Neil, special representative of the Victor Talking Machine Co., who spent a few days in Milwaukee recently, is particularly optimistic regarding the outlook for the fall trade.

Brieflets.

Emil O. Schmidt, 310 Grand avenue, Milwaukee's one-price piano dealer, reports a fine Victor business, especially in the Victrola No. IV.

E. S. Liechti, formerly with the Alfred Griggs Music Co., of Davenport, Ia., is in Milwaukee and expects to become connected with one of the leading local talking machine houses.

The daily afternoon Victor concerts which Manager J. H. Becker, Jr., of the new Espenhain talker department, is giving, are proving decidedly popular with the Milwaukee trade.

J. E. Meagher, representing Lyon & Healy, of Chicago, and Mr. Gibbs, of the Rudolph Wurlitzer Co., of Chicago, recently called upon the Milwaukee trade.

The same ideas come to all men—it is only in the use we make of these ideas that we differ. The most successful men are those who make the promptest use of the ideas that do come to them. They are the men of action—the men who lead and dominate.

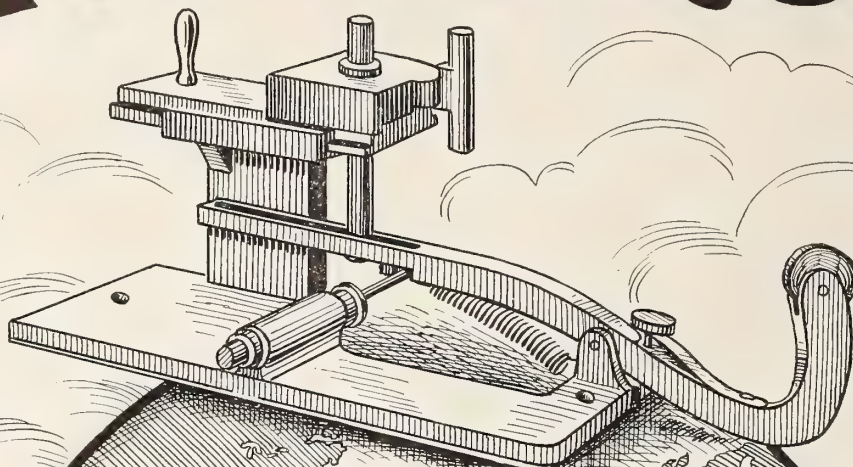
Write To-Day

The ELECTROVA COMPANY
117-125 Cypress Ave., :: New York

for their new illustrated booklet, "The Money Magnet," describing the most perfect and satisfactorily Coin-operated Electric Player on the market. 88 note, with automatic expression device and mandolin attachment.

Just the player for the better class of places

THE BEST



SIMPLEX

"START AND STOP"

ON EARTH

Manufactured by

STANDARD GRAMOPHONE APPLIANCE CO.

Sales Agents: Talking Machine Supply Co.

563 5th Avenue, NEW YORK, N. Y.

Leading Jobbers Handling the SIMPLEX

Baltimore, Md. Cohen & Hughes, Inc.
 Birmingham, Ala. E. E. Forbes Co.
 Boston, Mass. Oliver Ditson Co.
 Brooklyn, N. Y. American Talking Machine Co.
 Buffalo, N. Y. Neal, Clark & Neal Co.
 Cincinnati, O. The Rudolph Wurlitzer Co.
 Cleveland, O. The Eclipse Musical Co.
 Columbus, O. Perry B. Whitsett Co.
 Des Moines, Ia. Harger & Blish, Inc.
 Dubuque, Ia. Harger & Blish, Inc.
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 Houston, Tex. Houston Phonograph Co.
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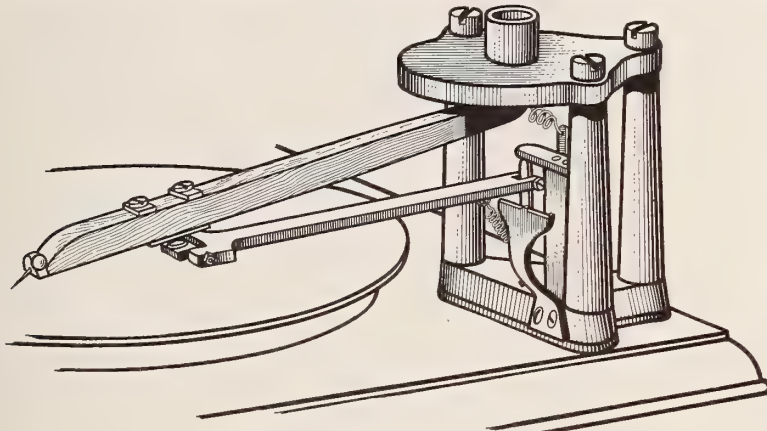
Little Rock, Ark. O. K. Houck Piano Co.
 Los Angeles, Cal. Southern California Music Co.
 Memphis, Tenn. O. K. Houck Piano Co.
 Nashville, Tenn. O. K. Houck Piano Co.
 New Orleans, La. Philip Werlein, Ltd.
 New York, N. Y. Blackman Talking Machine Co.;
 S. Bloom, Inc.; Emanuel Blout;
 I. Davega, Jr., Inc.; S. B. Davega Co.; Greenhut-Siegel Cooper Co.; Landay Bros., Inc.; Silas E. Pearsall Co.; John Wana-maker.
 Omaha, Neb. Nebraska Cycle Co.

Peoria, Ill. Putnam-Page Co., Inc.
 Philadelphia, Pa. Penn Phonograph Co., Inc.; The Talking Machine Co.; H. A. Weymann & Son, Inc.
 Pittsburgh, Pa. Standard Talking Machine Co.
 Providence, R. I. Manufacturers' Outlet Co.
 Richmond, Va. The Corley Co., Inc.
 St. Louis, Mo. The Aeolian Company of Missouri; Koerber-Brenner Music Co.
 St. Paul, Minn. W. J. Dyer & Bro.; Koehler & Hinrichs.
 Washington, D. C. Robert C. Rogers Co.

VITAPHONE CO. PROGRESS.

Plans Perfected for an Extensive Factory Addition to Present Plant in Plainfield, N. J.—Catalog in Spanish Issued—Sound Reproduction Principle Described—H. N. McMenimen Becomes Secretary and General Manager of the Company.

Among the important trade changes last month was the election of H. N. McMenimen to the secretaryship and general managership of the Vitaphone Co., manufacturers of the Vitaphone, of which C. B. Repp is president and J. H. Greene, Jr., treasurer. Mr. McMenimen is known from coast to coast in Canada, United States and Mexico, claiming an average of 50,000 miles of traveling a year for the past sixteen years, or a grand total of 800,000. His wide knowledge of conditions and



The Vitaphone Reproducer.

the trade in general should prove of immense benefit to the company.

Plans have been drafted for the erection of an extensive four-story factory adjoining the experimental plant at Plainfield, N. J., work upon which will start immediately. In drafting this first building, the architects have planned for the erection of three more buildings like the first one, to be built from time to time as the demands of the increasing business require. The buildings will be approximately 150 by 100 feet, four stories and basement.

The Spanish catalog has already been published and is being distributed throughout the world where Spanish reigns. In this catalog is a descriptive talk about the Vitaphone, together with illustrations and descriptions of several models—the \$185, the \$85, the \$55, the \$35 and the \$15. The English edition will be off the press within a few weeks.

The object of the company in starting with the export department is to create a market there that will be coming through when the first products for general shipping come through the factory.

The illustration herewith shows the new principle used in the Vitaphone. A solid wood arm is used. Of course, the wood is specially treated, of special length and the angle from diaphragm to record is the one they believe is best. The use of wood for this reproducer follows out the ideas of violin and organ pipe makers, wherein the older the wood the greater the resonance.

The Vitaphone sound box is stationary and made of few parts. The machine will play any record, as an ingenious arrangement permits an immediate change from needle to jewel, as the owner wishes. All that is required is to change the position of the diaphragm spring and put in the needle or jewel, according to what is required by the record.

The sounding board of the Vitaphone is placed over the diaphragm. It takes about two seconds to change the hornless Vitaphone to a horn machine, or vice versa, it being possible to put the largest horn for the loudest volume upon the smallest cabinet size. The motor was invented several years ago by Mr. Repp and its qualities thoroughly tested and tried.

A further reference to the Vitaphone and its merits will appear at an early date in The World.

Myers' Phonograph Shop, in the Wright building, Pittsfield, Mass., was recently damaged by fire.

GOV. WILSON MAKES RECORDS

Of His Notification Speech Delivered to 6,000 Democrats Assembled at Sea Girt Last Week—To Be Used with Moving Pictures.

The speech of acceptance as candidate for the office of President of the United States that Gov. Woodrow Wilson delivered to 6,000 assembled Democrats on the lawn at Sea Girt last week he will probably deliver beginning in a couple of weeks through phonographic records to as many millions of people as there were thousands to hear it upon the occasion of its first delivery.

The "canned" version of the speech will, of course, be abridged and new matter will be added to give it inclusiveness as to issues in the campaign which Gov. Wilson did not feel worked in well with the theme of the original.

It is planned to send the phonographic records out with the moving pictures so that patrons of the moving picture theaters can see how the Democratic candidate looks at home and also can hear what he has to say about the vital issues.

Hal Reed, a moving picture man, who took "800 feet of Governor Wilson," as he expressed it, declared that the moving picture concerns have invested upward of \$20,000 in films of Governor Wilson, and that every-

where they have been shown the pictures have brought hearty applause from the audience.

A VISITOR FROM TURKEY.

J. O. Prescott, Who Has Been Making His Headquarters in Constantinople, is in New York for the Purpose of Buying Machinery.

Old timers in the talking machine trade were delighted to meet J. O. Prescott, who was in the metropolis last week on "a buying trip" from Turkey.

Mr. Prescott has been flying around the world for the past eight or nine years, so that the trip from Constantinople to New York is but a mere trifle.

Since the old days of the American Record Co. Mr. Prescott has been in Japan, where he built up a very successful talking machine business, and a year or more ago went to Constantinople owing to a very liberal offer made him to manage a record making business in that city.

Mr. Prescott has changed but little. He seems as young and active as in the olden days, and was given a very cordial greeting by hundreds of friends, who were delighted to meet him.

Mr. Prescott's visit to New York is largely to buy machinery for the talking machine company with which he is connected in Constantinople, and as soon as that is accomplished, which will be early in September, he expects to return.

INCORPORATE TO DEAL IN RECORDS.

The Record Distributing Co., Manhattan, has been incorporated under the laws of the State of New York for the purpose of dealing in sound-reproducing records. The capital stock is \$50,000 and the incorporators are E. H. Randolph, F. J. Coupe, C. W. Pope and W. C. Carrigan.

REMOVE TO NEW OFFICES.

The Condon-Autostop Co. has removed its offices from 26 Front street to 109 Broad street, New York, where it has convenient quarters for the development end of its business. This company reports increased demand for its Autostop from the talking machine trade throughout the country.

GRESSING WITH O'NEILL-ADAMS CO.

Will Take Charge of the Talking Machine Department to Be Opened on a Large Scale by the O'Neill-Adams Co., of New York, on September 1—Has Had Wide Experience.

Otto A. Gressing, who at one time was manager of the St. Louis Talking Machine Co. and the talking machine department of the Aeolian branch in Indianapolis and Aeolian Hall, New York, has been engaged as manager of the talking machine department to be opened on a large scale by the O'Neill-Adams Co., Sixth avenue, between 20th and 22d streets, New York, about September 1.



Otto A. Gressing.

This department will adjoin the new piano department, which will be opened at the same time, and a full line of Victrola and Victor talking machines and Victor records will be displayed.

The O'Neill-Adams Co. has been handling the Victor in a small way for the past two years, but with the introduction of the piano department greater effort will be made toward giving the Victor line the strongest kind of a representation.

Those who are acquainted with Mr. Gressing and his ability are confident of his success in his new sphere of operation.

EDWARD D. EASTON RETURNS.

Edward D. Easton, president of the Columbia Phonograph Co., General, New York, returned from a six weeks' trip to North Cape, Europe, Monday, August 5. Mr. Easton, who was away from the middle of June, made the trip purely for pleasure and rest, and returns to New York and business in excellent health, and expresses himself as perfectly fit for the coming year's work. The Columbia Co. anticipates the heaviest year in the history of its career. Mr. Easton, the active head of the company, is confident that results will bear out that belief in full.

You expect your clerks to be loyal to you. Are you loyal to them?

TRAVELING MAN WANTED

WANTED.—Traveling representative; one who is fully conversant with the Edison and Victor lines; give experience and salary wanted. TRAVELING REPRESENTATIVE, care The Talking Machine World, 373 Fourth Ave., New York City.

FOR SALE.

FOR SALE—5,000 Edison 2-Minute Records, 10c. each; 5,000 Zonophone 10-inch Records, 15c. each; all new, clean stock. Deninger, 335 North street, Rochester, N. Y.

A four-thousand dollar call to dealers

Preliminary to a campaign of advertising this Fall that will have extraordinary interest to all Columbia dealers, we are printing the full-page message shown here in this week's Saturday Evening Post.

It's a good, lusty call to dealers—and while we intend to negotiate with active merchants in any line of business, who are equipped to give Columbia products a worthy and profitable representation, yet we shall naturally prefer, whenever possible, to come to an agreement with those more experienced, qualified retailers who are already turning over talking machine money. You may need to be reminded that in order to carry the Columbia line it is not necessary for you to discontinue any other line. You are not compelled to handle the Columbia line exclusively. We are so well satisfied with our product, and with the market for it, that we are entirely content to have it sold strictly on its merits—upon side-by-side comparison with competitive product. We are very glad to have your customers given the same opportunity for comparison that you yourself must have before you sign a Columbia dealer's contract.

Columbia

Phonograph Co., Gen'l

Tribune Building, New York

Music Mor

The illustration shows several Columbia Phonograph models and a large, stylized record label. The record label is a spiral with various names and titles written on it, including: ZENATELLO, MAETERLINCK, CONSTANTINO, PASQUALI, CAVALIERI, BISPHAM, WHITE, GAY, OLITZKA, FREEMAN, FLIPKOWSKA, FRIEDHEIM, SCHARWENKA, BRONSKAJA, BONINSEGNA, MARDONES, BAKLANOFF, BLANCHART, CAMPANARI, ARIMONDI, GIPSY SMITH, SORLIN, LASER, HITCHCOCK, HARRISON, KEYES, D'ENPOI, and others. The models shown include:

- Columbia Grafonola "Mignonette"—Retail \$100
- Columbia Grafonola "De Luxe"—Retail \$200
- Columbia Grafonola "Nonpareil"—Retail \$150
- Columbia Grafonola "Princess"—Retail \$75
- Columbia Grafonola "Regent"—Retail \$200
- Columbia Grafonola "Baby Regent"—Retail \$100

WE are prepared to make you a couple of hundred dollars a year by finding this invitation may ignore.

Everybody knows that realize the marvelous that has made it necessary to begin next month.

We are prepared to make you immediately profitable because of the matically creates.

The market is even or no piano; where the love of music itself, which

We practically guarantee tenance of list prices. a handful of dollars—and of them. And all the of widely varying design. Mind you, all this ins margin of profit for you.

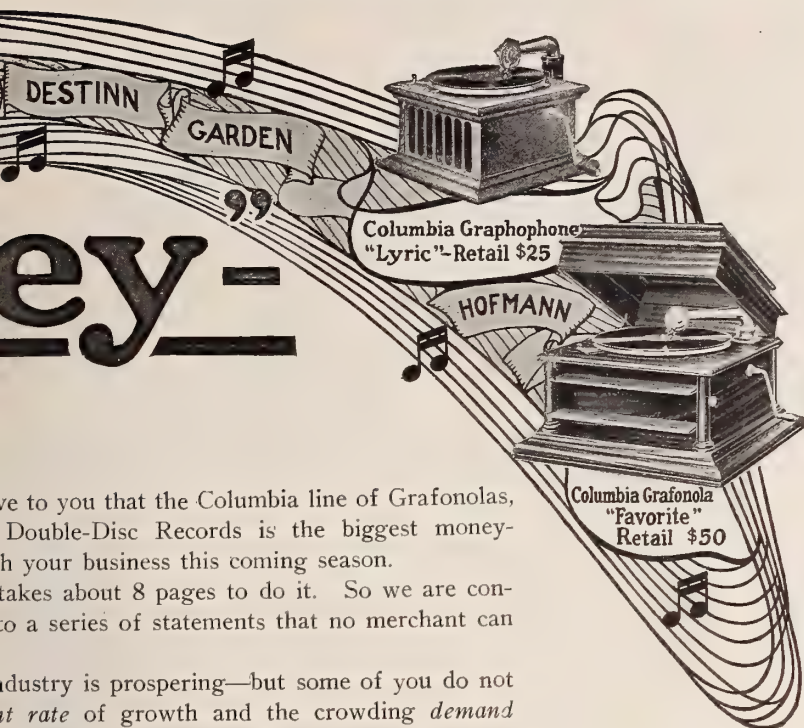
No merchant, in all light of even two years the science of acoustics this year's \$1,500,000 through the dealers, for than 8,000 dealers. War is wide open all around for that book—"Music

COL

PHONOGR

If you do not yet own a instrument that brings stars of opera who works of all the orchestras and catalog

The fast increasing Columbia demand affords splendid opportunities for many more Columbia dealer



ve to you that the Columbia line of Grafonolas, Double-Disc Records is the biggest money-maker for your business this coming season. It takes about 8 pages to do it. So we are content to a series of statements that no merchant can industry is prospering—but some of you do not at rate of growth and the crowding demand for us to increase our factory output 50 per

ve to you that your Columbia department will without extravagant investment, and continuously record business the sale of each instrument auto-

ne, without exception; where there is a piano children or no children. It is as broad as the universal.

ve your investment, by the most rigid main- can sell a Columbia for \$17.50 and make a body can undersell you one cent on a thousand up to \$200 you have many different instruments not one of which can be touched by competition. ent and record business carrying a generous

e, can make up his mind in this matter in the Only a full realization of recent advances in in recording processes could show you how advertising money is coming back to the industry, times over. We are operating through more e adding another thousand now. The market . This is all we have space for here. Write y."

COLUMBIA

PH CO., Gen'l TRIBUNE BUILDING
NEW YORK CITY

The Music-Loving Public:

bia, why should you deprive yourself of the one musical all the music of all the world—the voices of all the ever made records—without exception; the living t composers, the music of all the great bands, rumental soloists; especially when our free you what so little money will purchase.

u do own a talking machine of any make, any bia dealer will make you a liberal allowance in exchange for a modern Columbia Graf- Let us tell you who is your near- ealer.



Especially "not-yet-Columbia" dealers

You can see that the Columbia line is certainly going into every territory where it may not be active now. Nothing surer!

It's the line of merchandise that the people want wherever they meet up with it. A line of instruments that meets a variety of taste and of purse as no other line can meet it; a line of records that absolutely no man in the business can do without unless he is willing to ladle out explanations right along.

And discounts to dealers that you ought to know all about—and that you really can't long be satisfied to miss.

You can't always get all the news in one paper, nor all the scenery in one trip,—and no doubt you will find something in our "Music Money" book that will give you a new slant on your own business.

So probably you will drop us a note to send you one—which we shall be ready to do. It won't mean that you have made any decision, or kicked over any traces, or bolted the party, or anything like that. Just write "Send that book."

Columbia

Phonograph Co., Gen'l

Tribune Building, New York

Write in for particulars. Exclusive selling rights granted where we are not actively represented.

TALKING MACHINE ON PLAYGROUNDS

Youngstown, Ohio, Minister Gives Little Citizens a Treat with Victrola and Is Invited to Come Again.

From the Youngstown, O., Vindicator the following account of a visit through the playgrounds of the city with a Victrola is clipped and sent to The Talking Machine World by Scott & Jones, the progressive music dealers of that city:

Rev. J. W. Van Kirk writes of a trip to the city's playgrounds in which he gave concerts with Christ Mission's Victrola. He says:

By the ever active and resourceful mind of J. H. Chase for the amusement and development of the children an hour of music was suggested.

The Victrola at Christ's Mission being kindly offered it was proposed to give the writer the pleasant task of going to the different playgrounds to entertain the children.

Mr. Metcalf made a few selections of such records as he thought would be most appropriate. His standard was based on the musical talent of the children about the mission where I saw a boy handle a violin with as much skill and familiarity as the ordinary boy does a baseball. Some of the children about East Boardman street are members of the bands and orchestras which furnish music for the saloons, dance halls and other places of amusement. Their knowledge and taste for music is somewhat higher than the children of other playgrounds possess.

The introduction was made at Poland avenue on a hot afternoon. The Victrola was placed on elevated planks with all the children and Miss Hillman, the director, seated around.

We played several classical selections, all of which seemed to please, but did not excite very much enthusiasm.

A negro laughing song was given, to which they all responded with hearty approval. However, good attention was given for half an hour, when some children one by one took to their play, while others remained for an hour. They expressed the desire

of having me return another day. About fifty children listened to the music. A fine looking boy helped with the instrument to the street car and to East Youngstown.

Here the children were eager to hear and crowded around, sitting on the fallen trees and the improvised support for the music box. The same general results were experienced as at Poland school.

At Baldwin the hour was not so favorable for a crowd, but the interest and attendance were good.

We chanced to arrive at Glenwood at the swimming hour and when a threatening storm was approaching. But Miss Sherman gathered the children together and held them for a brief program.

We arrived at Steelton a few minutes before a shower, which compelled us to postpone the program till the next day.

Here the children were attentive and seemed to be under good control. There were eighty in the audience.

The success of the first round warranted another effort.

A change of records was made, with a greater variety of lively music and "funny" songs, as the children put it. These selections held a larger proportion of the children for a greater length of time.

The observation of the directors at Christ's Mission "that the music had its good effects upon the children for the entire day" is the strongest recommendation for a music hour. The music is certainly a happy diversion for the youth in the midst of their excitement and contest of games.

A variety of program was found to be taking. A waltz from "Faust," solo by Caruso, "Dill Pickles Rag," "Kentucky Jubilee," songs of America, a medley, "Down in Turkey Hollow," Peluse's orchestra, "Hearts and Flowers," and "Home Sweet Home," all seemed to supplement each other with pleasing effect.

I was on the ground at other times than the music hour and all remembered me as the music man and wanted to know when I was coming back.

Music on the playground would certainly be a valuable asset in the education, the discipline and the culture of the children.

MAX LANDAY ON AUTOMOBILE TOUR.

Max Landay, of Landay Bros., Inc., 563 Fifth avenue, New York, left Monday last for an automobile tour to the White Mountains. He is following the Ideal Tour trail, and with his big power car ought to be able to turn off miles like he sells records. He will probably be away two weeks or more—all depending upon the gasoline market.

By the way, August 8 was Max's birthday. To the first thousand readers who send in the correct birthday sum of this trade member The World will ask Mr. Landay to give them a birthday tribute in the shape of a package of imported talking machine needles. Succeeding thousands of guesses will be entered upon the list of the honorary guessers' association, with life membership card.

And again, Max is due for further congratulations because he escaped a lot of jury duty, all of which tends to show that the star of good fortune is still with him.

MUSICAL HORN QUITE NOVEL.

Something decidedly novel in the way of a musical instrument has been designed by a New York man. He concluded that if there were automatic pianos and organs, there might as well be an automatic horn. So he took a horn with the general shape of a cornet and set a series of transverse pipes along the main pipe. These transverse pipes have valves controlled by key arms, just like the ordinary cornet, but they lead into a music roll with perforations on it like the usual music roll. This roll is caused to revolve automatically, and as it turns around the musician blows steadily through the horn, and whatever piece is on the roll is reproduced. With a good collection of rolls any man can earn the reputation of being an accomplished cornetist.



D 33.

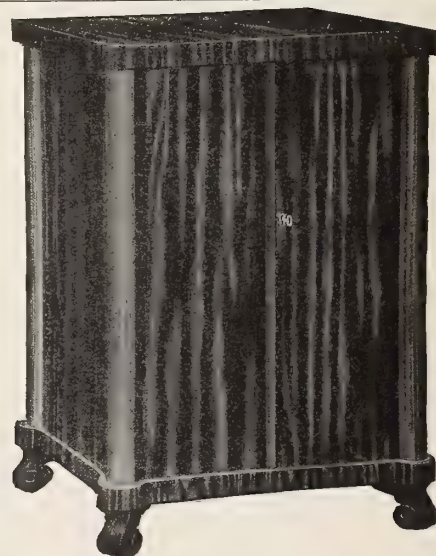
Mahogany and Golden Oak.

Width of top, 21½ in. Depth, 18 in. Moulding loose or attached, can be supplied to fit Victrolas VIII or IX.

Capacity 210 (12 in.) disc records.

Let Us Supply You With "GOOD QUALITY" Record Cabinets

Hanover, Pa., sends out
a superior line—covering
beauty of design, work-
manship, finish and woods



D 60.

Colonial design. Mahogany and Golden Oak.

Doors swing back to sides. Width of top, 24 in. Depth, 20 in. Suitable for all Victrolas.

Capacity 230 (12 in.) disc records.

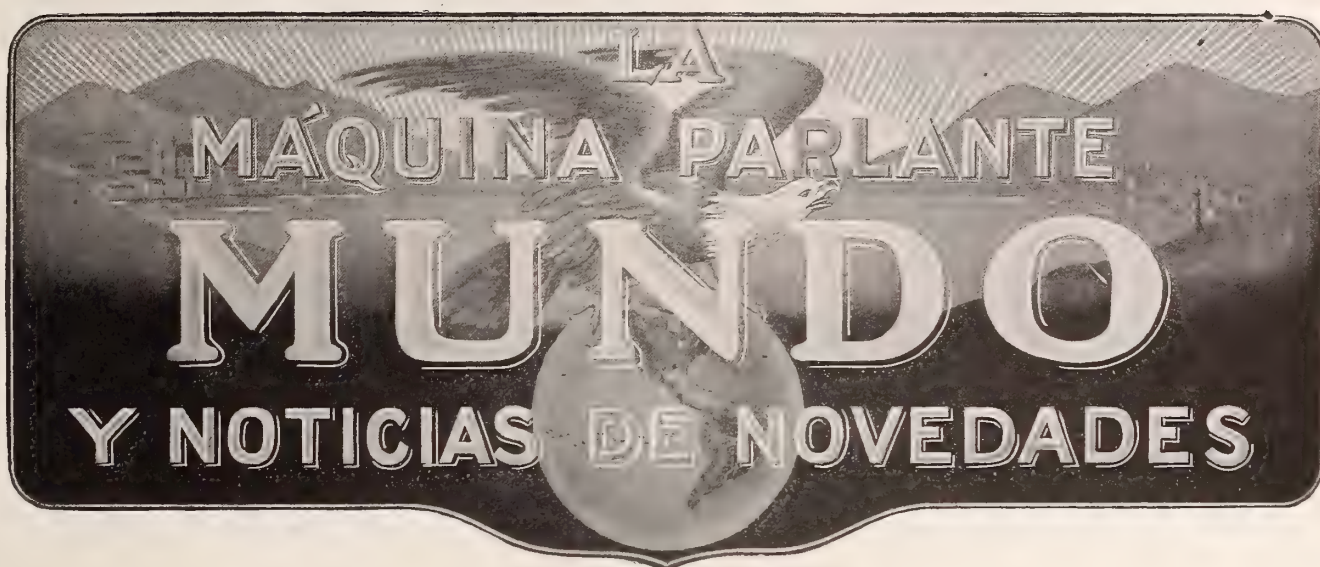
ILLUSTRATED PRINTED MATTER SENT ON REQUEST

Distributed by the jobbing trade

THE GEO. A. LONG CABINET CO.

HANOVER, PA.

Address Communications to CLEMENT BEECROFT, Sales Manager, 309 W. Susquehanna Ave., Philadelphia, Pa.



If you wish to reach the talking machine trade in Latin America do not fail to send in at once your order for space in the second issue of La Máquina Parlante Mundo.

The first edition has gone forth in large numbers to the lands which lie south of us.

They have been mailed to talking machine jobbers and dealers and to business men who are live prospects for future talking machine business.

They have been forwarded in bulk to large distributors in Latin America.

La Máquina Parlante Mundo is a splendid medium to reach talking machine men in all lines in the countries south of us.

No matter in what land you may be manufacturing talking machines or accessories this Spanish publication will bring you in close touch with interested parties.

EDWARD LYMAN BILL, Editor and Publisher

Main Offices, 373 Fourth Avenue, New York

CHICAGO, 37 South Wabash Avenue

LONDON, 1 Gresham Building, Basinghall Street

GERMANY, 72 Ritterstrasse

KARL E. DIESING, Representative for Germany and Austria



Pretty soon after you have read this paragraph you listen: We are going to start something—and it will make a noise like new customers opening your front door.



**Columbia Phonograph Co., Gen'l
Tribune Building, New York**

DEALERS SEEK INSTALMENT REGULATION.

Stand of the Eastern Talking Machine Dealers' Association and Its Arguments in Relation to Its Campaign for Two List Prices for Machines Set Forth in an Address by Its President.

The Eastern Talking Machine Dealers' Association has for some time been interested in a campaign for the establishment of two prices for talking machines, one to apply to cash and the other to instalment sales, with a view to increasing the proportion of cash sales and lightening the burden of instalment accounts to be carried by the dealer. The association has also been very active among the Eastern jobbers and had a delegation of three members present at the convention of the National Association of Talking Machine Jobbers at Atlantic City. The stand and arguments of the Dealers' Association are well set forth in the address read before a recent meeting of the association by its president, David Switky, and which was, in part, as follows:

"Strange as it may seem, it is true, nevertheless, that many jobbers have not yet grasped that great fundamental truth that the dealers' welfare means the jobbers' welfare likewise. They do not realize that their own prosperity cannot be greater nor less than the prosperity enjoyed by their dealers collectively.

"We, the Eastern Talking Machine Dealers' Association, want the jobbers to petition the Victor, Edison and Columbia companies, asking them to adopt two sets of prices for their machines, one price for cash, and a greater price for instalment sales.

"We logically look to the jobbers to do this, as they are the men through whom the manufacturers market their product. They are the bridge that separate us from, and at the same time connects us with, the manufacturers. They are the men who solicit our patronage. By extending us credit they become literally a partner in our business. Therefore we call upon them to help themselves by helping us.

"We want two sets of prices—one for cash and another for instalment sales. If the rank and file of the dealers upon whom the jobbers rely for support are to prosper, if they want to get their check promptly each month, from all their dealers, do something that will better the condition of the latter.

"Until now we have been tossed unmercifully back and forth between the jobber and the manufacturer. On the one hand we are urged to plunge headlong into the whirlpool of reckless instalment selling, and on the other hand the jobbers are doing all they can to draw tighter the credit reins, even calling upon the manufacturers to assist them in preventing the dealers from getting liberal terms of credit as to time, etc.

"Instead of sensibly trying to help us build up our cash business, so that some of our profits could be felt and counted in cold cash, we are compelled to take our profits in instalment accounts on the ledger and in record stocks that pile up month by month at a fearful rate.

"The manufacturers educate us with instalment literature that would drive 90 per cent. of the trade into bankruptcy if they were to attempt to

live up to those teachings. They advise us to borrow money—borrow, borrow—and then borrow some more. They urge us to call on our bankers. How many dealers of the rank and file do you think are able to borrow money enough to float an instalment business? You know as well as we do, that the most that the average dealer can borrow is a few hundred dollars that must be repaid in much less time than he will be able to gather them in from his instalment accounts.

"They tell us to look at the \$60,000,000-a-year piano industry which rests almost entirely on the instalment plan. But they don't tell us that the piano trade for that very reason is so thoroughly demoralized that it is fast joining the talking machine ranks—choosing the lesser evil of the two.

"We are told that the Singer Sewing Machine Co. built up its 10,000 branch offices and millions of assets through easy payments of \$1 per week. This sounds good, but the parallel is bad. The 10,000 Singer branches are not required to invest their own capital nor to pay for their machines in 30 days.

"They advise us that the largest department stores in the United States are making enormous profits, that entire railway systems are bought and national debts are paid for on the instalment plan. This is darn poor comfort for the average dealer. It reminds us of a story told of the late Jay Gould, who advised the members of a Y. M. C. A. to save up their pennies and buy a little railroad.

"In a recent letter sent to us strongly indorsed, a brilliant advocate of instalments, tells us that the instalment buyer 'pays for the time accommodation.' He says further that 'they pay more than the interest on the money, pay a bigger profit than the smaller, wealthier class, and are safer pay.'

"If this were true, that 'they pay for the time accommodation,' there would be no need for us to plead for two sets of prices. Is there any good reason why we should not have the assistance of the manufacturers in, boosting our cash business? Our present plan of selling on one or two years' time at cash prices does not do justice to our business, nor does it do honor to our intellect or ability as merchants.

"The E. T. M. Dealers' Association recently undertook to obtain a referendum vote of a limited number of dealers in and about New York City. We appealed to eight jobbers to send out post cards to their dealers, asking their signatures, should they favor the two-price system. The returns were overwhelmingly gratifying. Some of the comments accompanying the returns were vigorous.

"In justice to the work attempted by our association, we want to say that three out of the eight New York jobbers approached, did not send out our cards to their dealers. One very courteously asked that the matter be allowed to rest for the present. Another, although heartily indors-

ing our fight for two sets of prices, and while doing certain original work along these lines, regretted being unable to co-operate with us because he had agreed in certain correspondence to let the entire matter rest so as not to prejudice our case before the Congressional Committee having the Oldfield Bill under consideration.

"If the manufacturers honestly believe that we should lie low until that cloud has passed over our heads, let them give us assurance at the present time that they will grant our request at the first opportune moment.

"But why should we wait until the dealers have gorged themselves with more indigestible instalment business until their tongues hang out and their faces are purple with distress?

"The third jobber wrote in part as follows: 'We feel that it would be entirely contrary to business principles to send out these cards. It is our opinion that a great majority of dealers would favor any system or method that would make it possible for them to get better prices on goods sold on instalment. It seems to us that the factories must be aware of this quite as well as we are, but perhaps there are obstacles we do not know of that prevent them from printing two sets of prices at which to sell their goods.'

"This jobbing house must be pardoned for its error when they accuse us of trying to get better prices for our goods. They do not know that we are *not* complaining about the percentage of profit. They are blind to the fact that our real aim is to preserve the vast amount of cash business that could be saved from the instalment sales if we show our customers that they save money by buying for cash.

"They also think it a crime to presume to press too persistently the demand for two sets of prices. They have not experienced the truth that some things can only be gotten by asking for them—and even then not by asking for them only once or twice—but by steady hammering away until you get what you want.

"The manufacturers have been unfairly accused of objecting to two sets of prices because it might interfere with their output by restraining the business of the large department stores, the big advertisers of 'no interest and no extras.' It will surprise you to learn that the majority of the large department stores interviewed are in favor of two sets of prices. All they ask is that the factories incorporate two sets of price in their contracts and make them binding on all. We don't blame them for claiming that local or gentlemen's agreements are weak and ineffective.

"Granting the need of the two-price system, we believe that the difference between cash and instalment prices should be great enough to induce the customer to pay cash."

MERIT WINS OVER PRICE.

Price never has sold an article of merit in competition and never will. The man who quotes a price with butts and apologies is indeed a pathetic object in the mind of the average American business man. Price is the last consideration in a merit transaction.

BIG SAVING IN FREIGHT RATES.

Jobbers' Association Traffic Committee Finally Secures Definite Ruling by Uniform Classification Committee Putting All Talking Machines, With or Without Cabinets, in L. C. L. First Class and C. L. Third Class Rating—Estimated That Saving Will Amount to \$100,000 a Year to Talking Machine Trade.

(Special to The Talking Machine World.)

Chicago, Ill., Aug. 10, 1912.

The National Association of Talking Machine Jobbers, working through their special traffic committee and the traffic managers of the large talking machine companies, have finally followed up their previous victory in defeating the proposed change on talking machines in cabinets from first class to double first class by getting a uniform transportation which keeps all talking machines, hornless or otherwise, in the first class in less than carloads, and in third class in carloads.

This will mean a saving of something like \$100,000 to the jobbers and retailers of the country per year.

This applies to all territory except that in the Southern Classification Committee, but this may be expected to speedily fall into line.

The value of the definite ruling may be understood when it is said that even since the increase was defeated many freight inspectors throughout the country have insisted on giving hornless machines the one and a half first class rating, placing them in the category of music cabinets. This is all settled definitely now by the ruling just promulgated by the Uniform Classification Committee.

The story is told in the following letter sent out under date of to-day by L. C. Wiswell, of Chicago, chairman of the special traffic and transportation committee of the National Association of Talking Machine Jobbers, to the members of the association:

"Your traffic committee spoke truly in their report read at our recent convention when they said that they had every reason to believe that the Uniform Classification Committee would act favorably on the proposed change in the classification on talking machines, the proposed change being a uniform one, reading as follows:

"Phonographs, graphophones and talking machines, mounted in cabinet or without cabinet, with or without motor mechanism, in crates or boxes, 'carload C. L. minimum weight, 24,000 pounds,' 'subject to rule 27, L. C. L. first class, C. L. third class.'"

"Docket No. 10 of the Uniform Classification Committee, just received, tells us that the new classification was adopted by the committee and it will be effective September 1, 1912.

"This new ruling means that talking machines now have a UNIFORM CLASSIFICATION and that it will eliminate future controversies as well as annoyances that a number of our members have been recently put to because some freight inspectors have seen fit to change the classification on shipments from first class to one and one half first class.

"This is a signal victory and proves that 'in unity there is strength'—for were it not for the efforts put forth by your committee, reinforced by the support of all the members of the association, as well as the work done by both the Victor and Edison companies, this uniform classification would not have been brought about. Respectfully submitted,
L. C. WISWELL,
Chairman Special Traffic and Transportation Committee."

E. R. JOHNSON THE FEATURE

Of Interesting Article in Sunday's Sun—His Romantic Career, and Development of Talking Machine Reviewed.

The interesting and romantic career of Eldridge R. Johnson, president of the Victor Talking Machine Co., in connection with the development of the talking machine to its present state of perfection, and how as a penniless mechanic four-

teen years ago he established a business that has developed to a point where it represents an investment of millions of dollars, was the subject of a long special article in the New York Sun on Sunday, August 4. The article was headed "From \$10 a Week to a Business in Millions," and included a description of the talking machine, some of the details of its manufacture and figures regarding sales and output. Special attention was called to the fact that while a decade or so ago only singers of little repute could be persuaded to sing for the talking machine, at the present time the greatest vocal artists in the world, such as Caruso and Tetrassini, are more than willing to have their voices recorded.

NEW HOME FOR EDISONIA CO.

Celebrate Formal Opening of Handsome Five-Story Building in Newark, N. J.—Elaborate Quarters for Talking Machine Department.

(Special to The Talking Machine World.)

Newark, N. J., Aug. 10, 1912.

An event of particular interest to the local trade was the opening this week of the new quarters of the Edisonia Co., corner Broad street and Central avenue, close to the heart of Newark's business center. The new home of the company is a large five-story and basement building, thoroughly modern in construction and equipment, occupying about 50 feet front on Broad street and running back

about twice that distance on Central avenue. The Edisonia Co. occupies the basement and first two floors and will sublet the upper three floors. A section of the basement, the front part of the store and the entire second floor will be given over to a stock of pianos.

In the rear of the first floor is to be found the department devoted to the disc talking machines, both Victors and Columbias, and it is one of the finest departments in the vicinity of New York. All the leading styles of machines are displayed in the rear of the main floor and in a special large room to the left, which may be cleared and used for recital purposes when desired. Off this room there open four smaller but complete rooms for demonstrating purposes, each of the four laid out along the same general lines but decorated in a manner to obtain distinctive effects. All the rooms are larger than the average demonstration booths and have heavy rugs on the parquet floors and elaborate lighting fixtures overhead. The disc records are kept on file in the larger room, the various compartments of racks being fitted with sliding doors so that the record stock is hidden except when access to it is desired.

The Edison machines and records are displayed in a special room in the front of the basement, while the reserve record stock is kept in the rear.

The new quarters were formally opened on Monday of this week, the opening features being continued throughout the week. The store was kept open evenings for the accommodation of these who could not call during the day.

INSURE YOUR HOLIDAY PROFIT

YOU CARRY FIRE INSURANCE—DON'T YOU?

☞ Most people do, and yet they don't expect or want a fire.

THE NEW VICTROLAS MAKE GOOD HOLIDAY BUSINESS CERTAIN

☞ Are you INSURED against losing GOOD PROFITS through not being able to get these Victrolas?

EXPERIENCE—THOUGH EXPENSIVE—IS THE BEST TEACHER.

☞ You can't afford to forget the EXPERIENCE of those Dealers last year who did not properly PREPARE for HOLIDAY NEEDS, when the low-priced Victrolas were announced.

☞ This is also true in the case of records. PREPARE NOW.

ARE YOUR EGGS ALL IN ONE BASKET?

☞ The "basket" represents your jobber, the "eggs" your orders. Will the "basket" stand the strain of Holiday requirements? If not, who suffers?

YOU MAY NEED TWO POLICIES.

☞ That will depend on "past performances" and the reputation of the "basket" to meet such requirements.

NOW TO THE POINT. THESE ARE FACTS.

☞ You cannot place "additional insurance after the fire has started and collect your Insurance." Can you expect to call on an extra jobber AT THE LAST MINUTE and be sure of getting the goods?

INSURE WITH BLACKMAN NOW AND BE PROTECTED.

☞ We cannot recall a single case where a "Blackman dealer" lost a "real sale" last year, because we could not deliver the goods. When we say a "regular dealer" that doesn't mean the fellow who came to us at the last moment after FAILING to get the goods from his "regular jobber."

BE A "REGULAR BLACKMAN DEALER" NOW.

☞ That means we will PREPARE FOR YOU, as we do for "OUR DEALERS." Call on us at the last minute, if necessary, and we will do the best we can, but the "Blackman policy" is to recognize the obligation to fill the requirements of REGULAR DEALERS FIRST. We call this "fair dealing" and it is appreciated by our dealers.

NOW IS THE TIME TO TAKE OUT THAT POLICY.

☞ Start giving, at least a share of your business, to Blackman and you will feel easy about your Holiday profits.

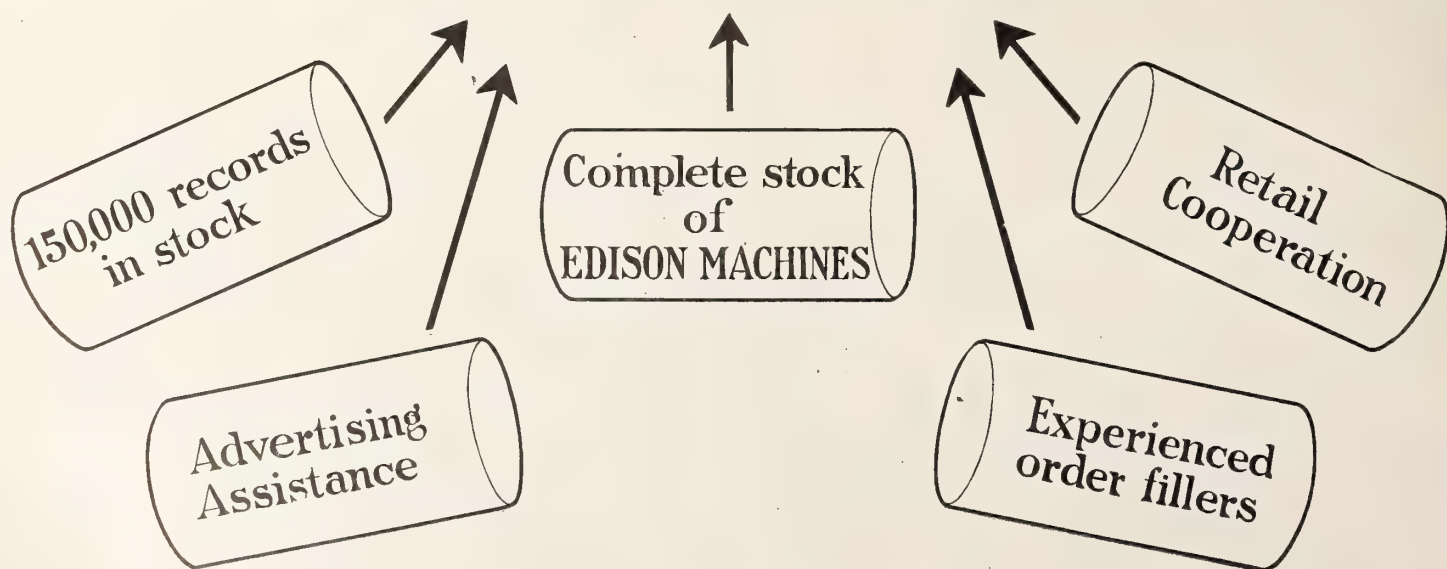
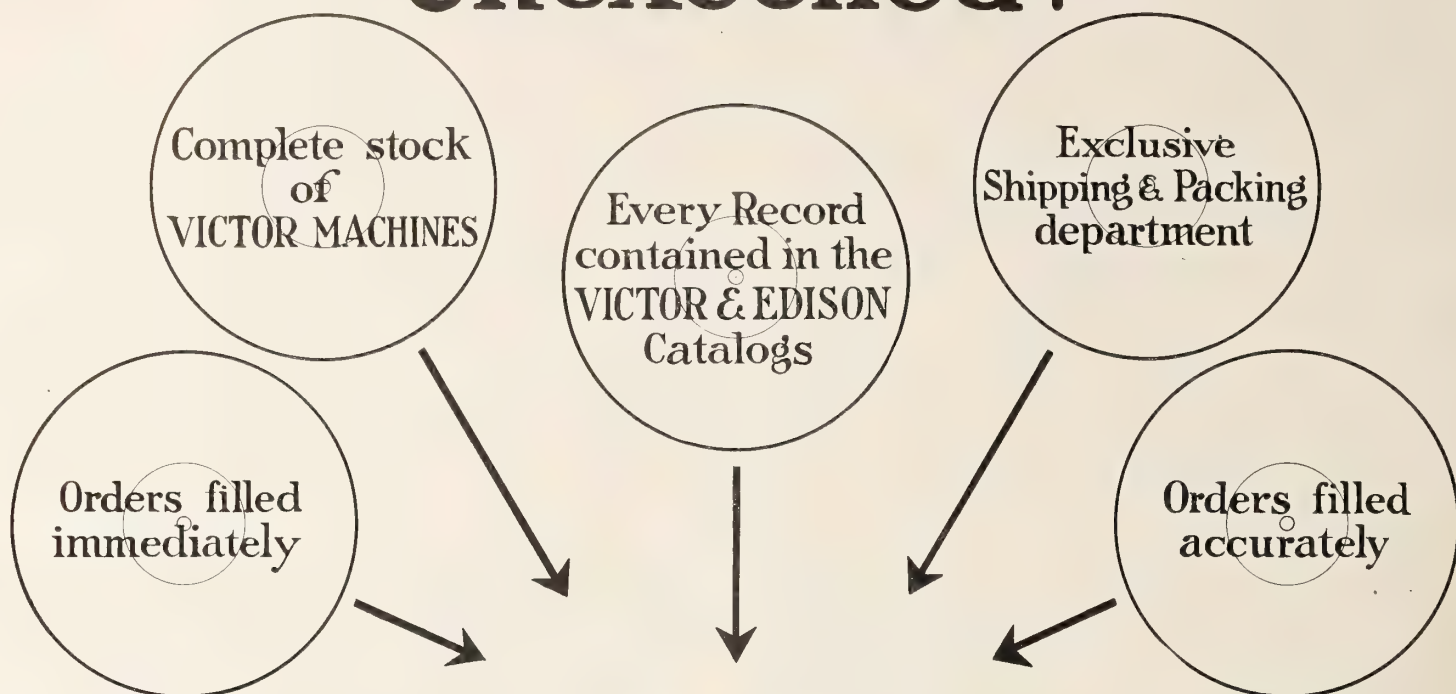
THE PLACE TO GET THE GOODS—EDISON AND VICTOR



Blackman
TALKING
MACHINE CO.
97 CHAMBERS ST. NEW YORK
EVERYTHING FOR EDISON OR VICTOR WHOLESALE OR RETAIL



Why Lyon & Healy Service is Unexcelled!



VICTOR
DISTRIBUTORS

Lyon & Healy
WABASH AV. & ADAMS ST.
CHICAGO

EDISON
JOBBER

FROM OUR CHICAGO HEADQUARTERS

ROOM 806, NO. 37 SOUTH WABASH AVENUE, E. P. VAN HARLINGEN, MANAGER.

Summer Business in the Talking Machine Trade as a Whole Shows Considerable Improvement Over That of Previous Years—Much Interest Displayed in New Machines—Recent Visitors to the Windy City—Interesting Personal Items—Late Additions to the List of Dealers—Department Stores Taking Active Interest in Talking Machines—Changes in the Arrangement of the Rudolph Wurlitzer Co. Quarters—The "Book of the Opera" Well Received—Various Accessories and Specialties Selling Well—Prophecies That Talking Machines Will Supplant Orchestras in Theaters—Other Live News.

(Special to The Talking Machine World.)

Chicago, Ill., Aug. 9, 1912.

There is nothing in particular to say about the talking machine situation except that business is not as it should be, according to tradition. By which we mean that it is a good deal better than it usually is during the period of summer dulness, and especially when it is considered that a Presidential campaign is on. Nearly all of the large distributors say that wholesale trade was a great deal better in July than in the corresponding month of last year. One avers July made a good manly increase over June of this year. Peculiar factors entered into the condition in this case.

Great interest is being displayed in the new Victrola styles and advance orders are coming in from dealers in fine shape. Publication of the full line of the Edison disc machines in last month's World revived interest in the forthcoming departure, and the definite announcement of the company as to when shipments can be made is awaited eagerly. The Columbia Co. expect very big things from their new styles of Grafonolas just making their advent.

New Manager Visits Chicago.

Otto Krause, the new manager of the talking machine department of the Hoeffler Manufacturing Co., of Milwaukee, has been here for several weeks making a study of the large retail stores preparatory to making various changes in the methods and arrangement of his department. It will be redecorated, new windows put in, and regular Victor concerts inaugurated.

Various Personals.

A. D. Geissler, general manager of the Talking Machine Co., is still in California, accompanied by his wife and his minutest son. The other two Geissler offsprings, Scrubby and Allen, are in Chicago exhibiting great executive ability in managing their respective nurses, and have already caused several deep furrows to appear in the formerly placid brow of Roy J. Keith, who is trying to keep a supervisory eye over the youngsters.

J. H. Clark is posting up at the Talking Machine Co.'s office, preparatory to assuming a position as private secretary to Mr. Geissler when the latter returns.

The many friends of Otto A. Gressing, well known in Chicago, were pleased to hear that he had been made manager of the talking machine department of the O'Neill-Adams Co., of New York.

Among the dealers visiting Chicago recently were Lenhart & Murphy, Peru, Ind.; H. K. Nelson, Dowagiac, Mich.; J. N. Freeman, Cedar Rapids, Ia.; Mrs. A. G. Kunde, of A. G. Kunde & Wife, Milwaukee.

W. C. Fuhri, district manager of the Columbia Phonograph Co., is taking his vacation semi-on-board-an-auto in Michigan. He went equipped to land one of the lineal descendants of Jonah's whale and took his two English bulldogs with him for

protection in case it is needed when the capture is effected.

A. D. Harriman, formerly retail floor manager of the Columbia Co.'s office, is now in newspaper work in the Dakotas and he has been succeeded here by O. D. Standke, formerly manager of the Columbia store at Des Moines, Ia., and a most valued member of the company staff.

Frank D. Moses, Wisconsin traveler for the Talking Machine Co., has been quite ill for the past week or two, but is again on the job. George P. Cheattle, who represents the same company in Michigan and Indiana, is back again from his vacation spent on his brother's farm near Luddington, Mich.

W. A. Everly, representing the Columbia Co.'s Chicago office in Illinois and Iowa, was in to-day and says crop prospects are magnificent in his territory and everybody is being assured of a big fall business, Presidential excitement to the contrary notwithstanding.

F. A. Harnden, purchasing agent for the Talking Machine Co., spent his vacation at home supervising by telephone the nursing of his two children, who were both down with scarlet fever.

New Columbia Models.

C. F. Behr, manager of the Chicago office of the Columbia Co., says that dealers who have seen the new Regal Grafonola, with record stand, selling at \$40, have waxed quite hysterical over its merits and selling potentialities. Orders are coming in rapidly. The new Eclipse machine also promises to be a big seller. It has tone shutters and sells at \$20 in oak and \$28 in mahogany.

New Combination Dealer.

P. A. Tyson, who for several months has conducted a talking machine store at 1010 Wilson avenue, this city, has formed a stock company under the name of the Talking Machine and Music Parlors, with himself as president. He is making extensive improvements in his quarters. Both Victor and Columbia lines are carried.

Department Stores Waking Up.

There is a stirring among the talking machine departments of the big State street stores.

Rothschilds, who have been out of the talker business a year, while their new buildings were being constructed, will open up next month a splendidly arranged department on the eighth floor. There will be three booths and a magnificent display room. They will probably handle Victor, Edison and Columbia goods.

Hillman's is arranging a fine department on the mezzanine floor, with concert hall, etc. They handle Victor and Columbia.

The Boston Store is preparing to make enlargements both in quarters and stock carried. It also handles Victor and Columbia.

No definite statement comes as yet from Marshall Field & Co. as to whether they will add talking machines or not.

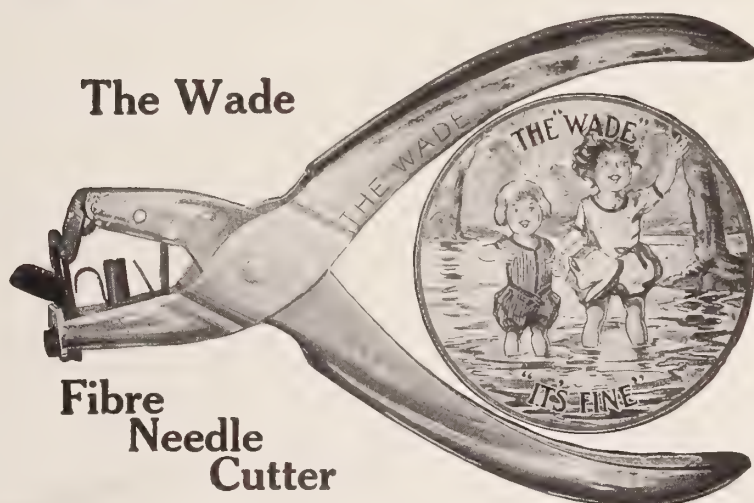
Incorporation.

Incorporation papers have been filed for The Phonograph Co., Chicago; capital, \$50,000. The incorporators are Clyde E. Shorey, Fred Barth and Morris Cohen. They are lawyers and are not yet ready to announce the names of the members of the company or its purpose. Its headquarters are at 137 South LaSalle street.

Wurlitzer Improvements.

The Chicago house of Rudolph Wurlitzer Co. is now in the midst of the change and improvements previously reported soon to be made. Details are deferred to a later date, when they can be given in their completeness, but it may be said that the wholesale stock is now being moved to the building recently leased at 14 South Wabash avenue and the main Wurlitzer building, 329 South Wabash avenue, will be given up entirely to the retail business, with the exception of a portion of the third floor, where the general offices will be maintained. Extended improvements will be made

(Continued on page 34.)



It operates easily; works like pliers—Fine!

It is made of the best metal **hardened with electricity** to give it durability.

It is equipped with an automatic stop to prevent cutting away more of the needle than necessary.

It has **two** cutting blades, one above and one below that come together with precision and cut the needle smoothly, leaving a clean and almost mechanically perfect point.

A smooth point makes a smooth tone
Here is a pointer—the Wade—get it!

PRICE ONLY \$1.50 LIST

WADE & WADE
1227 East 46th Street, CHICAGO, ILL.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 33).

in the talking machine department on the first floor, including new reception rooms and new demonstrating booths. In addition the first floor annex now utilized for pianos will be given up to talking machine salesrooms.

Tom Clancy is making a fine record for himself as sales manager of the automatic department of the house, with headquarters in Cincinnati, while T. O. Weiss, who succeeded Clancy as manager of the automatic department of the Chicago house, is showing himself to be the right man for the place.

The Book of the Opera.

L. Kean Cameron, manager of the retail talking machine department of the Wurlitzer Co., ordered a hundred of the new Victor books of the Opera and received a thousand. Kean philosophized a bit about this new evidence of the development of something from nothing represented by a cipher, and then tried to see if he couldn't dispose of the whole bunch. He made a solid window display of the books, and receiving an inspiration from his artistic instincts and his knowledge of human nature, opened one of the books placed near the front of the window to a page containing a handsome engraving of Tannhauser, and the beautiful exponents of the Venus-berg ethics. It was not long before a man came in who soon showed by his conversation that he was totally unable to distinguish between a caterwaul and a grand opera aria rendered by Caruso. He was interested in the picture of Tannhauser and the sirens, however, and bought the book. By thus catering both to the yearners for musical knowledge and to the artistic and pseudo-artistic the bulk of the thousand books was soon sold.

A. B. C. of Record Filing.

Many dealers have been able to systematize their record stocks by the use of Talking Machine Co.'s system of sectional shelving. The company has now made some improvements in this shelving which are bound to enhance its popularity. The sectional cabinets are now made of stronger wood than formerly and sheet metal shelves have been introduced. These shelves are crimped, adding to their strength, and the record envelopes move over them with less friction than on smooth shelves. These record shelves are slotted and grooved, so

as to pull out easily. Dealers who find it very difficult to provide for increased record stock without totally demoralizing their stock-keeping system, should investigate the merits of these very moderate-priced sectional record shelf cabinets.

New Salter Catalogue Aids Business.

Although the new catalog of the Salter Manufacturing Co., of Chicago, showing their complete line of talking machine and music roll cabinets, has been out but a few weeks, already a noticeable business has resulted directly from its circulation. All the products of the Salter Co. are advantageously shown in this publication, which is being mailed to dealers upon request. Just at present the Salter factories are running full time and finding it difficult to keep up with back orders, and for this reason dealers who contemplate taking on the Salter line will do well to order immediately to insure seasonable delivery. Another catalog showing a new addition to the Salter line, in the shape of player roll cabinets, will come from the press in a few days.

Wade & Wade Needle Cutter Business.

When a first-class product or piece of merchandise is put on the market it usually takes some time and considerable advertising to bring it to the attention of the public, but if the product has merit it is soon established as a standard and becomes a leader in its line. Such has been the experience of Wade & Wade, manufacturers of the Wade fibre needle cutter. Their cutter is one of the most simple in operation now upon the market, and its durability is insured by a high grade of workmanship and the best materials obtainable. The Wade has been advertised vigorously and the results have been most gratifying.

Farrand Co. Installs Talkers.

The Farrand Co., of Detroit, Mich., has recently installed a Victor department to which it will devote a large part of the first floor of the new piano house on Woodward avenue. It also will have a large representation in the main store. E. K. Andrews, son of E. P. Andrews, will have charge of the records, which will include every number in the catalog.

Condon Auto-Stop Cinches Sales.

While in Buffalo, N. Y., last month, returning from the convention of talking machine dealers

at Atlantic City, a representative of the Condon Auto-Stop was told how the sales of two machines put out on trial by Neal, Clark & Neal were cinched by two of the Condon product. The prospective purchasers complained of the trouble in having to get up to stop the machine after each selection, and when they were introduced to the Condon, seized upon it immediately as the solution of their troubles and closed their contract for the machines.

Says Orchestras Are Doomed.

In discussing the strike of theater musicians of New York City, while the fiddlers were resting on their bows, Percival Knight, of "The Quaker Girl" company in Chicago, advanced the theory that within a comparatively few years the orchestra will be supplanted by the talking machine.

"Talking machines will reach such a degree of improvement that it will be possible to make records of all the orchestral effects of every song and number of a show, no matter how big it is," declared the comedian, "and then all that will be required will be a musical director and a boy to 'feed' the machine."

"All that producers will have to do is to assemble an orchestra and play into these machines and records will be made. Thus one-night stands will have the same musical effects that the big cities have. And the artists can no longer upbraid the musical director for not keeping the right tempo. Not only will such an arrangement prove a big money saver, when musicians' salaries and railroad fares are taken into consideration, but it will keep a performance right up to the standard from a musical viewpoint."

L. & H. Service.

The magnificent service offered to talking machine dealers on Victor and Edison goods by Lyon & Healy is aptly illustrated in the company's page advertisement in this issue. This house has for years been noted for the promptness with which it fills orders, and with the complete Victor and Edison catalogs in stock and 150,000 records always on hand, it follows as a matter of course that "outs" are reduced to an absolute minimum. Other important points about L. & H. service are indicated in their announcement.

A BUSINESS PRODUCING VACATION WINDOW DISPLAY IN CHICAGO.

(Special to The Talking Machine World.)

Chicago, Ill., Aug. 10, 1912.

One of the most realistic and attractive "vacation" window displays in Chicago this season was that of Lyon & Healy's, which was used to show the pleasure that the talking machine can bring to the family on its outing. This was the most pretentious of any of the Chicago displays and was admired by hundreds of people.

The big window space, including the four large, well lighted sections facing on Wabash avenue, gave the decorator, U. G. Stewart, an almost unlimited space to work in and he used it to the best effect, as can be seen. Included in the scene was the front of a summer cottage, with a lady on the porch adjusting a record to a cabinet Victrola; a man dressed in khaki togs with fishing tackle in his hands, who seems to be waiting to hear

this last selection before going out to set his line in a stream of water near the house, where a little boy is already busy with rod and line.

Prominently displayed are several styles of Victor machines. The cottage front presents a really homelike and inviting appearance, with climbing vines entwined around the porch posts and foliage showing from the surrounding trees. A beech log is faithfully reproduced at the extreme right of the picture near a stream of water, and by an ingenious mechanical device a fish which the boy has pulled from the stream lies flapping on the log. There are also a number of squirrels and partridges in the trees and underbrush.



A D GEINSLER, GENERAL MANAGER

CABLE ADDRESS "TALKMACH"

LONG DISTANCE TELEPHONES CENTRAL 11334
11335.
AUTOMATIC 41-351

WHOLESALE ONLY

THE TALKING MACHINE CO.

Victor
Talking Machines,
Records and Supplies137 N. WABASH AVENUE
CHICAGOMR U. DEALER,
VICTORVILLE,

U. S.

Dear Sir:--

You know we are EXCLUSIVE wholesalers.

You know we handle nothing but VICTORS.

But do you know ours is absolutely the
LARGEST and MOST COMPLETE stock in the
country?SERVICE ----- The Talking Machine Co
service ----- is THE service of the
country.

UNEQUALLED -----We'll prove it.

Fall ----- Winter ----- TIMES OF SHORTAGE,
the time to prove it.

T R Y U S.

Sincerely,

THE TALKING MACHINE CO

MANAGER

NEW MENACE TO TALKING MACHINE TRADE IN LATEST PATENT LEGISLATION

Legislation First Proposed in Oldfield Bill Has Reappeared in Congress in New Form—Many Clauses That Affect Price Maintenance and Other Matters in Which Trade Is Interested—Situation Reviewed by Waldon Fawcett, the World's Washington Correspondent.

(Special to The Talking Machine World.)

Washington, D. C., August 3, 1912.

After having been supposedly "put to sleep" by the opposition of such interests as the talking machine and player-piano manufacturers, the patent legislation first proposed in the Oldfield bill has reappeared in Congress in new form.

The latest development at Washington only goes to show that Louis F. Geissler, of the Victor Talking Machine Co., was indeed a true prophet when he stated at the recent Atlantic City convention of the National Association of Talking Machine Jobbers that the fight on this proposed legislation could by no means be counted as won.

That an attempt should be made in the closing days of the present session of Congress to get through this legislation which imperils the whole principle of price maintenance, has come as a distinct surprise to almost everybody in the music trades as to other manufacturing fields.

Nor does it alter the situation that it is not the original Oldfield bill that is now presented. It is a substitute for that bill, and it embodies all the features that so aroused the men in the music trades when the Oldfield bill was first introduced.

New Bill More Dangerous Than Old.

Furthermore, this "eleventh hour" substitute for the measure that was so vigorously fought is even more dangerous to trade interests that believe in the manufacturers fixing the resale prices on their patented articles, than was the original bill. There are two reasons for this added danger.

In the first place the new bill is much more likely to stand the scrutiny of the courts than was the old measure. The chief counsel for the Victor Talking Machine Co. and other eminent legal lights were very emphatic in the belief that the original Oldfield bill was unconstitutional, and would be so declared as soon as cases under it got into the courts, provided Congress enacted the measure into a law. The bill that has been drafted to replace the patent revision bill that set the trade by the ears a few months ago seems to be much stronger legally than was its predecessor.

In the second place, this new bill has the prestige that attaches to a recommendation for passage by the Patent Committee of the House of Representatives. The original Oldfield bill had a certain significance, to be sure, because its author was Representative Oldfield, who is the chairman of the House Committee on Patents, but for all that the original bill was merely introduced in the House and then referred to the Patent Committee for a report, as any other similar bill would be. Now comes a bill which is reported out of the committee with the endorsement of said committee in favor of its passage by Congress—something that the old bill did not possess. Of course, a committee endorsement is not equivalent to passage by the House, but undoubtedly it helps some. Or at least a bill that has not such committee sanction stands

little chance of ever coming to a vote in the National Legislature.

So that the present turn of affairs shows that the law-makers who are bent upon revolutionizing merchandising conditions, as they apply to patented articles, are very much in earnest. And it indicates that there cannot with safety be any let-up in the opposition, even if it is the "dog days."

How New Bill Came to Be Drafted.

The new patent revision bill, which will from this time forth claim attention was drafted, as was the old, by Congressman Oldfield. Only in the present case he acted in accordance with the suggestions and consensus of opinion of the various members of the Patent Committee, whereas originally he proceeded largely on his own initiative.

In rewriting his measure Mr. Oldfield was guided also by the disclosures made at the hearings before the Patent Committee on the original bill. It was at those hearings, our readers will remember, that various representatives of the music trade, including leading officers of the Victor, Edison and Columbia companies, appeared in person and presented forceful arguments against the bill, some of which were printed in these columns. Hundreds of letters were also received by members of Congress from manufacturers, jobbers and retailers in the music trades in all parts of the country, and some "missionaries" for the cause, such as Mr. Droop, of Washington, even extended their appeals to Senators, although it was announced that the Senate would not tackle this proposition until the House had arrived at some conclusion.

Well, to make a long story short, a good many of the music trade men, alike to those in other lines, felt that the fight had been won by the showing made at those committee hearings. It was even stated in some instances that the Oldfield bill had been withdrawn. Certainly the committee allowed the impression to go out that they were not going to be in any hurry to dispose of the bill one way or the other.

These circumstances, combined with the fact that the session of Congress was seemingly drawing to a close, lulled most of those in trade circles to a sense of security. Hence the shock when, like a bolt from a clear sky, has come this new proposition.

New Bill More Brief Than Old One.

The new bill is much more brief than the old one. The latter went into a revision of all the patent laws, including many provisions that are of great interest to patent attorneys, but are of little concern to manufacturers and merchants. The new bill does not attempt any wholesale revision, but concentrates on a few issues—the very ones, as it happens, which most concern the business interests having to do with the manufacture and sale of patented articles.

The rewritten bill, indeed, embodies in somewhat altered form the stipulations contained in clauses 17 and 32 of the original Oldfield bill—the two sections on which the music trade interests concentrated their opposition.

Clauses That Affect Music Trade.

There are two new clauses which cannot be said to have had any counterpart in the former bill, and yet both of which will have bearing upon the music trade. Indeed every one of the four clauses of this latest proposition will have greater or lesser influence upon existing status in this field.

The first clause of the new bill provides that an inventor's patent will in effect expire nineteen years from the date of his application. The actual term of the patent remains as in the past—seventeen years, so that this changing in the wording of the law will mean that an inventor has two years, and only two years, to get his patent through.

This measure is designed to block the plans of inventors who wish to insure patent protection for an idea, but who desire, for one reason or an-

other, to delay the actual taking out of a patent; that is, the beginning of manufacture. For instance, an inventor of an improvement in a player action, or in talking machine mechanism, might feel that he was "ahead of his time"—that the public was not yet ready to accept his advanced theories. Under the present plan such an inventor can, from time to time, submit amendments to his design which will delay final action in the Patent Office, and his patent (with full seventeen years to run) need not be taken out until he feels that the public has been educated up to the idea and he is ready to manufacture. Something of this kind happened, you will remember, in the case of the automobile. But if the patent law is amended as proposed by this initial section of the new bill an end will be put to such a scheme for waiting for a favorable market. An inventor will have to get his invention on the market within two years of the time he files patent application, if he wants the benefit of the full seventeen years that Uncle Sam guarantees him an exclusive market.

Supplant "Compulsory License" Clause.

The second section of the new bill supplants the "compulsory license" clause of the old bill, which stirred up so much opposition. In the original bill this clause compelled an inventor or manufacturer to either begin manufacturing a new invention or an improvement on which he had taken out a patent within four years, or else grant a license to manufacture to any person else (mayhap a competitor) who applied for it.

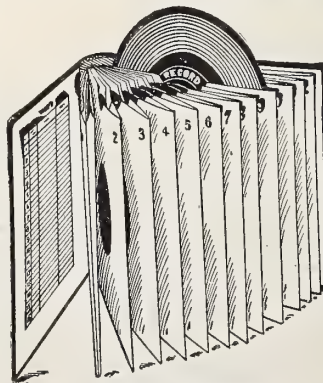
This stipulation was bitterly fought by both player-piano and talking machine manufacturers. It was represented that in many instances it was not possible to perfect an improvement or new invention and begin manufacturing within four years. In other instances it was shown the manufacturers of musical instruments held patents under which they are no longer manufacturing, for one reason or another, but which they do not want to be compelled to share with a competitor.

As revised this section is of somewhat different scope. It is now framed with a view to giving all possible protection to the original inventor. The compulsion to license cannot be enforced against an original inventor. He can hold his invention the full seventeen years without ever manufacturing if he so desires. But the compulsory license club is held over the head of any manufacturer or interest that acquires a patent for the purpose of suppressing the invention or crippling competition by "bottling up" an invention.

How Price Maintenance Is Affected.

The third clause of the new measure has to do with that chief bugbear of the old bill—the section that knocked out price maintenance and prevented a manufacturer from enforcing a resale price on his patented goods. The rewritten clause would cause almost as much havoc as would the old, because it stipulates that no purchaser or lessee of a patented article can be sued for infringement because he fails to observe the price

Retails for a Dollar, with 80 Per Cent. Profit to You



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the Market :: ::

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Our new "Viennese Imitation Leather" is the strongest and only absolutely guaranteed bound record album made. Why use the usual cloth bound albums when you can get an album with a binding 1,000% stronger than any of the cloth bindings now made by our competitors. Bindings in our new albums are guaranteed indestructible, price the same as the cloth albums, but 1,000% stronger in the wearing qualities. Gold Plated Rings in the back of the same. Not the usual brass rings, and are made to match the metal finish on all Victor and Columbia Cabinets. Let us send you one sample album and be convinced.

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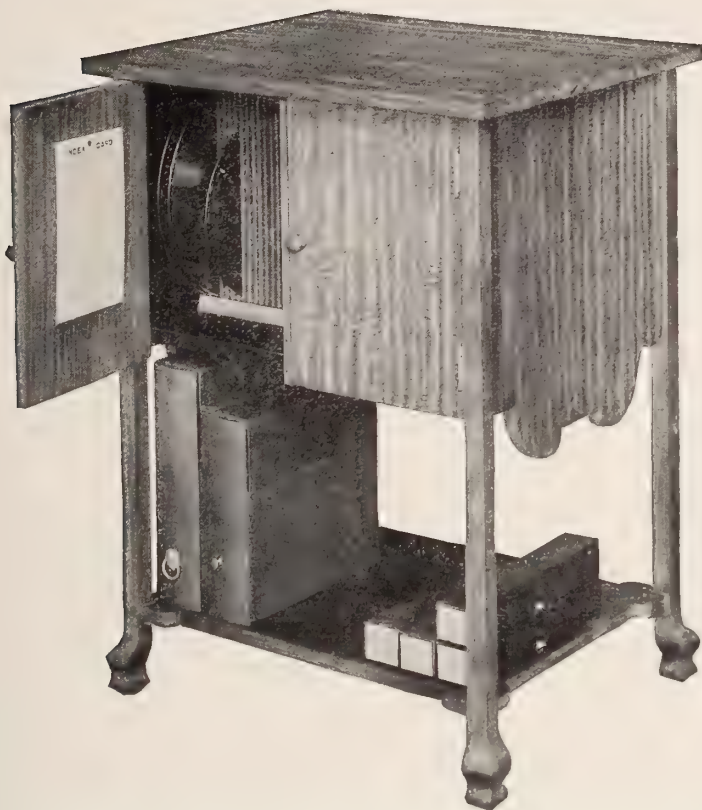
Die Sprechmaschine

the most extensively circulated
talking machine paper in Germany.
Berlin, S. W. 68. Subscription
price per year is eight marks.
Specimen numbers free. Orders
for advertising can be placed with
The Talking Machine World, No.
373 Fourth Avenue, New York.

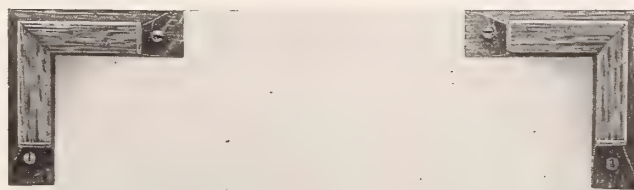
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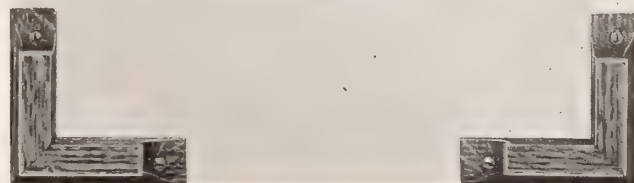
No. 103. Top 20 1/4 x 24 1/4. 33" High. Interior Has Felt Lined Shelves.



SALTER'S ADJUSTABLE CORNERS

"PATENT PENDING"

Can be put on any Cabinet to fit all styles of machines. Holds machine firmly in place on cabinet.



If your jobber does not handle our line we can take care of you direct

Our 1912 Catalogue is just out, ask us to send you one today

restrictions imposed by the manufacturer. In one sense this knockout of the principle of fixed, uniform prices is intended to be more complete than the old, in that, as now drawn, the prohibition of infringement suits because of price-cutting applies to present patents, whereas the other bill would, in the opinion of shrewd lawyers, have been possible of enforcement only in the case of patents taken out after the date of the passage of the bill.

Although this rewritten clause affords scant comfort for the manufacturer and dealer who believes in price maintenance, it does offer one loophole that did not appear in the old bill. It is so written as to dodge the subject of contracts, and to have no bearing on relations between buyer and seller based on contracts. Heretofore many manufacturers of patented articles have relied solely upon their patent rights to enable them to uphold prices, and have had no formal written price contracts with agents, retailers or others. But if this bill should become a law the only salvation of the manufacturer who desires to uphold prices would be to enter into ironclad contracts with jobbers and retailers, and perhaps they in turn would have to have contracts with the customers to whom they sold. Under this plan redress for price-cutting would have to be obtained on an action for breach of contract. Even under this contract system it would seem to be all but necessary to have the written agreements extend to the final consumer, as otherwise there would be no means of blocking a price-cutting department store that saw fit to buy instruments one at a time, here and there, at the full retail price, and then offered them for sale at a cut price as "leaders."

Patents and Restraint of Trade.

The fourth and last clause of the redrawn bill deals with a phase of the subject that was not touched upon in the old bill. It is virtually an amendment to the Sherman anti-trust law, making that law applicable to combinations in restraint of trade based on United States patents. This is the feature of the bill which will cause least uneasiness,

probably, in the music trades, and yet it is conceivable that there may be instances in which such a law might be invoked against manufacturers who are using one another's patents on the exchange or royalty basis (as are some of the firms in the music trades), provided these interests sought to exclude from the benefits of such patents newcomers in the field.

Bill Reported August 8.

The Oldfield bill to revise the patent laws to meet the recent patent monopoly decision of the Supreme Court was reported to the House by Chairman Oldfield of the Patent Committee on August 8.

GETTING BUSINESS IN SUMMER.

The New York Talking Machine Co. Showed an Increase of 33 1-3 Per Cent. for the First Six Months of 1912, and Summer Business Is Keeping Up If Not Adding to the Record.

During a brief chat this week with General Manager G. T. Williams, of the New York Talking Machine Co., 81 Chambers street, New York, distributors of Victor machines and records, he said: "We feel highly elated over the result of summer trade to date, and so far as that is concerned we can see no reason why it should not be better for the balance of the season. Our fiscal year closed the last of June, and the first six months of this year show an increase over the first six in 1911 of 33 1/3 per cent. This rate of increase, part of which was produced during the so-called dull season, is a little out of the ordinary.

"It would seem to me," continued Mr. Williams, "that a substantial gain of this nature, in the summer months and during a Presidential campaign year, effectually demonstrates that slow business, because of political unrest, is a myth and purely imaginative. Personally I do not believe that it will cause the slightest difference, except possibly during election month itself. However, our business

for the year so far is altogether too satisfactory to cause any worry for the remainder of 1912."

Mr. Williams expressed the opinion that the gain over 1911 was simply due to the high grade advertising of the Victor Co. and to the first grade product which the Victor Co. build. These two essentials, coupled with the New York Talking Machine Co. spirit of "get out and hustle for business," have accomplished marvellous hot weather results.

DOESN'T PAY TO "KNOCK."

Easy to Offend a Customer When Drawing Unfavorable Comparisons with Competitors.

A large manufacturing company, in its recent monthly schedule, made the following remarks, which are well worth passing along: "Gentlemanly bearing, frank address, mastery of your subject and enthusiasm are all so obviously necessary that everyone whose line of effort is sales work instinctively acquires or seeks to acquire these qualifications. Occasionally we see a salesman who has developed an exaggerated standard for one or all of these 'essentials' of salesmanship. It is easy to 'overdo' any good thing.

"We should particularly guard against drawing unfavorable comparisons with competitors, which might in any way be construed as 'knocking the other fellow.' There is not one salesman in ten thousand who can institute unfavorable comparisons, reflecting on the integrity and fair dealing of another dealer or manufacturer without creating the impression that the other fellow is a formidable competitor, and we fear him.

"Building up a customer's list on 'prejudice' is 'bad business.' Such a list will last just so long as you can find a new prospect to humbug—to take the place of the customer who 'woke up.' The only customers who last are those secured on a basis of 'Quality,' 'Service' and 'Fair Dealing.'"

GOOD TIMES IN CINCINNATI.

Situation as a Whole Most Encouraging—Manager Whelen, of the Columbia Co., Optimistically Inclined—Aeolian Co.'s Splendid Showing for Fiscal Year—Victrolas for Prominent Institutions—Columbia for Public Parks—Wurlitzer Co.'s Good Report—Lyric Co.'s Platform Expounded by President Stever—Other News of Trade Interest.

(Special to The Talking Machine World.)

Cincinnati, O., Aug. 2, 1912.

The talking machine situation in the Cincinnati district is somewhat encouraging. Considering the time of the year business is good. The Milner Musical Co. is still in business and apparently has made no changes, the firm continuing to carry a small line of pianos. The Krolage Music Co. has not yet opened up a new store for its talking machine department, as has been intimated for some time. John Arnold, over at Fifth avenue and Elm street, is doing fairly well, while Poorman is trying to take on a new line of goods, the Zonophone people having gone out of existence.

Manager R. J. Whelen, of the Columbia Phonograph Co., General, in the early spring predicted that business would be good this summer in the talking machine line and his predictions have been more than realized in the Cincinnati territory. He stated when asked as to the reason for this boom, which is unusual for the hot summer months, that it was mainly due to the elaborate advertising campaign of the Columbia people and the new types of Grafonolas which keep up the dealers' enthusiasm and makes them hustle for business. Mr. Whelen further stated that the Cincinnati store has doubled its business over July of last year, and added: "We must also give credit to the artists of world-wide fame who record exclusively for the Columbia. The Dictaphone again comes in for its share of the glory and we have closed one of the most satisfactory months in the history of the Columbia Co. on the sale of these wonderful instruments. One sale of note was the installation of nine machines each in the office of the auditor of passenger accounts and the office of the chief engineer of the C., C. & St. L. R. R. in this city. This sale was closed after a close competition."

Speaking of the business situation, the Aeolian Co. said: "This July finished our fiscal year for our new location, and we have found our new quarters to be handsomely remunerative as well as bearing the reputation of being the finest store in the entire West.

"It is remarkable," remarked Mr. Ahaus, manager

of the Victor department, "what location means to a Victor department. We will soon have to add a few more record rooms to our already spacious ones, and with the expected fall rush we will be prepared to give all, not missing one, our guaranteed 'Record Service.' Every record in stock is making a decided hit, and this month as usual we have every record cataloged in our store and the demand met.

"We have vigorously kept our features before the public and are now reaping the patronage we desired, and if we don't treble this year's total business next year we will be very much disappointed.

"We have a campaign laid out for the public school system for the fall that will be a hummer and sure to get all the trade possible, and the maximum is what we are after and shall get.

"We have just recently equipped the Cincinnati Sanitarium at College Hill with Victrolas, which affords us a fine advertisement and should produce a number of good sales. We are more than satisfied with our year's business and should have a wonderful patronage for the ensuing one."

The Columbia Co. has closed a number of contracts with dealers in the past month, who will from now on handle exclusively Columbia products. Many of the Columbia dealers are beginning to figure on their fall stock and prospects for a phenomenal fall business are very alluring. There is a steady trade for the Favorite and Regent Grafonolas.

Lewis G. Pilgrim, of Richmond, Ind., has made extensive improvements in his Grafonola department, building a very handsome booth for demonstration purposes and putting in a complete line of Grafonolas. Mr. Pilgrim spent a day in the Cincinnati store selecting such models as he desired, together with a very large assortment of grand opera records, which will figure prominently at his formal opening. Further announcement will be made of his formal opening, as he expects to have "big doings," so to speak.

The local Columbia store has succeeded in placing musical instruments in five of the public parks as a means of putting the best in music before the children. The five parks where these instruments can be seen and heard every day are McKinley, Sinton, Hanna and Inwood parks, and the Pearl Street Playing Grounds.

Harry Brower and wife, of C. F. Brower & Co., Lexington, Ky., stopped a short time at the Columbia's Cincinnati store and were very enthusiastic about the unusual summer business and the coming fall trade.

There are several new faces to be seen in the

Cincinnati office of the Columbia Phonograph Co., General. Miss Stella Green, who for several years was chief clerk with Messrs. Burch, Peters, Oppenheimer & Connolly, attorneys-at-law of this city, who, by the way, are large and enthusiastic users of the dictaphone, will replace Miss Nola Minton, who resigned recently from the Columbia service to take a much needed rest in the Kentucky mountains. Miss Stella Schwein will replace Miss Mandy Jacky, who has also resigned as stenographer.

The Rudolph Wurlitzer Co. in discussing current conditions said: "Business held up during July very well. The month opened up rather light, but the last two weeks showed a big increase, which made the average for the month very satisfactory. The wholesale demand for the cheap machines was very active, and large shipments were made, which very materially reduced our big stock of those styles, but the retail demand ran practically entirely to the higher priced machines, ranging above \$50.

"The wholesale trade has shown a very marked improvement, and the prospects are that the fall trade will open up very early this year, because of the encouragement that the dealers have received during the summer months.

"Some very big orders are booked for September and October deliveries, and a number for August 1 and 15. With heavy advance orders in our files, we feel assured that the trade will be very satisfactory from a jobber's standpoint. In regard to the retail end, we have only one thing to regret and that is that the working class have shown no disposition as yet to resume purchases of instruments. The working class among the foreign population are active buyers, but with this exception we have been getting very little trade from the working class.

"We have planned a fall campaign which will make active buyers out of the greater number of machine owners, and the record sales should increase very materially in consequence."

The situation at the Lyric Piano Co. is explained in the following snappy manner by President Stever: "Yes, we are very well pleased with the results we are obtaining in our talking machine shop. It is quite astonishing to know what can be accomplished little by little with energy.

"The writer not being a small goods man, put in a line of Victor talking machines and to tell the truth it was quite discouraging for a while, owing to the fact of our being away from the so-called piano row or music shopping district. But we have found by a little unique advertising and by courteous treatment, ever ready and willing to show the public something new, let them hear something new, that we have worked up quite an envious trade in our talking machine department.

"We have three people employed now in our department, and while we did not know how in the world to handle one when we first opened up the department, we find that all three of them are kept busy now.

"I think a great mistake is oftentimes made in people handling a proposition of this kind and not using enough time and patience to play records for their customers. I do not believe in using the same machine for all kinds of records. By changing them about we find that we interest customers, and by playing something new for them they are very often induced to buy two or three more records than they expected to purchase when they called in. So taking it all in all, we are very well pleased with the results we are now obtaining in our talking machine shop.

"We do a strictly cash business on all of our records, and we send out very few on approval. When a party selects a machine we take the time and patience to play the records right here for them and in this way it gives us an opportunity to keep a better selection to show at all times than it would if we were to put out five or six machines and send out a large selection with each and every machine. At that rate we would have a bunch of records distributed in different parts of the city and could not lay our hands upon any particular record which perhaps we would like to use, or would perhaps be called for by some customer."



Sell the New Bell-Hood Needle



Sensation at the Talking
Machine Dealers' Conven-
tion "spoils" customers for ordinary needles. After
they are "spoiled" you have a new source of profit.

50 cents per box

WRITE FOR SAMPLE
PRICES AND DISCOUNTS

THE BELL-HOOD NEEDLE CO.

777 Chapel Street

New Haven, Conn.



Dog days now, but Fall business well in sight up the road a piece; biggest Fall business you ever had a share in, too.



**Columbia Phonograph Co., Gen'l
Tribune Building, New York**

TRADE NEWS FROM QUAKER CITY.

Business Reported as Satisfactory—New Dealers Enter Field—Pennsylvania Talking Machine Co., with W. L. Eckhardt in Charge, Take Over Columbia Jobbing Business—Estey Department Very Attractive—Buehn's Good Report for July—Taking Stock at Gimbels—News of the Month.

(Special to The Talking Machine World.)

Philadelphia, Pa., Aug. 8, 1912.

The talking machine business in Philadelphia for the month of July and early August has been most satisfactory. The good work of the previous six months of the year was kept up and there was no falling off in the lead of July, and it looks now as if this lead was going to be steadily maintained throughout the year. There is probably no business of any character in Philadelphia of which so much can be said, and it speaks well for the future of the talking machine business, and naturally the dealers and jobbers here are very optimistic.

They admit, however, that they have a problem before them that must be solved this fall which is going to be a very trying one for them to handle. They believe, however, that it is going to be adjusted and to the satisfaction of all parties concerned. Few dealers have started in the business during the past month, although a number have attempted to enter it, but the present restrictions as to the amount of the first order have kept many of them from opening.

The most important news of the week is the announcement, under date of July 30, of the Columbia Phonograph Co., as follows:

NOTICE TO OUR PHILADELPHIA PATRONS.

"In line with the general policy we announced about three years ago, whereby our distributing branches from time to time may be turned over, with exclusive rights and full protection, to individual jobbing concerns, we beg to announce that on August 1 our Philadelphia store and territory, heretofore conducted by us direct in the interest of our dealers, will be taken over by the Pennsylvania Talking Machine Co., under the able management and control of Mr. Walter L. Eckhardt.

"In expressing our sincere thanks and appreciation to the Philadelphia trade for their patronage in the past we beg a continuance of that patronage in behalf of the Pennsylvania Talking Machine Co. Mr. Eckhardt's experience and well known disposition to treat fairly with the trade, backed up by the high quality of Columbia goods and the great campaign of national publicity we are running for the benefit of all the trade, is a guarantee to you of a continuance of mutually profitable relations through our Philadelphia distributing agent.

"Address your orders and communications to the Pennsylvania Talking Machine Co., No. 1109 Chestnut street, Philadelphia, Pa. With renewed assurances, we are, yours very truly, Columbia Phonograph Co., General."

Mr. Eckhardt is now in full charge and there has been no change whatever in the force. The business of the Columbia for July was very much better than last year. The present Columbia store is going to undergo an entire rearrangement, and many changes will be made with a view to expedite the business. The policy of the Pennsylvania Co. will follow closely that of the Columbia, and they intend to make the place a home for all the dealers, a place for the handlers of other machines as well as their own, and will give them a practical illustration of how to handle the retail business.

Mr. Eckhardt says: "We want to extend a cordial welcome to all up State men and want to assure them that we will be glad to see them here and that we are going to get around to see them in their own homes."

The whole appearance of the store will be changed in remodeling it, and it will be one of the most attractive and convenient stores in the country, and they are going to try and arrange things in such a way that they will be able to give the best of service.

The Columbia Co. in July increased its Dictaphone business from 400 to 500 per cent. A. S. Irwin and Miss Kate McClain, of the Columbia force, are at present away on their vacation, and Joseph Murphy starts on the 9th. There is a rumor about the store that it is going to be Joe's honeymoon trip, but he modestly denies this. The Columbia has received the announcement of several new records by Kathleen Parlow, the violiniste, and Miss Gertrude Rennyson, the soprano.

The Estey Co. has its talking machine department fully established. It presents a very attractive appearance and is quite an addition to the fine Estey building. Aside from the booths, which are especially attractive, all the furnishings are in keeping in every way, and the manager, Walter Linton, is very proud of the department and already has been having some very good results. This end of their business will be pushed as soon as the fall arrives, and already a very large and varied stock of machines, cabinets and records has been received.

Manager Elwell, of the talking machine department of C. J. Heppe & Son, has been suffering for a month or more with an attack of rheumatism, but is very much better at present. He reports that their business was very good in July, and Mr. Elwell thinks it was considerably better than last year, although he has no figures to confirm it as yet, but he says they seem to have been shipping out a great many more goods. Among the out-of-town dealers at the Heppe house the

past week were Harry F. Cake, of Pottsville, Pa., and O. C. Hoffman, of Lambertville, N. J.

Louis Buehn, of Louis Buehn & Bros., notes that business was splendid in July and that his firm has run considerably ahead of last year. They are away ahead on the year, for their spring business was tremendous. Their business in Pittsburgh has also shown a healthy increase in July over the preceding months. Mr. Buehn says that the outlook for fall business is exceptionally good. He believes that the advent of the new Victor machines, the \$75, \$100 and \$150, will stir things up considerably. Mr. Buehn has his family at the shore for the season and is going back and forward each day in August.

They are taking account of stock in the talking machine department at the Gimbel store. They carry about three times more stock this year than last. Emmet Stewart, of the selling force, is at present away on his vacation. G. F. Wurtele was home sick for nearly a week, having been threatened with appendicitis, but fortunately he recovered without the necessity of an operation.

METZGER'S "QUIET" DAY.

Cartoonist Parkhurst Pictures One of the Familiar Scenes in the Office of Advertising Manager George P. Metzger.

The accompanying cartoon hits the nail plumb on the head. It is a typical scene in the office of Advertising Manager George P. Metzger of the Columbia Phonograph Co., General, New York, and was sketched offhand by the celebrated car-



toonist, H. L. V. Parkhurst, while awaiting his turn at the manager's ear. Mr. Parkhurst says that the picture is exactly what he saw. The caption which he attached to it was "Mr. Metzger's office on a QUIET day." Believe us, Mr. Parkhurst's eyesight is good. Many a time The World representative has witnessed the same thing, but lacking the artistic ability of reproducing it we can only thank Mr. Parkhurst for his sketch. Mr. Metzger certainly is a busy man—he keeps a bunch of busy ones around him—but he never loses control of the tiller, or of his smile and his ever genial manner.

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E. SAUERLANDT

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The largest manufacturing plant in the world devoted exclusively to the manufacture of Master-Waxes and Master-Blanks for

Gramophone and Phonograph Recording

Sole Manufacturer of Wax "P," the best recording material for Berliner-cut.

FROM OUR EUROPEAN HEADQUARTERS

1 GRESHAM BUILDINGS, BASINGHALL STREET, LONDON, E. C., W. LIONEL STURDY, MANAGER.

Although Summer Quietness Prevails Throughout Britain the Talking Machine Men Look Forward to an Active Autumn Season—Some Uneasiness Regarding Possible Disturbances in Labor Field—Small Types of Machines in Demand by Vacationists—James C. Goff Retires as Manager of Gramophone Co., Ltd.—New Copyright Act and Its Provisions Continue to Interest—Question of Royalty Payments—Thomas A. Edison on Merchandising—What the New Record Lists Have to Offer to the Public—Interesting Report on Trade in Russia—New Columbia House Organ Issued—Big Needle Output of One German House—Manufacturers Concerned Regarding Movement to Revise Patent Laws—Other Talking Machine News.

(Special to The Talking Machine World.)

London, E. C., Aug. 5, 1912.

We are now in the throes of the real quiet season and relaxation from the cares of business is the order of the day. Some of the leading talking machine men have already been and returned from holidays, looking all the better for the change. Many are now away, while others contemplate devoting some time of this (truly) August month at the seaside, in the country, or whither fancy leads them. Afterwards we shall be able to look forward to making plans in preparation for the fall trade, prospects of which, by the way, as far as one can predict from present signs, is regarded as being bright.

Manufacturers and traders find their chief concern engendered by the possibility of further trade disputes, and although a certain amount of uneasiness is perhaps not unnatural in view of recent happenings in the labor world, a careful analysis of the situation fails to reveal any cause for serious alarm. At least, it is not expected judging from present signs, but as these trade disturbing elements are engineered often with startling suddenness the future must, to a great extent, remain an unknown quantity so far as talking machine business stability is concerned.

Trade has not been too good these last few weeks, but an outstanding feature that calls for some notice is the remarkably steady demand from the public for the portable or hornless type of instrument. It is becoming increasingly popular each summer season, of that there is ample evidence, and when one reflects upon the derisive reception accorded the hornless machine only two or three years back, its present-day favor with all classes should greatly encourage dealers to direct their energy in pushing this line more than ever during the quietest time now with us. Every machine sold means orders for records, and if dealers would only recognize that their main source of profit is gained by the sale of records there should be less talk of summer trade slackness.

While the home trade is quiet, manufacturers are securing some nice shipping orders for delivery over a period, and on this basis I hear occasionally of contracts being signed for as many as one hundred thousand records.

James C. Goff Resigns.

Looked upon by the trade, friends and competitors alike, as a leader in his particular sphere of activity, a deal of surprise has been occasioned here by the news that James C. Goff has severed his connection with the Gramophone Co., Ltd. For something like three years he occupied the managerial chair with conspicuous ability, and the strong policy which he maintained to the last won for him the respect and admiration of the whole trade. A keen business man and a wonderful organizer, it may be said that Mr. Goff's influence will remain for a considerable period. He kept in close personal touch with the company's employees, and was held in much esteem by gramophone agents among whom he wielded a remarkable in-

fluence. A pleasing evidence of his popularity was the spontaneous send-off accorded him by the employees of the City Road office. Temporarily discarding the tools of their trade, they assembled outside, and as he emerged, in round after round of cheering, they gave full vent to their feelings. Attracted by such an unusual scene, and evidently thinking it was in honor of some great artist, passers-by soon joined the throng in their hundreds, and contributed not a little to swell the chorus of cheers. It was with great difficulty that the police succeeded in clearing a way for the traffic, and not until Mr. Goff's car had moved off did things resume their wonted aspect.

Sidney W. Dixon, sales director, who acted as manager prior to Mr. Goff's connection with the London branch, will return to that position for the time being. He is, of course, well and favorably known in trade circles and is sure of a hearty welcome.

Played Piano for Seventy-four Hours.

William Kendal, the young South African pianist, recently completed a seventy-four hour continuous performance on the piano, thus breaking the world's record. There is little credit in such a waste of energy, but in every walk of life there is to be found some crank obsessed with a determination to go one better than his fellows of the same family. Well, let them fight it out among themselves—it can do no harm, if it can do no good.

Discuss Orders Relative to Copyright Matters.

In a recent issue of the London Gazette are to be found voluminous details concerning the orders in council relative to copyright matters made by His Majesty; by and with the advice of his Privy Council, covering territory under His Majesty's protection and foreign countries, subject to the provisions of the copyright act 1911.

Recognizing that the phraseology of these orders in council is beset with so many difficulties, the directors of Universal Copyrights, Ltd., a concern which is devoted to the protection of record manufacturers' interests, convened a meeting on July 16 of all the members with the object of arriving at some understanding of the various points of the orders in question. Counsel was present in the person of Fletcher Moulton, who, by the way, has been given a general retainer on behalf of the company. An interesting debate ensued. The deliberations have resulted in letters of instruction as to reasonable interpretation of the orders in Council being sent out to all members for future reference and guidance. But in the opinion of eminent barristers there are many complex provisions, the real effects of which will only be known upon appeal to the courts.

Universal Copyrights, Ltd., by the way, is composed of fifteen record manufacturers, who have banded together and formed this association primarily to safeguard their interests in all matters concerning copyright difficulties. Under the company's articles of association, however, it has power to embark upon various ventures in the music publishing sphere, in addition to other fields of activity. The chairman is Sir George Croydon Marks, M. P., and Messrs. Louis Sterling, manager Columbia Phonograph Co., General, and Paul H. Cromelin, director Thos. A. Edison, Ltd., have been appointed directors. H. M. Lemoine, for some time assistant manager of the National Phonograph Co., Ltd., and lately as personal assistant to Sir George Croydon Marks, M. P., is the secretary of Universal Copyrights, Ltd., and with his extensive knowledge of talking machine matters he is just the right man in the right place.

The Royalty Payment Question.

As I have foreshadowed in these columns from time to time, the leading manufacturers have now decided not to increase retail prices on account of royalty dues. The penny tax on half crown records will be equally divided as between manufac-

turer and dealer, the factors for some reason or other being let off scot free. Bearing upon this subject, the following circular was recently issued to the trade:

To Edison Dealers.

Beginning July 1, 1912, the new Copyright Act takes effect, and although the stocks held by dealers on June 30 will be free, the manufacturers will be obliged to pay copyright dues on records shipped July 1 and after.

The heavy expenses of administration in connection with the act will necessitate an increase in the price of records, but to give our dealers the opportunity of laying in a stock in readiness for the season's trade, we have decided to make no increase in our prices until September 1, 1912.

By taking the utmost advantage of this concession and laying in a good stock prior to September 1 in anticipation of their needs for the coming season, our dealers will be enabled to postpone the effects of the change for an indefinite period.

On September 1, 1912, and until further notice, the dealers' prices of Standard, Amberol and Amberol Concert records will be raised by one half-penny (½d.), the list prices remaining as heretofore.

The National Phonograph Co., Ltd.
Edison Works, Willesden Junction,
London, N. W.

The Copyright Act renders copyright automatic, and it being no longer necessary for English authors to protect their works by registering them at Stationers' Hall, this famous repository for literature, etc., is now closed.

Edison House on Merchandising.

I have been asked to say a few words to serve as an introduction to the publication of a series of plans which have been selected from a number submitted by Edison dealers.

I believe in class merchandizing because it is intensified salesmanship, and intensified effort is a modern necessity in all lines of human endeavor.

As the adroit trial lawyer classifies the men in the jury box and directs to each the arguments which he thinks will prove most effective, so ought the merchant to classify the citizens of his district and address to each class that character of selling argument most likely to arrest their attention and excite their interest.

Dissect a department store advertisement and you will find it impregnated with skilfully diversified class appeal. Department store methods represent wheels within wheels of class merchandising. So ought every retail business.

It is sometimes contemptuously said of a merchant, who potters about his store and waits for custom, that he has adopted the line of least resistance. That is scarcely true. Waiting for trade is the line of least resistance towards nothing but failure. Nowadays the successful merchant must go out into the highways and byways to search for business. The right kind of newspaper advertising is one way to do this; intelligent letters—not cheap circulars—is another; dignified, tactful but aggressive canvassing is another—and the best of all.

But let the theory of class appeal underlie all of your selling effort. When you say to Mr. Jones "I know you like so and so, and I have it for you," how much more probable it is that you will get Mr. Jones' patronage than if you leave it to him to discover, unaided, that you have something which is capable of appealing to his particular fancy.

The lion's share of the phonograph business is going to the dealers who intelligently and persistently practise class merchandising, and it is well to remember that the sale of phonographs and phonograph records contains a problem a good deal like the old question: "Which came first, the chicken or the egg?" Phonograph records (the kind of music the prospective buyer likes), help to sell the phonograph, and thereafter the phono-

graph helps to sell the records. Therefore, in offering the phonograph for sale, offer it as musical entertainment as well as musical merchandise.

I hope to see every Edison dealer make and carry out a great many class merchandising plans. Many of you will, no doubt, be able to devise much better plans than the ones suggested. I am sure you will find it profitable to devote a good deal of thought to this subject. We have big things ahead of us, and I hope every Edison dealer will take the fullest advantage of his opportunities.

Success of Amberol Concert Records.

The Amberol Concert records have now become an established and permanent feature of the Edison monthly record supplements, and already 20 of this class have been issued. Everybody does not aspire to grand opera, but it is certain that everybody finds a constant issue of comic and ragtime selections a little wearing. With the happy medium in the shape of the Concert Amberol the monotony has been very appreciably removed. The dealer and public alike is in full sympathy with this Edison departure, which they accord a full measure of support.

In the advance September list to hand we find two further Amberol Concert selections, one vocal—"Abide with Me" (Liddle), beautifully sung by Miss Christine Miller, which is enhanced by a splendid orchestral accompaniment, and two charming violin selections, (a) "Menuett," G flat major (Beethoven), and (b) "Valse Bluette" (Drigo), beautifully played by Miss Kathleen Parlow.

Edison Amberol Records—"Be British" (P. Pelham and Lawrence Wright), George d'Albert, a descriptive song and recitation dedicated to the memory of the officers and crew of the "Titanic"; "Gems of Grand Opera," No. 1 (special arrangement), National Military Band; "Oh! Mister McPherson" (Godfrey and Williams), Billy Williams; "When the Convent Bell Is Ringing" (Mellor, Lawrence and Trevor), Stanley Kirkby; "Let's All Go Into the Ballroom" (Allen and Murphy), Miss

Florrie Forde; "The Admiral's Broom" (Weatherly and Bevan), Peter Dawson; "Walking Round the Bandstand" (Marlow and Heat), Jack Charman; "The Green Eye of the God" (Milton Hayes), Bransby Williams; "Same As His Father" (Lauder), Harry Lauder; "The Lament of Flora Macdonald" (traditional) (Neil Gow, Jr.), Archie Anderson; "The Lea Rig" (traditional), T. F. Kinneburgh; "The Land o' the Leal" (traditional), William Davidson; "Oh, You Beautiful Doll" (Nat. D. Ayer), Premier Quartette; "A Night in Venice" (G. Lucantoni), Miss Elizabeth Spencer and C. W. Harrison; "Passing Review—Patrol," National Guard Fife and Drum Corps; "Romance from l'Eclair" (J. F. Halsey), Venetian Instrumental Trio; "Black Diamond Rag" (H. Lodge), New York Military Band; "Favorite Airs from Robin Hood" (R. de Koven), Edison Light Opera Company; "I'll Take You Home Again, Kathleen" (T. P. Westendorf), Will Oakland and chorus; "Baby Mine" (A. Johnson), Miss Elizabeth Spencer; "Moonlight Dance" (H. Finck), American Standard Orchestra; "(a) I Know a Lovely Garden," (b) "Because" (D'Hardelot), Hugh Allen; "Rye Waltzes—Scotch Melodies," National Promenade Band, and "Goodbye, Rose" (H. Ingraham), Walter Van Brunt.

Edison Standard Records—"All the Houses Are Going Round" (Godfrey and Williams), Billy Williams; "The Broken Heart" (T. Dennis), Wm. McEwan; "The Blacksmith's Reel" (Irish bagpipe solo), Wm. Andrews; "Passing Review—Patrol," National Guard Fife and Drum Corps and "I'd Love to Live in Loveland with a Girl Like You" (W. R. Williams), Walter Van Brunt.

British Losing Ground in Russian Trade.

In his latest report, the British Consul at Moscow, Russia, has this to say:

"Statistics show that during the last five years imports into Russia from Germany, France and the United States have made great advances, while British imports have remained almost stationary.

In extenuation of this unsatisfactory state of affairs, it may be urged that figures are unreliable and that, further, certain branches of industry which once were practically British monopolies, are now being exploited by foreign competitors. However, even allowing for the inaccuracy of figures and for the inevitable increase of competition, other reasons must be sought for the stagnation of British trade in the Russian market. First and foremost comes the question of credit. It is impossible for British firms to grant the same credit as German and French firms, which are supported by their local trade banks; in Moscow alone there are five German and two French trade banks. This shows the necessity for creating a British institution in Moscow to assist British firms.

"Another factor which tells against British firms is the immense advantage which the foreign commercial traveler, especially the German, possesses over the British, owing to the fact that English is hardly spoken at all in Russia, whereas German is widely known. The British traveler not only usually knows no Russian, but is also very often greatly handicapped by the fact that he is niggardly treated by his firm as regards such expenses as entertaining allowances, etc. In Russia, most business is done 'over the bar,' and before a man can receive a big order he must, as the saying goes, 'show his money.' The German traveler, in addition to knowing the language of the country, is more liberally treated in this matter. British firms are also very badly represented by their foreign agents, often employing Germans or German Jews, who will take an agency for a British firm simply for the sake of blocking it.

"The credit system, which is the crux of the whole situation, is a sore point with British commercial journals, who point out, very rightly, that in urging the giving of long credit, consular reports are advocating what is under present conditions impracticable. British firms cannot compete with

(Continued on page 42.)



To T. M. the KING and
QUEEN OF SPAIN



To H. M. the KING
OF SWEDEN



To H. H. the KHEDIVE
OF EGYPT



To H. M. the KING
OF ITALY

'His Master's Voice'

Trade Mark is recognized
the world over as the

Hall Mark of Quality



To H. M. the SHAH
OF PERSIA



BY APPOINTMENT
To H. M. QUEEN ALEXANDRA

AUSTRIA: Oesterr. Grammophon-Gesellschaft, m. b. H., 8, Krugerstrasse, Vienna.
BELGIUM: Cie. Française du Gramophone, 51, Avenue de la Porte de Hal, Brussels.
DENMARK: Skandinavisk Grammophon-Aktieselskab, Frihavnen, Copenhagen.
FRANCE: Cie. Française du Gramophone, 15, Rue Bleue, Paris.
GERMANY: Deutsche Grammophon-Aktiengesellschaft, 35, Ritterstrasse, Berlin, S42.
HOLLAND: American Import Co., 22a, Amsterd, Veerkade, The Hague.
HUNGARY: The Gramophone Co., Ltd., IV. Kossuth Lajos-utca 8, Budapest.
ITALY: Compagnia Italiana del Grammofono, 5, Via S. Prospero, Milan.
SPAIN: Cia. Francesa del Gramophone, 56, Balmes, Barcelona.

RUSSIA: The Gramophone Co., Ltd., 33, Alexanderstrasse, Riga; 58, Fontanka, St. Petersburg; 9, Golovinsky Prospect, Tiflis; Warsaw.
SWEDEN: Skandinaviska Grammophon-Aktiebolaget, 52, Appelbergsgatan, Stockholm.
EGYPT: The Gramophone Co., Ltd., 13, Rue Stamboul, Alexandria; Rue Mousky, Cairo.
EAST AFRICA: Bayley & Co., Lourenzo Marques, 8 Beira.
SOUTH AFRICA: Darter & Sons, Adderley St., Cape Town; Mackay Bros., Rissik St., Johannesburg; Mackay Bros & McMahon, 443 West Street, Durban; Ivan H. Haarburger, Maitland street, Bloemfontein.
INDIA: The Gramophone Co., Ltd., 139, Balliaghatta Road, Calcutta; 7, Bell Lane, Fort, Bombay.
AUSTRALIA: The Gramophone Co., Ltd., Hoffnungs Chambers, Pitt Street, Sydney.
GREAT BRITAIN: The Gramophone Co., Ltd., 21, City Road, E. C.

GREAT BRITAIN

The Gramophone Co., Ltd. - 21 CITY ROAD

LONDON, E. C.



FROM OUR LONDON HEADQUARTERS—(Continued).

foreign firms, which are backed by their own trade banks, and until the United Kingdom establishes local banks in Russia and falls into line in this respect with other nations, British firms will always be at a serious disadvantage, as far as the Russian market is concerned.

The Latest Columbia Rena Records.

The latest batch of Columbia Rena records comprises a magnificent collection of popular fare by popular artists. They are all good selling titles, a few examples of which being:

Twelve-inch Records—"Les Cloches de Corneville"—"With Joy My Heart"—Valse Rondo (Planquette), Andrew Laxon and "Les Cloches de Corneville," vocal gems, Columbia Light Opera Company; "The Herd Girl's Dream" Aug. Labitzky, violin, flute and harp trio, and "Love in Idleness," serenade (Allan Macbeth), violin, flute and harp trio; "The Last Hope—Religious Meditation" (Gottschalk), and "Gloria from 12th Mass" (Mozart), Prince's Grand Concert Band.

Ten-inch Records—"Questa o Quella," from "Rigoletto" (sung in English) (Verdi) Walter Wheatley, and "Angels Guard Thee" (B. Godard), Walter Wheatley; "The Pink Lady," waltz (Ivan Caryll), and "Interruptions, One-Step" (Felix Godin), Casino Orchestra, and "Valse Royale," with bells (Walter Partridge), and "The Bells Waltz," with bells (Walter Partridge), Band of H. M. Scots Guards.

New Columbia Co. House Organ.

"The World of Records" is the suggestive title given to an attractive little house organ issued by the Columbia Phonograph Co. It gives interesting details concerning the various Columbia record issues, in addition to many other news items and is for circulation among the great talking machine public through the medium of dealers, who can have supplies free of charge.

Big Output of Needles by German House.

It is reported that one of the largest needle manufacturing in Germany produced in the course of last year something like 1,400 millions of needles of all kinds.

Patent Law Revision.

It is significant that President Taft recently sent a special message to Congress, in which he asked for authority to appoint a commission to investigate the patent laws of that country, and to report concerning the changes considered necessary to make them fit for the present commercial and scientific conditions. While the President points out the great value of the existing patent system, he also sees quite clearly that reform is needed. Especially noticeable is it that he urges a simplification of the patent laws, and that the burden of proof in cases of contested validity should be imposed upon the individuals who infringe.

It is generally believed that the German patent law will be revised in 1914, and it is considered probable that one of the changes made will be to lengthen the life of a patent. At present only fifteen years are available in that country, and the real life is at least two years shorter, because the life is reckoned from the day the patent is filed. It will be remembered that there has been a recent amendment of the German patent law to bring it into line with the revocation practise in the United Kingdom.

As a writer in the Daily Telegraph says, the experience of most English inventors is that it is more difficult to obtain the grant of a patent from the German office than from any other country in

the world. It is fairly certain that an extremely thorough search is made. There are many directions in which the patent law of this country could be improved, and one of the things that seem to be required is an international society, which will tend to discussions revealing the good and bad points of the patent systems of other countries.

Farewell Dinner to Frank L. Dyer.

Just prior to his departure for the States, President Dyer, of Thomas A. Edison, Inc., who visited this country in June, was the object of a pleasing little ceremony at the Kingsway room of the Holborn Restaurant. To commemorate his visit a dinner was arranged by the management and staff of the National Phonograph Co., Ltd. Sir George Croydon Marks occupied the chair, and in introducing Mr. Dyer to those present referred to the many difficulties the company experienced in the early days and the continuous litigation that ensued, owing to copyright legislation and other conditions, the pirating and duplicating evils which were rife at the commencement of the phonograph industry were now, happily, non-existent. In an interesting reply Mr. Dyer outlined his association with the company since 1904, and proceeded to predict further improvements in the phonograph product during the coming fall. The home kinetoscope, it was hoped, would be on the market before long, and what with that and several other changes and improvements now being contemplated, the trade would be in for a time of much prosperity. Paul Cromelin, in response to Mr. Dyer's speech, made reference to the high esteem in which the president was held by them all. During the course of the evening a toast was proposed to the great inventor, Thomas A. Edison, and was responded to with great enthusiasm.

Stimulating Summer Business.

As usual, the Gramophone Co. has in being an excellent summer scheme for encouraging the dealer to persevere in his efforts to maintain a satisfactory turnover, and to this end the company is spending quite a liberal amount of money in advertisements, posters, booklets and other publicity trade winners. A special list of titles suitable for playing in the open air and suggestions for booming hornless machine sales are of real practical benefit these days, when dealers are apt to overlook the necessity of bringing into use all their energies and best thoughts with the object of stimulating public interest in the grand enjoyment-possibilities derivable from the use of a gramophone in the garden, on the yacht, picnic or at other outdoor functions.

"And the night shall be filled with music,
And the cares that infest the day,
Shall fold their tents like the Arabs,
And silently steal away."

"His Master's Voice" Records for August.

A number of excellent pieces suitable for outdoor use are to be found in the current August list of "His Master's Voice Records," and are as follows: (1) "Molodka Comic Folk Song," (2) "Sun in the Sky, Stop Shining!" (folk dance), and "Toreador et Andalouse," from "Bal Costume" (Rubenstein), Imperial Russian Balakaika Court Orchestra; "Dwellers of the Western World" (Sousa), Sousa's Band; "Cankanibalm Rag" (Pryor), Pryor's Band; "Kathleen Mavourneen" (Crouch), John McCormack; "The Dear Homeland" (Slaughter), Thorpe Bates; "Anchored" (Watson), Peter Dawson; "Within a Mile o' Edinboro' Town" (Durfey), Miss Lucy Marsh; "My Message" (d'Hardelot),

Miss Marion Beeley; "The Rosary" (Nevin), Mme. Edna Thornton; "The Skeleton Rag" (Wenrich), American Quartette; "Tambourin Chinois" (Kreisler), Fritz Kreisler; "Serenade" (Squire) (cello), W. H. Squire; "Novelletten, No. 2" (Gade), The Renard Trio; "The Ghost of the Banjo Coon" (Caldwell), Arthur Collins; "The Same as His Father Did Before Him" (Lauder), Harry Lauder; "Poor Old Cassidy" (W. H. Atkinson), Nelson Jackson.

Edison "Opera" Phonograph Finds Favor.

The new Edison "Opera" phonograph is said to be finding much favor in talking machine circles here. So much so that the Edison Co. estimate orders in hand will absorb the new few consignments, but supply and demand, it is hoped, will be leveled at no distant date, although their temporary estrangement is, in a sense, a good index of satisfactory business. The company reminds dealers that an oak "opera" model, similar in construction to the mahogany type, can now be obtained at the price of seventeen guineas retail.

Jose Juan Hoffay Married.

A marriage of considerable interest to talking machine trade circles took place on the 22d inst. at the Oratory, Brompton, at 11 o'clock, the marriage of Jose Juan Hoffay, third son of the late Theodore Hoffay, of New York and Mexico, and Miss Edith Mary Twyford, second daughter of the late Augustus S. Twyford, of Wimbledon. The marriage, which was performed by the Rev. Father O'Hare of St. Aloysius Church, Oxford, assisted by Father Crewse of the Oratory, was followed by nuptial mass. Paul H. Cromelin, manager director of the Edison Co. in London, acted as best man.

Following the ceremony a reception was held at 67 Egerton Gardens by Mrs. R. Percy Simpson, sister of the bride, where the young couple received the congratulations and well wishes of their many friends. The gifts from relatives and friends were numerous and costly. Mr. and Mrs. Hoffay left later for the New Forest, where they will spend their honeymoon. They will sail for Buenos Aires in August, which will be their future home.

Mr. Hoffay was for many years the representative of the Columbia Co. in Mexico, and is now its general representative for South America, with headquarters at Buenos Aires.

Gramophone in Drama.

At the Theater Royal, Belfast, a gramophone is a conspicuous feature of the first act in the drama, "My Partner." A sort of entertainment is given and the use of a talking machine was certainly a happy inspiration. The instrument was loaned by Thos. Edens Osborne, who derived much publicity therefrom in the local press.

Quarterly Dividend Declared.

A quarterly dividend of 10 per cent. per annum on the ordinary shares has been announced by the directors of "His Master's Voice" Co.

A New Consolidation.

Messrs. Blum & Co., Ltd., this city, informs me that the Kalliope Musikwerke, with whom they recently amalgamated, has absorbed the entire concern known as the "Symphonium Gessellschaft."

A small number of well-paid, well-trained, efficient clerks can do more work at less cost than a great number of poorly paid, untrained, inefficient workers. The value of the article sold is increased by being sold by an efficient clerk. A wholesome, bright, smiling, contented clerk adds worth to even the poorest article.

RECORDING WAX

MOST PERFECT RECORDING-SENSITIVENESS

Noiseless Cutting.
Ready for recording without
any further preparation.

SPECIALTY
Wax plates for private record taking.

Has unlimited life.
Plates absolutely ready for
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ERNST WILKE & CO., Goerlitz. Factory: Berlin, Ger., N. 20, Kolonie Strasse, 34-

NEW CONCERN IN LOS ANGELES.

Musical Record Co. Has Attractive Quarters—Handling Victor Line—Many Visitors Recently—Edison Phonograph Business Lively in Oxnard—A. J. Morse, of San Diego, Brings Back a Bride—July Made a Good Showing Although Vacations Cut Into Business in a Marked Degree—What Dealers Report.

(Special to The Talking Machine World.)

Los Angeles, Cal., July 30, 1912.

July closes as a very brisk month among all jobbers and retailers of talking machine goods. The fact that many owners of talking machines are away to the beach or mountain resorts does not affect record trade in the least. Talking machines seem to be a necessity on vacation trips and outings more than any previous years.

A new talking machine company has recently sprung into existence, the Musical Record Co.'s "Victor Shop," 814 South Broadway. This new firm has spared no expense to equip its rooms in the most up-to-date fashion, having several absolutely sound-proof rooms for the demonstration of goods. These rooms consist of a Vernis Martin, Turkish, mission, mahogany, golden oak and other finishes, each decorated accordingly as to their respective salesrooms. A very novel feature in connection with the talking machine line is that of a Japanese tea garden with rustic effect, where ladies can be served with afternoon tea by Japanese. A Victrola XVI. is used to entertain its patrons.

Albert D. Wayne, a very prominent talking machine man in this city, is general manager of the concern, assisted by H. F. Major. Every effort has been used to make this the ideal spot for the comfort of its customers, catering only to the highest class of trade possible.

Shireson Bros., 349 North Main street, have sold many talking machines within the last few weeks to the Latin races of their section.

There has been a number of out-of-town dealers in the city recently among whom are C. W. Beattie and family, of Marawpa, Cal., who is stopping at Long Beach for an outing, and A. W. Raney, of Hanford, Cal., who is spending his vacation at Ocean Park. These two dealers are very prosperous Edison dealers in their respective districts.

A. J. Morse, manager of the branch of Southern California Music Co., of San Diego, has returned from New York after several weeks' vacation, bringing back with him a bride. By this act Mr. Morse surprised many of his friends and associates.

The Talking Machine Shop reports business on the upward bound, closing the month with a very satisfactory trade in both machines and records.

Scott T. Allured, connected with the talking machine department of the Wiley B. Allen Co., of this city, has been transferred to the San Diego branch to manage the same department in the place of Miss Ruby, who has just left for New York.

E. Howland, of Central avenue, has shown a great selling ability by disposing of many Edison machines in the past few weeks.

B. H. Burke, who has been connected with the Southern California Music Co. for some time, is now located with the Wiley B. Allen Co., of this city. Mr. Burke is by no means a stranger to this section, but is a very prominent figure in this line all along the coast.

The J. B. Brown Music Co. has demonstrated by its sales of late that business is not quiet in the talking machine department, thus showing a decided increase in this line for the same period last year.

Earl S. Dible, manager of the talking machine department of the Southern California Music Co., of San Diego, spent several weeks' vacation visiting relatives and friends.

Geo. T. Austin, a prosperous Edison dealer of Oxnard, was in the city for a few days and states that the phonograph business is most excellent since the harvest of a very heavy bean crop, of which his section is so noted. Mr. Austin will leave in a few days for the mountains on a fishing trip and he expects to have as much success fishing as he has selling phonographs.

O. A. Lovejoy, manager of the talking machine



SOLID WOOD (NOT VENEERED)

MUSIC MASTER
Solid Wood Horn



The Only
Horn
Guaranteed

Have you got samples to show to your customers and to demonstrate with? By giving a practical demonstration of the Music Master and any Horn or Hornless machine, one can see the difference more readily in sweetness of tone, full sound waves, etc., in the

Music Master Solid Wood Horn.

The Music Master beyond a question is the greatest advancement ever made in Phonographic Horn Construction. Why don't you investigate the merits of the Music Master?

Our Guarantee With Every Horn.

Write us and we will send you a sample line of Music Masters.

SHEIP & VANDEGRIFT, Inc.
PHILADELPHIA, PA.

department of the Southern California Music Co., reports that the wholesale trade is above the average for the summer months, especially in the larger Edison machines, which its dealers in general have been very active in selling.

The T. J. Johnson Music Co., 415 South Main street, a wide-awake Victor dealer, is making wonderful progress with the Victor goods, which he considers the only line to handle.

MUSIC IN THE AUTO-HORN.

The Peculiar Request That Has Come to the Office of Henry W. Savage.

From Sunbury, Pa., to the office of Henry W. Savage there came recently a query regarding the consideration that would be demanded for the privilege of playing the airs of "Little Boy Blue," "The Merry Widow," "Somewhere Else" and other musical comedy and operatic successes controlled by that manager, on automobile horns, said horns to be sold promiscuously to whomsoever will buy them. The writer,

signing himself Allan L. Pencross, explains that he has perfected a plan for equipping auto horns with miniature talking machine disc records, which he intends to put on the market as soon as the patents covering this method of sound reproduction have expired. He enthusiastically discusses the possibilities of tremendous fortune lying in wait for the genius who makes it possible for the rich farmer to lessen the tedium of his journeys of inspection by tickling his ear with the strains of popular music, which his absorption in farm duties and his distance from the theatrical district make it impossible for him to enjoy in a playhouse. Pencross draws a vivid picture of a hundred thousand tired business men skidding from their suburban homes in the morning and back in the evening to the accompaniment of tunes calculated to drive the most active care into retirement.

Why is it that when a man makes a success he is very apt to swell out his chest like a pouter pigeon and take all the credit, but when he registers a failure he is inclined to blame it upon conditions over which he had no control?



The Columbia Demonstration Double-Disc Record—the only advertising device that literally tell its own story; the only “talking catalog” in the world; the record that gives the owner not only a full 65 cents’ worth of music for 10 cents, but three minutes of argument and demonstration which seem to be even more popular than the music side of the record itself.



**Columbia Phonograph Co., Gen'l
Tribune Building, New York**

MUSIC ON THE WATER POPULAR.

Talking Machines for Canoes a Big Feature of St. Louis Trade This Summer—Bollman Bros. Victor Publicity—Voight with Silverstone—Pleased with New Edison Disc Phonographs—Summer Trade Has Been Exceptionally Good in Both Retail and Wholesale Fields—The Outlook for Fall and Winter Is Most Promising and the Trade Is Buoyant.

(Special to The Talking Machine World.)

St. Louis, Mo., Aug. 10, 1912.

The Meramac river, which flows into the Mississippi river near St. Louis, is a popular resort with St. Louis young folk who like canoeing as a summer sport. Heretofore it has not figured in the talking machine business, but this year it has created a source of a goodly number of sales for small machines. The canoes are frail craft and the stream is swift, and in the last few years there has been a appalling loss of life among the merry-makers, but so far no craft supplied with a talking machine has overturned or lost an occupant. The tiny machines fit nicely in the bows of the boat and the rollicking boating song records make an appropriate accompaniment for a ride down the turbulent stream. It is just a bit weird, according to campers, to be awakened at night with a well sung chorus from light opera or a sprightly waltz done by a good band, as some canoe goes by. None appears to know just how the fad started, but a number of young men fitted their canoes with tiny machines and others followed suit, and now excellent music is the accompaniment of the laughter and shrieks of delight from the boating parties. Concert playing, with half a dozen machines working within hearing distance, has been successfully tried, and this method gives the same melody for several miles up and down the river. The Columbia Phonograph Co. caught the first of this trade, and it has had a neat line of business, bringing into the store some young men who are very desirable customers, and the trade has spread. Sales managers are anticipating some more business from the same source this fall, when these young men come to trade the tiny machines for larger ones, suitable for home use in their homes. Some of them will, it is likely, merely be transferred to winter club houses, but then will come a demand for more elaborate records, for longer and more interesting programs.

The trade so far this summer has been very good and previous summer totals are being eclipsed except where outside salesmen were used very extensively. None of the houses is pushing business with large outside forces this summer, because of the cost of solicited sales in the summer months. But while this is not being done, the service idea is being pushed as strongly as possible and it is giving excellent results, and the conclusion is that it is really of better profit to follow customers more closely in summer than in winter. A talking machine on the porch will often attract for an informal call a neighbor who will express a liking for talking machine music but who would not dream of dropping in when the doors are closed. The retail business has been

especially good and jobbing prospects look excellent if advance orders are correctly stated.

Bollman Bros.' Piano Co. made a neat window display for the Victor machines with a tent erected on a green sward with figures of the campers reclining about listening to a talking machine inside the tent.

Raymond Voight, recently with the Ditzell Music Co., Oklahoma City, has taken charge of the dictating machine department of the Silverstone Talking Machine Co., and is pushing the installation of these instruments. Mr. Silverstone, on his return from the east, installed a window display for these instruments that was a little out of the ordinary. He had one of the machines in operation and on an extension of the cylinder he had an endless belt, twelve inches wide, on which was printed several recommendations for the dictating machine. The belt reached from the cylinder almost to the floor and moved round rapidly enough to make the reading a very interesting task. The question as to whether the belt was moving too rapidly was an interesting one, but it was noticed that the spectator who missed a word as it went around would wait until the return to complete the sentence.

T. E. Price of Belleville, Ill., was a recent visitor at the Victor and Columbia jobbing rooms and reported excellent business prospects in that suburban city.

Mark Silverstone, president of the Silverstone Talking Machine Co., was delighted with his trip East to see the new Edison machines, and said that to him the most remarkable feature of the exhibition was eighty jobbers enthusiastically applauding the music product of a machine. Mr. Silverstone praises the new machine very highly and declares that his only disappointment in the new product is that none are to be priced on a popular scale. While one cannot but admit that the machines from a quality standpoint are a strictly high-class proposition, says Mr. Silverstone, for business reasons a popular priced machine would be desirable. "I believe the Edison disc is the thing to give accurate and desirable reproductions," said Mr. Silverstone, "and that in time all machines will use the up and down reproduction method. To those who heard the demonstration in New York it was amazing. Of course I am anxious for October to come, when I can show these machines and try them out on the public."

Harry Levy, manager of the talking machine department of the Aeolian Co., says that store is enjoying an unparalleled summer trade in the retail department, with the XVI. models leading all others in the demand. "We have every reason to believe that this fall will show an unprecedented business in all talking machines," he said to the World correspondent. "Our outlook for the jobbing trade was never better, and we are in excellent shape to make shipments complete; better than ever before. The country trade has been good and our order book will show that it is going to be better as soon as the fall shipments begin. We arranged the usual vacation schedule for the stock room for this summer, then had to call one of the boys back."

John Henry Lynch, an Edison dealer, at Ed-

wardsville, Ill., came over as soon as Mr. Silverstone returned from New York to get the latest news from the new machines.

A. C. Thiebes, president of the Thiebes Piano Co., one of the large Victor retailers down town, has gone to Massachusetts to spend the rest of the summer at the seashore with his family.

H. C. Currens, of the Piano Exchange, who handles a good many used talking machines, left Roy Thompson in charge while he spent his vacation in Chicago and Indianapolis.

Sales Manager C. L. Byars is back on the job at the Columbia store after spending his vacation fitting up his chicken coops and garden for the fall campaign. Mr. Byars, like Manager Ramsdall of the same company, admires poultry and finds pleasure and profit in raising it. This spring he moved to Clifton Heights, a suburban district inside the city limits, and is settling down to business so well that he called off a trip to spend his time at home enjoying complete rest from phonograph talk and the satisfaction of doing something for himself.

Manager Ramsdall of the Columbia Co. made one of his trade excursions to Taylorsville, Ill., early this month and says that his "getting acquainted" visits to dealers are proving profitable and pleasant.

Harry Levy, of the Aeolian Co., returned from his convention trip east enthusiastic over his outing from social and business standpoints. On his return he visited Cincinnati and Indianapolis, trade which he supplies from the St. Louis depot.

Manager Robinson, of the talking machine department of the Thiebes Piano Co., reports excellent summer business with splendid record sales.

E. C. Rauth, secretary of the Koerber-Brenner Music Co., Victor jobbers, returned from his convention trip the middle of July with a carbuncle well on the road to development under his eye. The result has been that he was kept away from business until the first of the month, the location of the carbuncle on such an acute nerve center giving him so much pain that he was confined to his home. When he returned to his desk he found trade moving along well and fall prospects very bright. Mr. Rauth expressed satisfaction over his eastern trip.

The Columbia Co. have experienced excellent results from advertising the demonstration record.

THE TRUTH AND ALL THE TRUTH.

It is said that the following notice is to be found in every part of a big institution that issues a mail order catalog. It's worth reading:

NOTICE.

There must be no lying—white lies or fabrications—in any department of this business. Whatever the cause, whosever the mistake, however bad the mix-up or heavy our loss, we are going to sit tight and tell the truth. This applies to everybody, from the head of the concern to the newest office boy, and includes every detail of business from salesmen's promises to excuses for non-delivery. It concerns our relations with our customers and our relations with one another.

"TALKER" TRADE IN MICHIGAN.

The Much Advertised Cadillaqua Celebration Did Not Help the Talking Machine Business—Join in Victrola Advertisement—Many Sales of Dictaphones in Detroit—Interesting Talk on the One Price System—Strasburg's Plans—Occupy New Quarters in September.

(Special to The Talking Machine World.)

Detroit, Mich., Aug. 10, 1912.

That blighting Cadillaqua, the civic celebration of the birthday of Detroit, which was heralded the country over as a coming additional wonder of the world and touted among the business men as sure to bring a million dollars or so to the city from the provinces to be spent with Detroit merchants, did more harm to the talking machine business here than anything which has turned up in years. Trade was almost absolutely dead, but since the thing ended the population has got back to its normal stride, which is largely a stride to the talking machine stores. The managers are hoping that the reaction will get them back some of the profits they failed to accrue in the last week of July.

The Farrand Co. has taken a niche in the big Victrola advertisement which is almost constantly run in the local dailies. It occupies a space of half a page or so, with the word Victrola and a cut as the feature and the subsidiary announcements of the Max Strasburg Co., the Victrola shop, Grinnell Brothers, state jobbers, the Farrand Co., the Cable Piano Co., the American Phonograph Co., and the Doran Phonograph Co., the principal downtown stores which handle the Victor line.

It is considered one grand scheme, for the announcement emblazons the name Victor on the minds of everybody who has any idea of buying a talking machine, and the cost is divided so that the price of a half-page is not onerous.

The Columbia Co. has sold thousands of dictaphones to manufacturers and professional men in Detroit. Some big plants have more than fifty of them in their offices. Among these are the Studebaker Corporation, manufacturers of E-M-F and Flanders motor cars, and the Burroughs Adding Machine Co., two of the largest manufacturing concerns in Michigan. Dozens of other industrial establishments have a score or more—the Gray Motor Co., the United States Tire Co., the National Manufacturing Co. and many others. In thousands of offices of lawyers, bankers and business men generally there are from one to half-a-dozen. In short, there are so many in the city that the Columbia Co.'s branch here keep two men busy constantly on inspection work, seeing to it that the machines are in perfect order.

Manager K. M. Johns, of the Columbia branch, still on his auditing tour, is in Indianapolis now. S. E. Lind, acting manager, received a letter from him this week commending the business shown in the last report Mr. Lind made to his absent chief. Except for Cadillaqua week July has run away from June, though generally July is a lighter month than the first one of summer. This condition is ascribed to the weather. Everybody is postponing vacation in the hope that after a while the weather will warm up sufficiently to make it worth while to take a couple of weeks off, consequently their purchases of talking machines and records are made later.

Acting Manager Lind has been notified that he won the May collection prize. The Columbia Co. offers a cash prize each month to the manager of the branch store which shows the best collections in proportion to the business done. Manager Lind did not appropriate all the credit to himself, however, but divided the purse among the members of his staff who had been of greatest service to him.

Manager Harry Rupp, of the talking machine department of Grinnell Brothers, is much disappointed at the failure of the recent convention in Atlantic City to take action on the proposition to permit adding a legitimate interest to the price of talking machines sold on contract, and also pleased at the firm stand the association took on the matter which forced the first mentioned into

the background—the campaign against the measure in Congress which proposes to forbid manufacturers of goods of any kind to fix the price of their product.

The talking machine men in Michigan are doing their part toward the attempt to kill this bill. Michigan Congressmen are hearing from the dealers and their friends daily, with explanations of how such an act would injure not only the talking machine business but many other businesses as well. Besides this, the activity of the talking machine people has awakened the representatives of other lines of business. They all realize how the withdrawal of a manufacturer's right to establish a price on his product would transform the present striving for high quality in goods, whether talking machines or anything else, into a striving for cheapness and the lowest price possible. The appeal for business would have to be on price, not quality.

"The one-price system is very well established in Detroit," said Mr. Rupp. "It is enabling the talking machine dealers to obtain a high class of trade which they did not even aspire to a few years ago. They got this fine trade because they offer high-class goods. If the one-price system is knocked out by law the trade will be knocked into a cocked hat. There will be a scramble to cut the cost of manufacture in every way possible and what will be the result? Who wants a low-grade talking machine? It won't furnish any real music. Therefore it will have no value. Yet the manufacturers cannot afford to put the value into their machines that they do now, for they will have no guaranty as to whether they can charge enough for them to get their money back.

"The talking machine business needs high quality and the right to fix a price to maintain high quality more than does any other business. At present the talking machine has superseded other musical instruments in schools and other public places and in many of the best homes. With quality lowered, it would come out of all these places.

"However, I don't think there is much danger of the bill getting through Congress. We are doing too much good work against it."

The Max Strasburg Co. will not get into its additional space this month, as had been hoped, but probably will be able to spread out by the first of September. That will be exactly a year from the date of going into business. The fact of being compelled to seek double the space originally contracted for within the first year of business speaks for itself with regard to the growth not only of the Max Strasburg company's trade but of the entire talking machine industry in this city.

COLUMBIA FIBRE NEEDLES

Now Ready for the Trade—Can Be Used on All Columbia Instruments Except "Bijou."

The Columbia Phonograph Co. announces that it is now ready to supply the trade with Columbia fibre needles, which may be used on all Columbia instruments with the exception of the "Bijou" without entailing any cost for new equipment. This company is also supplying the Columbia needle cutter, which will enable the fibre needles to be repointed eight or ten times.

The Columbia fibre needles come in two sizes, No. 1, standard length and thickness; No. 2, shorter and heavier for greater volume of tone. The needles and needle cutter are sold at very reasonable prices and may be had by dealers from Columbia distributors throughout the country.

DISPOSES OF MCGREAL BUILDING.

(Special to The Talking Machine World.)

Milwaukee, Wis., Aug. 8, 1912.

Lawrence McGreal, local Edison jobber, has disposed of his lease on the McGreal building at 174-176 Third street, devastated by fire recently to the Ogden estate, owner of the property, for \$25,000. The lease had ten more years to run. It is rumored that an Eastern theatrical syndicate, probably the Shuberts, will lease the property, tear down the present shell and erect a new theater. It is an excellent center.

**We'll help you out of the hole**

If a customer comes into your store and "puts you in a hole" because he wants something you haven't got and wants it quickly, you can always depend upon us to help you out.

That's a part of our service—our regular service—and while the need of a "rush" may get you a bit excited it won't cause a ripple at our end of the line, for every order is a rush order with us.

All goods are shipped the same day the orders are received.

Everything you want in Victors, Victor-Victrolas, Victor Records, record cabinets, needles, fibre cases, horns, repair parts and other accessories you can get from us instantly whenever you want it.

That's "some service", but it's the kind we give our customers always.

As a starter, drop us a line today for our latest catalog and our booklet "The Cabinet That Matches".

Foreign Records

We have in stock ready for immediate delivery the entire list of Victor foreign records:

Arabian	Greek	Norwegian
Bohemian	Gregorian (Latin)	Polish
Chinese	Hawaiian	Portuguese
Croatian	Hebrew	Roumanian
Cuban	Hungarian	Russian
Danish	Italian	Sistine Choir (Latin)
Finnish	Japanese	Slovak
French	Jewish	Spanish
French Canadian	Mexican	Turkish
German	Neapolitan	Welsh

"If it's in the Victor catalog, we have it".

New York Talking Machine Co.

Successors to
Victor Distributing and Export Co.

83 Chambers Street

New York



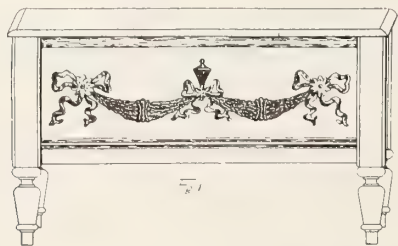
LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

(Special to The Talking Machine World.)

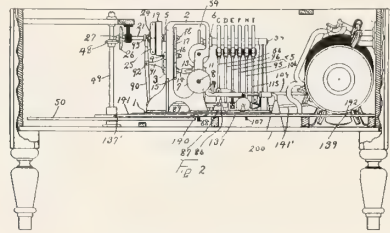
Washington, D. C., Aug. 8, 1912.

AUTOMATIC GRAPHOPHONE OF THE DISC-RECORD TYPE. James I. Gemmill, Orrville, O. Patent No. 1,028,707.

This invention relates to automatic mechanisms and particularly to a multiple disc-record graphophone. It more particularly relates to mechanism

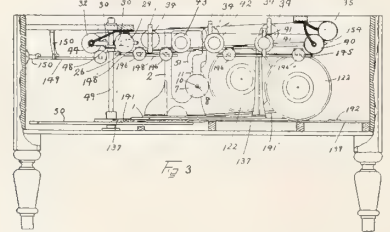


of the character adapted to handle and play a large number of disc records of the type having a selection recorded on each side thereof and further adapted to turn the record and play the reverse side, from that last played, in an alter-



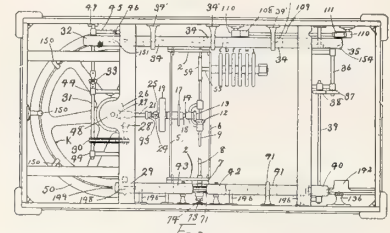
nate manner. This arrangement provides a machine, excellent for the purpose of a continuous performance without any attendance whatever.

The silent period, or the time during which a record is changed and turned, is very short, and

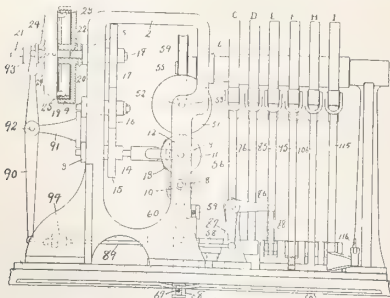


as the machine is electrically operated it means all of the requirements for this type of a machine.

Figure 1 shows the entire machine; Fig. 2 is a vertical front view of said machine as in Fig. 1, with the lid and front side removed and cut

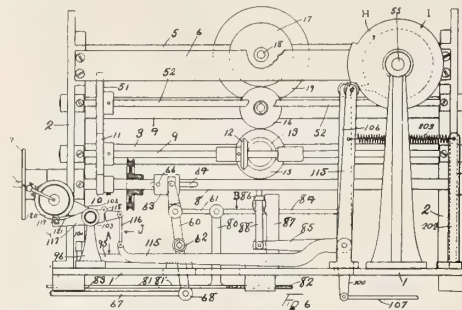


away respectively, and serves to disclose therein a portion of the mechanism and a bank of the records in position; Fig. 3 is a view similar to the last, except that the mechanism shown in Fig.

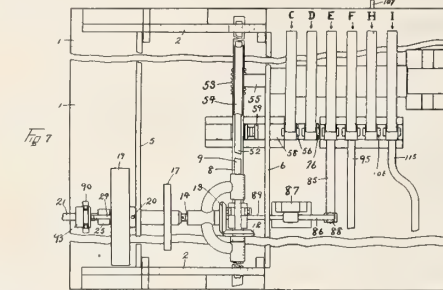


2, or the greater part thereof, has been removed, and the elevated structure, comprising the elevated belts as a traveling member, and the tracks to-

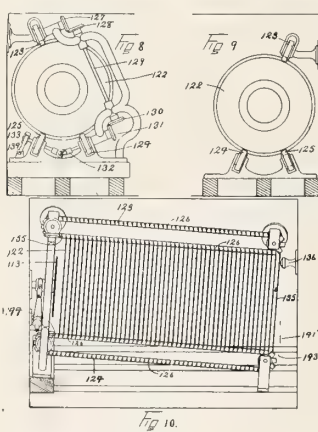
gether with the necessary pulleys are shown, and two records are also shown as they appear going to and from the playing position and on their respective tracks. Fig. 4 is a plan view of the machine, viewed from above, and serves to show



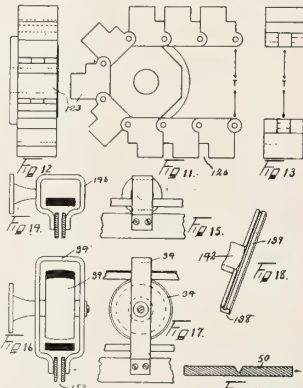
the whole system of belts and guide tracks and their relative position to the large transferring wheel. Fig. 5 is a front elevation of the principal actuating mechanism, comprising the cams, levers and other active elements. Fig. 6 is a side ele-



vation of Fig. 5, as viewed from the right side thereof. Fig. 7 is a plan view from above of Figs. 5 and 6, and shows all of the respective parts in their relative position, except the two housings which are set in, in the drawing, and the base plate, shafts and connections are broken away, so as to permit this said condition. Fig. 8 is an elevation view of the chain sprocket wheels and frame-work for same and gearing adapted thereto, and represents the rear end of the chain

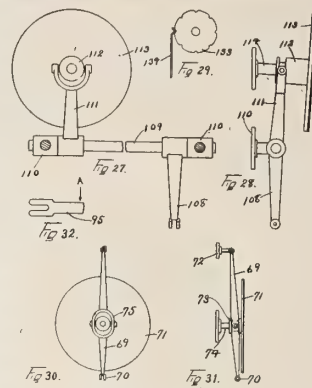


carrying mechanism. Fig. 9 is an elevation view of the companion chain sprockets adapted to the front end of the said chain carrying mechanism. Fig. 10 is a semi-perspective view of the sides of the last two described figures, com-



combined to show their assembly position and including two of the chains mounted thereon, together with a series of records assembled in the said chains. Fig. 11 is a side elevation in enlarged form of one of the sprocket wheels, with a section of one of the said chains showing how it is adapted thereto. Fig. 12 is an edgewise view of the last figure, and serves to show the relative thickness of the chain blocks. Fig. 13 shows two block links, with male and female joint lugs, respectively, being shown thereon. Fig. 14 is a side elevation of one of the elevated guide track brack-

ets showing the said tracks in section thereon. Fig. 15 is another view of the same from the front. Fig. 16 is a side elevation of one of the combination guide track and pulley brackets show-



ing a pulley and belt thereon and a portion of the guide track in section thereunder. Fig. 17 is another view of the same from the front. Fig. 18 is a perspective view of a portion of the lower track way, for the records, and showing the slideway over which the record passes to enter the track. Fig. 19 is a section of the large transferring wheel at point K and serves to show the shape of the continuous circular record track formed thereon. Fig. 20 is a side elevation view of the slide member, while Fig. 21 is another view of the same.

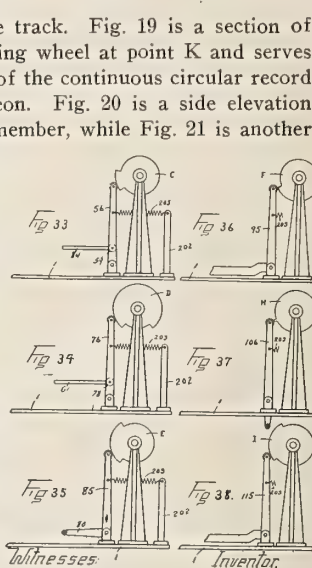
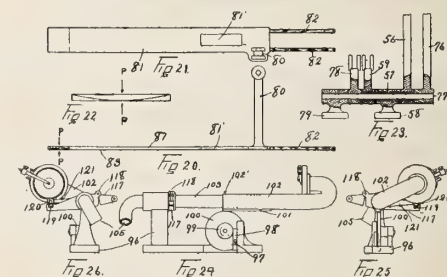


Fig. 22 is an enlarged end view of Fig. 20 as at point PP, and serves to show how this end is shaped to conform with a certain depression in the record track. Fig. 23 is a detailed elevation view, partly in section, of two of the cam levers and bearings therefor, and serves to show how they both operate upon one center. Fig. 24 is a plan view of the "sound box" or reproducer with its mounting. Fig. 25 and Fig. 26 are other views of Fig. 24, and serve to show the mechanism for traversing the reproducer along horizontally, as well as elevating it to raise it from off a record when in a playing position. Fig. 27 is a rear elevation view of the advancing mechanism for the records, showing the lever and com-



pression plate without the central support. Fig. 28 is another view of the same, including the central support. Fig. 28 is an eight-tooth ratchet wheel and spring detent therefor, in enlarged form, and again seen as a part of Fig. 8. Fig. 30 is a rear elevation view of the turntable and the lever connected therewith and shown without the central support. Fig. 31 is another view of same and includes the central support and base for same. Fig. 32 is diagrammatic of the extreme end of the lever 95, where it connects with the pin 97, and shows the finger arrangement of same. Figs. 33 to 38, inclusive, are detail views in side elevation of the actuating cams, showing the engaging position of each cam with its follower.

TRIMMER FOR PHONOGRAPH RECORDS. George A. La Mountain, Marshalltown, Ia. Patent No. 1,032,338.

The chief object of this invention is to provide such an attachment in the nature of a trimmer or shaver for phonograph records, whereby the records may be trimmed or shaved off for further use, which trimmer is readily and easily adjustable to cut to any desired depth and so constructed and arranged that it will not break or chip the record but will trim such records

smoothly, regularly and evenly, thereby preparing a smooth, even surface for receiving a new impression.

A further object is to provide such a device which at all times presents the cutting edge to the record at the same angle, thus causing a true and even cut.

A further object is to provide such a device which holds the cutting instrument in exactly the same position during the trimming of a record.

Figure 1 shows a side elevation of a trimmer for phonograph records embodying this invention. Fig. 2 shows a top or plan view of said trimmer. Fig. 3 shows a central, sectional view through the trimmer and parts of a phonograph showing the trimmer installed in position for use.

This improved trimmer for phonograph records is designed especially for use with phonographs using cylindrical records and is also designed to be secured to the ordinary arm or bracket in which the reproducer is held.

RECORD-CHANGING MECHANISM FOR SOUND REPRODUCING MACHINES. Julius Wellner, Philadelphia, Pa. Patent No. 1,023,573.

This invention relates to sound reproducing machines of the class in which are employed a series of records discs, a magazine to support the series, a rotatable table to support and rotate a record during the reproduction thereof and mechanism to transfer record discs from the magazine to the table, and from the table to the magazine.

The object of the present invention is to provide a novel, simple and efficient magazine and transfer mechanism for the record discs, whereby the record discs may be supported in vertical positions, or substantially so, in the series, and whereby a selected record may be first moved edge first from the series to a position away from the same and adjacent the rotatable table and then moved face first from said position to a horizontal position upon the table to be reproduced;

and whereby the record, after being reproduced, may be first moved face first from the table to a position adjacent the magazine, and then returned edge first to the magazine.

This invention in its broader aspect contemplates a record disc transfer mechanism

employing parts which may be operated to move a record disc face first down upon the rotatable table in transferring the record disc from the magazine to the table irrespective of the angular relation of the record disc to the table when the record disc is in the magazine.

In the accompanying drawings, illustrating this invention, Figure 1 is a plan view of a sound-reproducing machine, embodying the invention. Fig. 2 is a vertical section on line 2-2 of Fig. 1. Fig. 3 is a vertical section on line 3-3 of Fig. 2.

HORN FOR TALKING MACHINES. Thomas H. Towell, Cleveland, O., assignor to the U-S Phonograph Co., same place. Patent No. 1,033,215.

The present invention, relating as indicated to horns for talking machines, has as its object the provision of a horn suitable for use on such machines, whether of the disc or cylinder type, and one that will be readily adjustable to the various requirements encountered in operating either such type of machine.

The subject matter of the present case has been divided out of applicant's co-pending application Serial No. 574,467, filed July 29, 1910, and relates more especially to the amplifier as distinguished from such amplifier in combination with the talking machine mechanism.

In said annexed drawing, Figure 1 is a side elevation of one typical form of cylinder talking machine, with a horn shown in connection therewith embodying the present improvement; Fig. 2 is a horizontal sectional detail of such horn, taken on the plane 2-2, Fig. 1; Fig. 3 is a vertical section of a detail of the jointed elbow connecting on the plane 2-2, Fig. 1; Fig. 3 is a vertical section of a detail of the jointed elbow connecting the tone arm with the amplifier proper; and Fig. 4 is similarly a vertical section of the forward end of said tone arm, the pitch of the coiled interlocking strip composing such tone arm being exaggerated in order to render the construction of the latter clear.

MEANS FOR AUTOMATICALLY ARRESTING TALKING MACHINES. Arthur E. Spencer, San Francisco, and Frank C. Thomas, Mill Valley, Cal. Patent No. 13,453 (reissued).

This invention relates to means for arresting the rotation of a talking machine automatically upon the stoppage of the sounds reproduced by the talking machine. The object of the invention is to provide a device for accomplishing this and which will not necessitate any change in the form or construction of the record itself or in the mode of using the talking machine.

Figure 1 is a broken plan view of a talking machine equipped with the invention; Fig. 2 is a broken side view thereof; Fig. 3 is a detail cross-section on the line 3-3 of Fig. 1; Fig. 4 is a detail vertical section on the line a-a of Fig. 1, showing the positions of the parts when the tone tube is elevated; Fig. 5 is a similar view showing the positions of the parts when the tone tube is lowered to its operative position; Fig. 6 is a similar view showing the positions of the parts when the tone tube is also in the lower position but the pin has arrived at the end of the record.

METHOD OF MAKING SOUND RECORDS. James W.

Owen, Philadelphia, Pa., assignor to the Victor Talking Machine Co., Camden, N. J. Patent No. 1,033,909.

The main object of this invention is to provide an improved method whereby a matrix or a record of sound may be produced, so marked for identification that duplicates thereof cannot be formed or "dubbed" from it without incorporating into such duplicates the identification marks of the original, this application being a division of inventor's prior application, Serial No. 430,657, filed May 4, 1908, upon which issued United States Letters Patent No. 964,686, dated July 19, 1910.

This method is preferably utilized to form an identification mark or marks within the recorded surface of the record, the term "recorded surface" being used to define the whole or any part of the surface of the undulatory sound groove or ridge of a record or of the surface between the turns of such groove or ridge. Preference is given to an identification mark or marks such as a word or words, or characters of any description, that will indicate the origin of the record or that will give any other information desired.

In the drawings forming a part of this application, in which the same reference characters are used to designate like parts throughout the various views, Figures 1 to 3 illustrate one method of forming identification marks in a sound record matrix; Figs. 4, 5 and 6 show a modified manner of carrying out the said method; Figs. 7, 8 and 9 show a still further modified process of marking a sound record tablet having identification marks formed in the recorded surface thereof.

NEEDLE HOLDER FOR TALKING MACHINES. Julius Jetter, Camden, N. J. Patent No. 1,034,387.

This invention relates to machines of the character known as "talking machines," more particularly those employing disc records; and the object of the invention is to provide a multiple needle holder which may be mounted upon a suitable supporting arm whereby attachment may be made to the recording or reproducing element of the talking machine.

The needles ordinarily employed when reproducing talking machine records wear out very rapidly, and it is the present practice to supply a fresh needle for every record. Attempts have been made to produce a needle capable of use for a number of records, but they have not proved very satisfactory, and in general the high cost of production has usually prevented their adoption.

The multiple structure forming the subject of this invention is rotatable and operates in such a way as to permit the needles carried thereby to be used consecutively and afterward removed at one time and others set in their places, and it may be made of any suitable material, preferably metal.

Figure 1 is an elevation of a multiple needle holder embodying the invention; Fig. 2 is a side elevation of the same, partly in section, on the line a-a, and Figs. 3, 4, 5, 6, 7, 8, 9 and 10 are views illustrating forms of needles which may be mounted for use in the structure embodying the invention shown in Figs. 1 and 2.

TALKING MACHINE. Eldridge R. Johnson, Merion, Pa., assignor to the Victor Talking Machine Co., Camden, N. J. Patent No. 1,034,015.

The main objects of this invention are to provide in a talking machine an improved support or mounting for a swinging sound box arm or tone arm; to provide improved means for limiting the movement of a tone arm; and to provide other improvements as will appear hereinafter.

In the accompanying drawings, Fig. 1 is a fragmentary top plan view partially in horizontal section on line 1-1 of Fig. 2 of a talking machine constructed in accordance with this invention; Fig. 2 a fragmentary side elevation partly in vertical section one line 2-2 of Fig. 1, of the same; Fig. 3 a fragmentary side elevation partly in vertical section on line 3-3 of Fig. 1; and Fig. 4 a fragmentary vertical section of a portion of the same.

SOUND REPRODUCER. Daniel Higham, New York, N. Y. Patent No. 1,034,014.

This invention relates to phonograph reproducers of the pneumatic type, or, generally speaking, of the type in which undulations corresponding to sound waves are impressed upon a current of any suitable moving fluid by the operation of a suitable valve through which the fluid is allowed or caused to pass, the valve being operated in accordance with the sound waves as by connection with a reproducing stylus tracking a record groove.

The objects of the invention are the construction of a sound reproducer whose tones will be characterized by more perfect quality than those of reproducers ordinarily used, and which will cause undulations corresponding to the original sound waves, but greatly amplified thereover, to be impressed upon the current of air or other moving fluid passing through the reproducer with the result that tones of much greater volume may be reproduced than is commonly possible in devices of this character.

The invention operates upon a new principle by which the movement imparted to the valve member by connection with the stylus lever is greatly amplified in the vibration of the valve member. This is accomplished by forming a valve of flexible material which is seated upon a port connecting two communicating chambers, or is otherwise suspended across the path taken by the moving fluid in its passage through the sound box, this valve normally being bent in an arc of slight curvature. The valve member is fixed at one end and is connected to the reproducing stylus at its other or free end in such a manner that the reciprocating motion derived from the movement of the stylus in traveling over the record groove is communicated to the free end of the valve member by alternate pushes and pulls lengthwise of the valve member of substantially parallel to the valve plate upon which it is seated. The longitudinal movements thus imparted to the free end of the valve member result in a corresponding, but greatly amplified, movement of that portion of the member which is seated upon the port toward and away from the port as the curvature of the member increases and decreases. The movement of the center of the flexible member as it vibrates at right angles to its length may easily amount to seven or eight times the movement imparted longitudinally of the valve member by connection with the stylus where the arc of the flexible member is quite flat.

This inventor has also constructed the sound box in a novel manner, one chamber being formed within a member which extends within the other chamber, somewhat in the form of a pipe of smaller

diameter than the first named chamber, this member or pipe being provided with a port upon which the flexible valve is seated. This construction need not necessarily be used, however, in connection with the valve connections just described.

Figure 1 represents a vertical cross-section through a reproducer embodying this invention, certain parts being shown in side elevation. Fig. 2 is a view of the improved valve and the member containing the port upon which it is seated taken on line 2-2 of Fig. 1. Fig. 3 is a horizontal section taken on line 3-3 of Fig. 1. Fig. 4 is a bottom plan view of the device shown in Fig. 1.

SOUND REPRODUCER. Alexander N. Pierman, Newark, N. J., assignor by mesne assignments to Thos. A. Edison, Inc., West Orange, N. J. Patent No. 1,034,031.

This invention relates to sound reproducers of the fluid pressure operated type, and has for its object the provision of means whereby improved results in the reproduction of sounds will be secured.

This invention consists of an improved form of valve for varying the rate of flow of elastic fluid through the ports by which the resonating and equalizing chambers of the reproducer communicate, and in improved means for supporting the valve referred to.

Figure 1 is a bottom plan view of the port plate; Fig. 2 is a cross-section on the line 2-2 of Fig. 1; Fig. 3 is a cross-section on line 3-3 of Fig. 1, and Fig. 4 is a vertical cross-section of a reproducer embodying this invention.

REDUCTIONS IN EXPRESS RATES.

Interstate Commerce Commission Formulates Radical Plan of Rate Regulation to Go Into Force the Coming Autumn.

Members of the talking machine trade who have occasion to ship by express so frequently will be gratified at the report made by the Inter-State Commerce Commission prescribing reductions in the express rates. A cut of 15 per cent. on rates is advised. The report comes as a result of the commission's investigation into the business of thirteen of the great express companies of the United States. It is proposed to make the rates effective some time next autumn. In detail the reductions recommended are as follows:

The new rates may be said to be based on a minimum charge of 21 cents for a one-pound package. This charge increases in ratio to the increase of weight and distance at rates varying from three-tenths of a cent a pound to 12 cents a pound.

Packages weighing two pounds, for instance, may be shipped 1,000 miles—New York City to Chicago—for 24 cents, and 2,000 miles—New York City to Denver—for 31 cents, the present rates being, respectively, for each 35 cents.

A three-pound package will cost 27 cents for 1,000 miles and 37 cents for 2,000, the existing rates being, respectively, each 45 cents. A 10-pound package may be transported 1,000 miles for 42 cents and 2,000 miles for 77 cents, as against the existing rates of 75 cents and \$1.25, respectively. The cost of transporting a 25-pound package 1,000 miles will be 76 cents, against the present

rate of \$1.10, and for 2,000 miles \$1.64, against the present rate of \$2.25.

For many years the express business of the United States has been handled "almost as a family affair." By agreement the country has been parceled out between the large companies into zones, and competitive territory has almost ceased to exist. At the same time, through stock ownership and otherwise, the companies are so interlocked with one another and with the railroads that for practical purposes the business is managed by not more than three groups of interests.

Against this grasping combination the power of the Federal Government, under the Interstate Commerce act, is now for the first time to be employed for the protection of the public. For twenty years since the railroads became subject to the act the express companies, and to that extent the railroads which in large measure shared the express companies' receipts on a percentage basis or actually controlled them, have escaped regulation.

Double collection of lawful charges; overcharges and undercharges resulting in discrimination between shippers, and the granting of rebates; obscure and unreasonable rates; slow service through arbitrary routing by indirect lines; confusing and unfair classification of matter; delays in settling claims for loss and damage, and excessive insurance charges were found to prevail so generally that the commission proposes revolutionary reforms. Without interfering with the relations of the express companies and the railroads, it has undertaken to reconstruct the business and to create a national system of rates, classification and routing.

If the express interests had ever shown any inclination to correct their methods or to meet the public half-way in a spirit of fairness, instead of relying upon their political influence to prevent legislation, they might be entitled to a certain amount of sympathy because of the severe treatment to which they are about to be subjected.

The new rates are being worked out through the zone system, and the first step was to divide the United States into blocks, each approximately fifty miles square. Rates are proposed between these blocks, treating cities and towns as common points. Each of these blocks is one degree of longitude in length and one degree of latitude in width. To every express station within each of these blocks the rate is the same from any other given block. The rate is stated as between blocks rather than as between cities.

INSTALL VICTOR DEPARTMENT.

McClure & Cowles, the prominent piano house of Albany, N. Y., have recently installed a talking machine department with a complete line of Victor talking machines and Victrolas with records for same. The new department is under the management of Charles S. Hotelling.

Don't think you are putting too much in your windows because you have heard someone say a window looked overcrowded, etc.; you can't get too much in a window if you display each article as it should be, the less you show in a window the less the window will sell, and the month's sales will be less that amount.

60 YEARS' EXPERIENCE

PATENTS

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RECORD BULLETINS FOR SEPTEMBER, 1912

COLUMBIA PHONOGRAPH CO., GEN'L.

- 12-IN. SYMPHONY DISC RECORDS.
Two—"Aida" Duets by Zenatello and Gay. Single.
A5406 Aida—Misero appien mi festi (With sadness thou has oppressed me)—Verdi. Contralto and Tenor Duet in Italian, orch. accomp. Maria Gay and Giovanni Zenatello. Aida—Gia i sacerdoti adanunsi (The priests to judgment now proceed)—Verdi. Contralto and Tenor Duet in Italian, orch. accomp. Maria Gay and Giovanni Zenatello.
- 10-IN. SYMPHONY DOUBLE-DISC RECORDS.
A1190 Comin' Thro' the Rye (Old Scotch Melody). Soprano Solo, orch. accomp. Mary Garden John Anderson, My Jo (Old Scotch Melody). Soprano Solo, orch. accomp. Mary Garden
A1191 Blue Bells of Scotland (Old Scotch Melody). Soprano Solo, orch. accomp. Mary Garden Jock o' Hazeldean (Old Scotch Melody). Soprano Solo, orch. accomp. Mary Garden
10-IN. BLUE-LABEL DOUBLE-DISC RECORDS.
A1182 Lord Geoffrey Amherst (Hamilton). Amherst Octet
Cheer for Old Amherst (Pierce). Amherst Octet
A1183 Wait 'till the Clouds Roll By (Fulmer). Counter-Tenor Solo, orch. accomp. Will Oakland When the Robins Nest Again (Frank Howard). Counter-Tenor Solo, orch. accomp. Will Oakland
A1184 My Lass from Glasgow Toon (Williams and Godfrey). Comic song in Scotch Dialect, orch. accomp. Billy Williams
Let's All Go Mad (Williams and Godfrey). Comic Song in Scotch Dialect, orch. accomp. Billy Williams
A1186 She Wandered Down the Mountain Side (Friedrick Clay). Tenor Solo, orch. accomp. Charles W. Harrison
Because I Love You, Dear (C. B. Hawley). Tenor Solo, orch. accomp. Charles W. Harrison
12-IN. BLUE-LABEL DOUBLE-DISC RECORDS.
A5404 Cavalleria Rusticana—Easter Chorus—Innegiamo il Signor (Sing We Our Saviour's Story) (Mascagni). Soprano Solo and Chorus in Italian, orch. accomp. Luisa Villani and Chorus
Cavalleria Rusticana—Selections (Mascagni). Prince's Orchestra
A5405 Light Cavalry—Overture (Franz von Suppe). Prince's Orchestra
Esquisses Caucasiennes—Cortege du Sardar. (Michael Iwanow). Russian Symphony Orchestra
10-IN. DOUBLE-DISC RECORDS.
A1180 Romance (Wienjowski). Violin Solo...Lila Isaacs
Cavatina (Joachim Raff). Violin Solo...Lila Isaacs
A1181 Butterflies—Intermezzo. (Steinke). Prince's Orchestra
Zim Zim Waltz (Robert Hood Bowers). Prince's Band
A1185 Hear that Orchestra Rag (Hollander). Vocal Quartet, Male Voices, orch. accomp. Peerless Quartet
That Wall Street Girl—Whistle It. Schwartz. Soprano Solo and Male Quartet, orch. accomp. Ada Jones and Peerless Quartet
A1187 Oh! You Circus Day (Monaco). Tenor and Baritone Duet, orch. accomp. Byron G. Harlan and Arthur Collins
My Sumurun Girl. (Hirsch). Baritone Solo, orch. accomp. Arthur Collins
A1188 Going Up, With the Elevator Man. (Irving Berlin). Tenor Solo and Male Quartet, orch. accomp. Maurice Burkhardt and Peerless Quartet
The Ragtime Jockey Man. (Irving Berlin). Tenor Solo and Male Quartet, orch. accomp. Maurice Burkhardt and Peerless Quartet
A1189 Shamrock Belles (Percy Wenrich). First and Second Tenor Duet, orch. accomp. Albert Campbell and Henry Burr
The Girl I'll Call My Sweetheart Must Look Like You. (C. Coit and Sullivan). Tenor Solo, orch. accomp. Walter Van Brunt
12-IN. DOUBLE-DISC RECORDS.
A5403 The Ninety and Nine (Sacred Song). (Edward Champion). Contralto Solo, organ accomp. Mrs. A. Stewart Holt
The Realm of Endless Day (Sacred Song). (J. L. Gilbert). Contralto Solo, organ accomp. Mrs. A. Stewart Holt
- 10-INCH RUTHENIAN DOUBLE-DISC RECORDS.
E951 Rewe Ta Stohne, Baritone Solo sung by Hrehorowicz.
Oj U Poly Krynczenka. Baritone Solo sung by Hrehorowicz.
E952 Oj Piduj Ja Do Mlyna. Tenor Solo sung by Lubineckij.
Zahrádsko March. (Kovarik). Played by Postkapelle, with Song.
E953 Widdala Mene. Baritone Solo sung by Hrehorowicz.
Lubiu Dywety. Tenor Solo sung by Lubineckij.
E954 Ridna Mowa. Sung by Lubineckij and Hrehorowicz.
Rodymij Kraju. Tenor Solo sung by Lubineckij.
E955 W Haju Zelenim. Tenor and Baritone Duet sung by Lubineckij and Hrehorowicz.
Krylec. (Matuk.). Vocal Quartet sung by Kwartet Choru.
- 10-IN. HEBREW BLUE-LABEL DOUBLE-DISC RECORDS.
E969 De Ragtime Fiddle. (Music by Berlin, Hebrew version by Isidor Lillian). Tenor solo sung by Simon Paskal, orch. accomp.
Alle Menchen Tien Es. (Music by Berlin, Hebrew version by Isidor Lillian). Tenor Solo sung by Simon Paskal, orch. accomp.
E970 Dvoirele. (J. Y. Sherman). Tenor Solo sung by Simon Paskal, orch. accomp.
Eideldudyl Du. Comic by Moritz Weitz.
- 10-IN. HUNGARIAN BLUE-LABEL DOUBLE-DISC RECORDS.
E972 Gazd Uram Adjta Ki a Berem Minden Szitarosta Kerek. Baritone Solo sung by Fráter Loránd, orch. accomp.
Oszi Rozsa, Fehér Oszi Rozsa. (Fráter Loránd). Baritone Solo sung by Fráter Loránd, orch. accomp.
E973 Ki Vágyom a Temetőbe Hat Latom a Fergeget Elett. (Fráter Loránd). Baritone Solo sung by Fráter Loránd, orch. accomp.
Koresmárosné Nekem Halat. Baritone Solo sung by Fráter Loránd, orch. accomp.
E974 Kitétek a Holtestet az Udvarra. Played by Gipsy Band.
Iszik a Betyár a Csapon, Kis Kalapom, Darutoll Van Mellette. Played by orchestra.

- 10-IN. HUNGARIAN DOUBLE DISC RECORDS.
E975 Dollár Királynő. Intermezzo (Fall). Played by Hungarian Gipsy Orchestra.
Kaszino Dal. (Hollander). Played by orchestra.
E976 Darumader Gyere Velem. (Danko) Baritone Solo sung by Rozsa S. Lajos.
Busan Szol a Kecskemeti (Danko). Baritone Solo sung by Rozsa S. Lajos.
- 10-IN. ITALIAN DOUBLE DISC RECORDS.
E977 Carina Mazurka. (Angiolo Vagnetti). Played by National Guards Band.
Zaza Polka. (V. Ranzato). Played by National Guards Band.
E978 Marcia No. 5 del 7o Regg. Bersaglieri. Played by Bugle Band.
Edison Marcia. (V. Ranzato). Played by National Guards Band.
E979 Inno Di Garibaldi. Baritone Solo with Chorus, sung by L. Baldassare and Chorus, orch. accomp.
Oh! Oh! Antonio. (Murphy and Lipton). Baritone Solo sung by L. Baldassare, orch. accomp.
E980 Addio Rosa. (Geo. M. Cohan). Mezzo-Soprano Solo with chorus, sung by B. Lucchini and Chorus, orch. accomp.
La Parigina. (Di Chiara). Mezzo-Soprano Solo sung by B. Bianchi, orch. accomp.
E981 Alavo—Ninna-Nanna Siciliana. (Seidita). Tenor Solo sung by Cav. G. Martinez-Patti, orch. accomp.
La Nuova Mattinata Siciliana. (Calvaruso). Tenor Solo sung by Cav. G. Martinez-Patti, orch. accomp.
E982 Mazurka Migliavacca. (Migliavacca). Ocarina Solo played by Mosé Tapiero, orch. accomp.
Luna Di Miele—Marcia. (Rosey). Ocarina Solo, played by Mosé Tapiero, orch. accomp.
E983 Nel Bosco. (Colantuoni). Sung by Chorus.
Al Campo. (Colantuoni). Sung by Chorus.
- 10-IN. GERMAN DOUBLE-DISC RECORDS.
E984 Die Verunglückte Landpartie I. (Lorens.) Talking by Waldemar.
Die Verunglückte Landpartie II. (Lorens.) Talking by Waldemar.
E985 Aus der Schmolle—Ländler. Inviertler mit Sängern Schäringer Ländler. Inviertler mit Sängern.
- 10-IN. GERMAN BLUE-LABEL DOUBLE-DISC RECORDS.
E986 Dachsteinmarsch. (J. Fischer). Chor mit Jodler sung by Pircher Troupe, zither accomp.
Der Steierbua. Vocal duet, schrammel accomp.
E987 Under the Double Eagle—March. (J. F. Wagner). Concertina Solo, played by Alexander Prince.
Espana Waltz. (Waldteufel). Concertina Solo played by Alexander Prince.
- 10-IN. ITALIAN BLUE-LABEL DOUBLE-DISC RECORDS.
E988 L'Eroico 11o Bersaglieri a Sciara-Sciat Di Tripoli. 23d October, 1911 (Fercor). Talking by Fercor.
L'Inaugurazione del Monumento ai Morti. (Fercor). Talking by Fercor.

VICTOR TALKING MACHINE CO.

- 1124 I Want to Love You While the Music's Playing (Havez-Botsford) (With Will Oakland)... 10
Heidelberg Quintet
Bring Back My Golden Dreams (Bryan-Meyer) Peerless Quartet
17125 The Joker—Characteristic March (L. Sousa's Band) 10
Lockstep Luke—Characteristic Two-Step (Balf-moor) Arthur Pryor's Band
17126 Victor Minstrels, No. 21. Victor Minstrel Co. 10
In Ragtime Land (McKeon-Sherman) (Banjo accomp. by Vess L. Ossman)... Arthur Collins
17128 That Coontown Quartet (Clarke-Schwartz)... 10
American Quartet
There's Lots of Stations on My Railroad Track (Edwards-McCarthy)... Eddie Morton
17129 West Lawn Polka (Glynn-Bacon) Banjo, piano accomp. F. J. Bacon
Ciribiribin Waltz (Pestalozza) Whistling... Guido Gialdini
17130 Killarney, My Home, O'er the Sea (Logan)... 10
Walter J. Van Brunt
Mary was My Mother's Name (Lamb-Solman) American Quartet
17131 Here's Love and Success to You (Graff-Ball)... 10
Peerless Quartet
Something's Going to Happen to You (Ersom-Morse)... Campbell and Burr
17132 Barbara Frietchie (Whittier) Recitation... 10
Frank Burbeck
The Water Mill (McCallum) Recitation... 10
Frank Burbeck
17132 Tannhäuser—Pilgrims' Chorus (Wagner)... 10
Victor Brass Quartet
Don Carlos—Grand March (Verdi)... 10
L. Sousa's Band
17134 Chant du Rossignol (Concert Polka) (Filipovsky) (Piccolo Solo)... 10
Clement Barone with Sousa's Band
Serenata Op. 15, No. 1 (Moszkowski) Violin-Harp-Flute... Neapolitan Trio
17135 Spring (Printemps) Valse Chantée (Op. 41) (Salgnac-Stern)... Olive Kline
Gondolier's Song (Gondellied) (Op. 102)... 10
(Hoffmann)... Elsie Baker & Fred'k Wheeler
17136 Good-bye, Everybody, from "A Modern Eve" (Hough-Gilbert)... 10
Walter J. Van Brunt
The Time for a Time is Summertime (Hodgkins-Coogan)... 10
Walter J. Van Brunt-Maurice Burkhardt
17137 When the Mists Have Rolled Away (Sankey)... 10
Trinity Choir
Some Day I Shall Know (Gardner-Towner)... 10
Earl Cartwright
17138 Round the World Selection (Klein) (Arr. by O'Hare)... 10
Victor Military Band
The Red Rose Rag (Percy Wenrich)... 10
Arthur Pryor's Band
17139 When the Old Folks Were Young Folks (Lamb-Solman)... H. Macdonough & Haydn Quartet
When You're Away (Brown-Young-Grant)... 10
Edna Brown and American Quartet
17140 Scotch Medley March (Bagpipes and Drums) Suttcliffe Troupe
1. The Battle of Killiecrankie; 2. Will Ye No Come Back Again... Suttcliffe Troupe
17141 Waiting for the Robert E. Lee (Gilbert-Muir) Heidelberg Quintet
Take Me to the Cabaret (Dillon). Billy Murray
35229 Nightmare in the Desert (Powell) (With specialties and imitations by the orchestra)... 12
Mark Sheridan
The Conundrum (What Will I Play Next?)... 12
Mark Sheridan

- 35231 G. A. R. Patrol (Fassett). Arthur Pryor's Band
Phryné Valse (Pedro de Zulueta) for dancing. Victor Military Band
31866 Song Medley, No. 4 "Remick Refrains"—
"When I Was Twenty-one and You Were Sweet Sixteen," "On Moonlight Bay," "Harbor of Love," "You'll Do the Same Thing Over," "Red Rose Rag," "Oh, You Beautiful Doll." Victor Mixed Chorus
Lucy Isabelle Marsh, Soprano.
60073 1. The Birth of Morn... Dunbar-Leoni 10
2. Rose in the Bud... Barrows-Foster 10
Victor Herbert's Orchestra (personally directed by Victor Herbert).
60074 Cavalleria Rusticana—Intermezzo Sinfonico... Mascagni 10
70077 Kamennoi Ostrow (Rêve Angélique) Op. 10, No. 22... Rubinstein 12
- NEW RED SEAL RECORDS.
Johanna Gadske, Soprano.
88379 Trovatore—D'amor sull' ali rosee (Love, Fly on Rosy Pinions)—Act IV... Verdi 12
88345 Lo Schiavo—Aria Americo... Gomez 12
John McCormack, Tenor.
64257 The Rosary... Ethelbert Nevin 10
Ernestine Schumann-Heink, Contralto.
87104 Die Forelle (The Trout) Op. 32 (piano accomp. by Mrs. Katharina Hoffman)... Schubert 10
76025 Romeo et Juliette—Ah! leve toi soleil (Fairest Sun, Arise) Act I... Gounod 12
Marcel Journet, Bass.
74268 Das Rheingold—Abendlich strahlt der Sonne Auge (The Evening Light) (Wotan's Invocation)... Wagner 12
Otto Goritz, Baritone.
74280 Nozze di Figaro—Ach offinet eure Augen (Of Women Beware!) Act IV... Mozart 12
Maud Powell, Violinist.
64265 Le Cygne (The Swan) (piano accomp. by Waldemar Liachowsky)... Saint-Saëns 10
Erfrem Zimbalist, Violinist.
64266 Long Ago, from "Four Songs" Op. 56 (piano accomp. by Sam Chotzinoff)... MacDowell 10
Frances Alda, Soprano.
88325 Ah, dunque ei M'amera—Anna's Aria. Catalani 12
Alma Gluck, Soprano.
64267 Lo, Here the Gentle Lark (flute obbligato by Clement Barone)... Bishop 10
74274 Natoma—Spring Song (I List the Trill of Golden Throat—Act II)... Redding-Herbert 12

- DEUTSCHE PLATTEN (German Records).
63779 (a) Schön Rottraut (Lippe-Weinhardt) (unaccompanied)... Nebe-Quartet 10
(b) Ewig, liebe Heimat (Gorsdorff-Stürmer) (unaccompanied)... Nebe-Quartet 10
63780 (a) Ich liebe dich (Beethoven) (piano accompaniment)... Alexander Heinemann 10
(b) Phyllis und die Mutter (Wandersohn) (piano accomp.)... Alexander Heinemann 10
63781 (a) Rheingold, "Abendlich Strahl" (Wagner) Fritz Feinhals 10
(b) Siegfried, "Auf wolkigen Höhen" (Wagner) Fritz Feinhals 10

- OBOUSTRANNE REKORDY (Bohemian Records).
63782 (a) Zeleny Hajove March (Kinoch)... Karyl's Bohemian Band 10
(b) Na Prej (Arr. by Tryner)... Karyl's Bohemian Band 10
68385 (a) Bartered Bride—Sextet (Smetana)... Karyl's Bohemian Band 12
(b) Libusse Overture (Smetana)... Karyl's Bohemian Band 12
68388 (a) Sweet is the Dream (Cornet and Trombone Duet by Karyl and Cimer) (Compana)... Karyl's Bohemian Band 12
(b) Bartered Bride Selection (Prodana Nevada) (Smetana)... Karyl's Bohemian Band 12

U-S PHONOGRAPH CO.

- FOUR-MINUTE RECORDS (In English).
1319 Revival meeting at Pumpkin Center... Cal. Stewart
1388 The Mill in the Forest... Louis von der Mehden and Band
1406 Simplicity Waltz... Louis von der Mehden and Orchestra
1482 What Do You Think of Hoolihan? etc... FAVOR
1488 In Jay Town... Porter and Harlan
1447 Hosanna... Croxton
1461 Ave Maria... Errolle
1465 Gavotte (Violin)... Popper
1469 Cradle Song... Baker
1481 If I Were You, etc... Wells
1491 Merry Wives of Windsor (Overture)... The Band
1509 Ever or Never Waltz... The Band
1512 Darkies Jubilee (Banjo)... Van Eps
1523 Gondoliers, etc... Florentine Quintet
1525 That Slippery Slide Trombone... Collins and Harlan
1530 Sweetest Story Ever Told... Miller
1533 See the Pale Moon... Baker and Wells
1535 A Bad Boy and a Good Girl... Jennings and Burr
1539 Shipmates (Vaudeville Sketch)... Golden and Hughes
1552 I Surrender all... Peerless Quartet
Orchestra accompaniment.
- TWO-MINUTE RECORDS (In English).
440 United Empire March... U.S. Military Band
468 Silver Heels... Van Eps and Benzler
488 Music Vets Music Must Come from Berlin... Morris Berkhardt
489 When You're Married... Byron B. Harlan
493 Whistle It... Ethel Coit
499 Foolish Sammy... U.S. Military Band
505 Take a Little Tip From Father... Thompson
506 When I Was Twenty-one and You Were Sweet Sixteen... Manuel Romain

THOS. A. EDISON LINE.

- AMBEROL CONCERT RECORDS.
28026 (a) Menuett G flat major; (b) Valse Bluette... Kathleen Parlow
28027 Abide With Me... Christine Miller
28028 (a) Contentment; (b) A Red, Red Rose... Thomas Chalmers
28029 Oh, Promise Me... Marie Rappold
1096 Father Rhine March—"Miss Loreley"... Edison Concert Band
1097 Favorite Airts from "Robin Hood"... Edison Light Opera Co.
1098 Lady Angeline... Campbell and Gillette
1099 Come Back to Playland With Me... Manuel Romain
1100 U. S. Army Bugle Calls—Part II... Buglers N. Y. Military Band
1101 Just a Plain Little Irish Girl... Lottie Gilson
1102 I'll Take You Home Again, Kathleen... Will Oakland and Chorus
1103 Baby Mine... Elizabeth Spencer
1104 Moonlight Dance... American Standard Orchestra
1105 (a) I Know a Lovely Garden; (b) Because... Hugh Allan
1106 The Star of the East... Anthony and Harrison
(Continued on page 50.)

RECORD BULLETIN FOR SEPTEMBER, 1912.

(Continued from page 49.)

- 1107 Opera Burlesque, On Sextet from "Lucia"....
Billy Murray and Mixed Chorus
1108 Rye Waltzes—Scotch Melodies.....
National Promenade Band
1109 Good Bye, RoseWalter Van Brunt
1110 Two Rubes and the Tramp Musician.....
Porter and Harlan
1111 DriftingElsie Baker and J. F. Harrison
1112 (a) Silver Threads Among the Gold; (b) Cor-
delia PolkaWilliam Dorn
1113 My Rose of the Ghetto—"Louisiana Lou".....
Maurice Burkhart
1114 Take Thou My Hand.....Edison Mixed Quartet
1115 Because I Love You, Dear.....Charles W. Harrison
1116 Scarf DanceKarel Bondam
1117 When Uncle Joe Plays a Rag on His Old Banjo
Collins and Harlan
1118 Whistle It—"The Wall Street Girl".....Ada Jones
1119 You're My Baby.....Premier Quartet
1120 Remick's Hits—Medley Overture, No. 12.....
New York Military Band

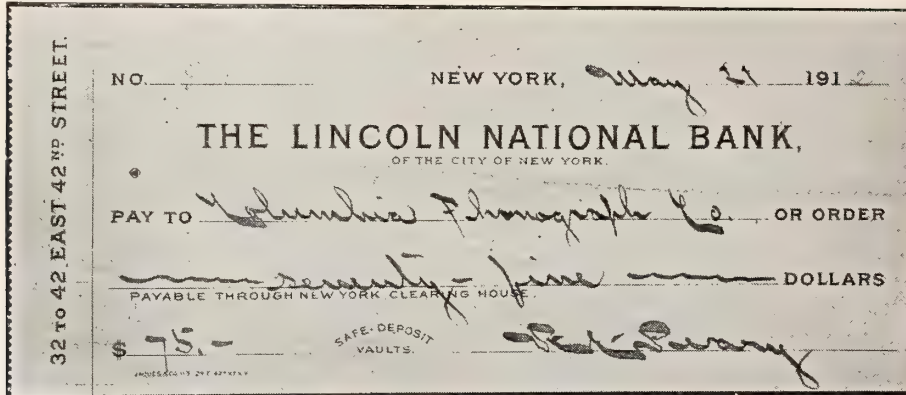
STANDARD RECORDS.

- 10571 Passing Review—Patrol
National Guard Fife and Drum Corps
10572 I'd Love to Live in Loveland with a Girl Like
YouWalter Van Brunt
10573 Pucker Up Your Lips, Miss Lindy.....
Campbell and Gillette
10574 Mammy's Shufflin' Dance.....Billy Murray
10575 The Skeleton RagPremier Quartet

PEARY'S CHECK TO COLUMBIA CO.

The Discoverer of the North Pole Buys a Columbia "Princess" While Visiting Portland, Me., Recently and Speaks Highly of It.

We take pleasure in printing a facsimile of the check tendered by Admiral Peary, the famous Arctic explorer, to the Columbia Phonograph Co. in payment for one of the "Princess" models.



Facsimile of Check Given by Admiral Peary to the Columbia Co.

Admiral Peary visited the company's store at Portland, Me., and was so pleased with the appearance of the machine that he ordered it shipped immediately to his summer home at Eagle Island, Me., allowing only a half hour for crating and delivery to the boat. That the force of the Portland store filled the order on time goes without saying.

"TALKERS" IN THE SCHOOLS.

Hiawatha Has an Idea That Will Probably Catch the Whole Country.

Hiawatha, Kans., is the originator of an idea that is sure to become nation wide. It has made graphophone music one of the courses in its primary schools. A government expert, after watching the experiment and noting its effect upon the little children in the primary grade, says:

"The best and most sure way of developing an appreciation for the best in music is for the child to hear it and become familiar with it in the formative period of his life, when impressions are indelibly stamped upon the mind and memory. Those impressions can never be effaced.

"Let this movement become nation wide and we will develop a national music sense which will not allow our operas and best songs to be sung in French, Italian, and German, but will demand that they be sung in English, which we can all understand. Each revolution of the disc will sound the knell of the departing ragtime music. Kansas is in the lead again, but other States will soon follow."—Kansas City Journal.

"There seems to be a strange affinity between a darky and a chicken. I wonder why?" said Jones. "Naturally enough," replied Brown. "One is descended from Ham and the other from eggs."

CANADIANS ORGANIZE.

Distributors and Dealers Handling Victor or Gramophone Goods Form Association with W. R. Fosdick as President.

(Special to The Talking Machine World.)

Toronto, Canada, Aug. 9, 1912.

At a meeting of talking machine distributors and dealers, held recently in this city, and made up entirely of gramophone or Victor representatives, "The Victor-Berliner Wholesale and Retail Dealers' Association" was organized with the following officers: Honorary president, Emil Berliner, of Washington, D. C., president Berliner Gramophone Co., Montreal; president, W. R. Fosdick, manager His Master's Voice Gramophone Co., Toronto; first vice-president, H. E. Wimperly, manager Toronto branch Bell Piano & Organ Co.; second vice-president, J. H. A. Clark, of Clark Bros. & Co., Ltd., Winnipeg; treasurer, F. B. Kelley, of C. W. Kelley, Guelph, Ont.; secretary, H. O. Shuttleworth, of E. C. Corbeau, Regina.

Messrs. J. D. Ford, of R. S. Williams & Sons Co., Ltd., Toronto, Fosdick and Wimperly were appointed a by-laws committee to prepare a draft constitution and by-laws to be submitted at the next meeting.

While the attendance was not as large as expected those present were very enthusiastic, and it is hoped to put into force many plans for bettering the trade through this organization.

WILL HELP THE DEALERS.

Price Cards and Stands Issued by Columbia Phonograph Co. Should Act as Trade Developers.

For the purpose of calling attention to the different instruments, the Columbia Phonograph Co., General, New York, has ready for its dealers something new in price cards. There is a card for each Columbia instrument in the catalog, and neat little stands to hold them. Each card is well lettered, brilliantly embossed in gold and can easily be read clear across a store. A further touch of quality is added to their appearance by the gilt beveled edges.

The stands to hold the cards, also ready for the dealer, are supplied at cost, and are built of handsome oxidized metal. Each one has an adjustable screw for the raising or lowering of the card and is also equipped with steel spring clip to hold the card firmly in place. The base of the stand is heavy enough to insure stability and is felt lined, so that it is possible to place the stand on the polished wood of an instrument without fear of scratching the wood.

There is little doubt that the new cards and stands will prove of value in calling attention to the different Columbia styles. The colors of the cards harmonize well with the finish of the various designs and, together with the stands, set off the instruments to the best advantage.

HEINTZMAN & CO. HAS VICTOR LINE.

Heintzman & Co., the well-known piano house of Toronto, Can., has decided to handle Victor talking machines, and a special department is being fitted up on the fourth floor for this purpose. The opening of the talking machine department will occur about September.

NOW PRESIDENT MCCHESNEY.

L. C. McChesney, advertising manager of Thos. A. Edison, Inc., who was recently elected president of the Association of National Advertising Managers, was the subject of an extended mention, accompanied by his portrait, in The Editor and Publisher and Journalist recently.

Mr. McChesney at the age of twenty-two began his business career in the employ of the Orange, N. J., Chronicle, a weekly newspaper, with which he remained for twenty years, being business manager of the publication when he resigned in 1902 to become advertising manager of the Edison interests, a position which he has filled with distinction.

ONE OF FIRST TO TAKE UP PHONOGRAPH.

Edmund Rickards, who was one of the first men to realize the entertaining qualities of the phonograph and purchased one of the first machines manufactured for the purpose of traveling around the country and giving exhibitions with it, was found dead in his home in Rockville, Conn., last month. He was fifty-eight years old.

The reputation that endures, or the institution that lasts, is the one that is properly advertised.

Leading Jobbers of Talking Machines in America

Paste This Where You Can Always See It!

MR. DEALER:

We refer all Talking Machine inquiries coming from towns where we are represented by dealers to the dealer or dealers in that town.

VICTOR and EDISON JOBBERS

CHICAGO

Leading Jobbers of Talking Machines in America

HARGER & BLISH
JOBBER

**VICTOR
EDISON**

It's worth while knowing we never substitute a record. If it's in the catalog we've got it.

Dubuque, Des Moines and Sioux City
IOWA

Try Our Hurry-Up Service



on VICTOR,
EDISON and
REGINA.

We make a specialty of getting
the order out on time—every time.

The Rudolph Wurlitzer Co.
Cincinnati and Chicago

Two points of supply; order from the nearer

CHASE & WEST
DES MOINES, IOWA

Machines
Records
Cabinets

Victor

Everything
in stock all
the time.

Exclusively Victor Distributors

WHOLESALE To Iowa Trade RETAIL

Send us your name and address and we will mail you postpaid complete illustrated catalogues, giving detailed information concerning all Victor products. Showing the various styles of Victor Machines, list of all Victor Records, the entire line of Victor Cabinets, Repair Parts and all Accessories. Dealers, let us help you build a Victor business.

SOLE JOBBERS OF ZONOPHONE GOODS
IN GREATER NEW YORK

Greater New York Phonograph Co.

'Phone, 3425-3426 Orchard 308-310 Grand St., N. Y.

Repairs and Parts For Dealers in All Lines A Specialty

IF YOU'RE IN WESTERN MICHIGAN
it will be money in your pocket to order

Victor Machines and Records

JULIUS A. J. FRIEDRICH

50-52 Canal Street, Grand Rapids, Michigan

Our Motto: Quick Service and a Saving
in Transportation Charges

PERRY B. WHITSIT

L. M. WELLER

PERRY B. WHITSIT CO.,

313 South High Street,

Columbus, Ohio.

Edison Phonographs and Records **JOBBER** Victor Talking Machines and Records

**OLIVER
DITSON
COMPANY**
BOSTON

Largest VICTOR Talking
Machine Distributors East
of Chicago.

Creators of "The Fastest Victor
Service." Let us tell you more
about our service.



Where Dealers May Secure

COLUMBIA

Product

Ready, Full Stocks, and Prompt Deliveries
from Convenient Shipping Centers all
over the United States.

Distributors

Atlanta, Ga., Columbia Phonograph Co., 82-84 N. Broad St.
Baltimore, Md., Columbia Phonograph Co., 204 W. Lexington St.
Birmingham, Ala., Columbia Phonograph Co., 2025 Second Ave.
Boston, Mass., Columbia Phonograph Co., 174 Tremont St.
Buffalo, N. Y., Columbia Phonograph Co., 622 Main St.
Chicago, Ill., Columbia Phonograph Co., 101 N. Wabash Ave.
Cincinnati, O., Columbia Phonograph Co., 117-119 W. Fourth St.
Cleveland, O., Columbia Phonograph Co., 913 Euclid Ave.
Dallas, Tex., Columbia Phonograph Co., 1403 Main St.
Denver, Colo., Columbia Stores Co., 505-507 Sixteenth St.
Detroit, Mich., Columbia Phonograph Co., 114 Broadway
Hartford, Conn., Columbia Phonograph Co., 710 Main St.
Indianapolis, Ind., Columbia Phonograph Co., 27 N. Pennsylvania St.
Kansas City, Mo., Columbia Phonograph Co., 1112 Grand Ave.
Livingston, Mont., Scheuber Drug Co.
Los Angeles, Cal., Columbia Phonograph Co., 422 S. Broadway
Louisville, Ky., Columbia Phonograph Co., 425 South Fourth St.
Memphis, Tenn., 91 South Main St.
Milwaukee, Wis., Albert G. Kunde, 516 Grand Ave.
Minneapolis, Minn., Columbia Phonograph Co., 424 Nicollet Ave.
New Haven, Conn., Columbia Phonograph Co., 25 Church St.
New Orleans, La., Columbia Phonograph Co., 938 Canal St.
New York City, Columbia Phonograph Co., 89 Chambers St.
Omaha, Nebr., Columbia Phonograph Co., 1311 Franklin St.
Philadelphia, Pa., Columbia Phonograph Co., 1109 Chestnut St.
Pittsburg, Pa., Columbia Phonograph Co., 401 Sixth St.
Portland, Me., Columbia Phonograph Co., 550 Congress St.
Portland, Ore., Columbia Phonograph Co., 371 Washington St.
Providence, R. I., Columbia Phonograph Co., 119 Westminster St.
Rochester, N. Y., Columbia Phonograph Co., 38 South Ave.
Sacramento, Cal., Kirk, Geary & Co.
Salt Lake City, Utah, Daynes-Reebee Music Co., 45 Main St.
San Francisco, Cal., Columbia Phonograph Co., 384 Sutter St.
Seattle, Wash., Columbia Phonograph Co., 1311 First Ave.
Spokane, Wash., Columbia Phonograph Co., 818 Stearns Ave.
Springfield, Mass., Columbia Phonograph Co., 208 Worthington St.
St. Louis, Mo., Columbia Phonograph Co., 1008 Olive St.
St. Paul, Minn., Columbia Phonograph Co., 20 E. Seventh St.
Toledo, O., Columbia Phonograph Co., 229 Superior St.
Washington, D. C., Columbia Phonograph Co., 1210 G St., N. W.
Wilmington, Del., Columbia Phonograph Co., 616 Market St.

DEALERS WANTED—Exclusive selling rights given where we are not actively represented.

Write for particulars to the Columbia Phonograph Co., Wholesale Department, Tribune Building, New York.

Headquarters for Canada:
Columbia Phonograph Co., McKinnon Building,
Toronto, Ont.

You should
get this
sample package
of
Puritone Needles
sent free

Puritone Needles should pay you a good profit. It costs nothing to sell them because you have your organization.

To help you we will print special envelopes with your name and business; every envelope gives you profits and free advertising.

You will be advertised, too, by the satisfaction-qualities of the needles; owners of machines will regard yours as the best needle store; this will build your business.

Get this sample package, telling us who's your jobber, and find out the goodness of Puritone Needles, built of experience, material and brains.

JOHN M. DEAN
PUTNAM, CONN.



PACIFIC COAST DISTRIBUTORS OF

Victor Talking Machines and RECORDS

STEINWAY PIANOS—LYON & HEALY

"OWN MAKE" BAND INSTRUMENTS

Sherman, Clay & Co. San Francisco Portland
Oakland Los Angeles

NEW ENGLAND
JOBBER HEADQUARTERS
EDISON AND VICTOR
Machines, Records and Supplies.
THE EASTERN TALKING MACHINE CO.
177 Tremont Street BOSTON, MASS.

Edison Phonograph Distributors
for the SOUTHWEST

All Foreign Records in Stock

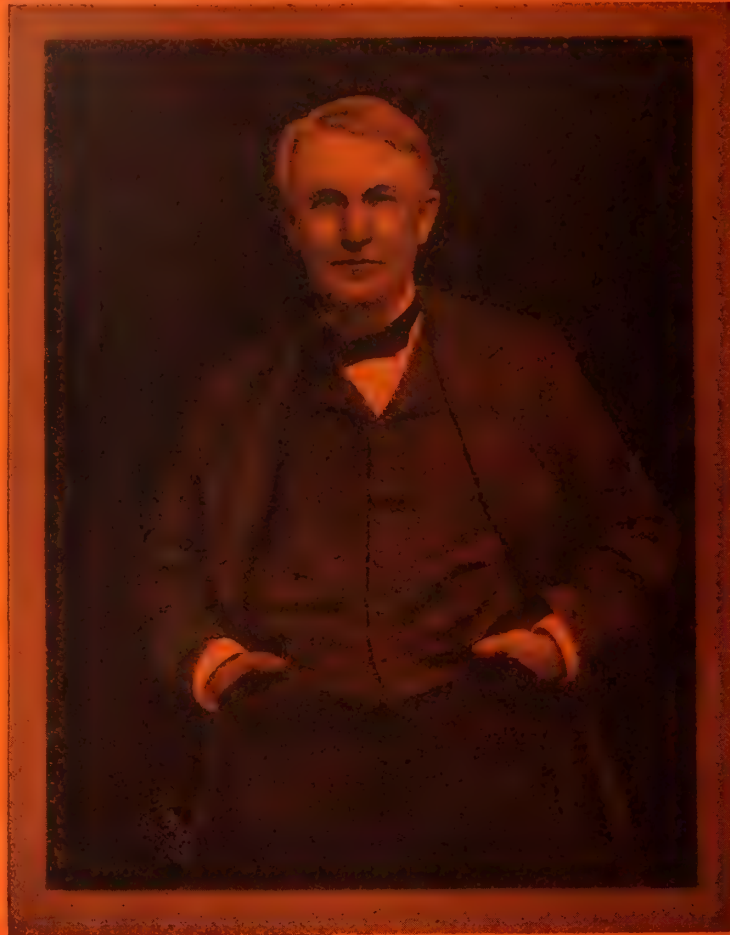
Houston Phonograph Co., HOUSTON, TEXAS

STANDARD TALKING MACHINE CO.
PITTSBURGH, PA.

Exclusive Victor Distributors

"If it's made we ship it the same day order is received"

Every Jobber in this country should be represented in this department. The cost is slight and the advantage is great. Be sure and be a part of the firm in the September List.



Thomas A. Edison

who invented the sound reproducing instrument is naturally the one man best fitted to bring it to a state of mechanical and musical perfection. The history of this, as well as his other

inventions, proves that he is never satisfied to stop at anything *less* than perfection.

That is the reason why it is most profitable to bank all of your faith, enthusiasm and selling energy on

The EDISON PHONOGRAPH

Thomas A Edison
INCORPORATED

59 Lakeside Ave., Orange, N. J.

The TALKING MACHINE WORLD

AND NOVELTY NEWS

Published Each Month by Edward Lyman Bill at 373 Fourth Avenue, New York, September 15, 1912



The world's greatest singers make records only for the Victor

The world's *greatest* singers! The greatest tenors; the greatest sopranos; the greatest contraltos; the greatest baritones; the greatest bassos.

These famous artists—universally acknowledged *the* greatest, and commanding the highest salaries—make records *only for the Victor* because *only the Victor* brings out their voices as clear and true as life itself.





Four new style Victor-Victrolas



More beautiful, more artistic,
more complete.

Wonderful improvements
that make the world's greatest
musical instrument greater than
ever before.

And the greatest thing of all is that there is no increase in price.

Just as much profit as ever for every Victor dealer, and with the opportunities for selling increased a hundredfold.



Victor Talking Machine Co.,
Camden, N. J., U. S. A.

Berliner Gramophone Co., Montreal, Canadian Distributors

Always Use Victor Machines with Victor Records and Victor Needles—the combination. There is no other way to get the unequalled Victor tone.

VICTOR DISTRIBUTORS

Albany, N. Y.	Finch & Hahn.
Altoona, Pa.	W. F. Frederick Piano Co.
Atlanta, Ga.	Elyea-Austell Co. Phillips & Crew Co.
Austin, Tex.	The Talking Machine Co., of Texas.
Baltimore, Md.	Cohen & Hughes, Inc. E. F. Droop & Sons Co. H. K. Eisenbrandt Sons.
Bangor, Me.	Andrews Music House Co.
Birmingham, Ala.	Talking Machine Co.
Boston, Mass.	Oliver Ditson Co. The Eastern Talking Machine Co. M. Steinert & Sons Co.
Brooklyn, N. Y.	American Talking Machine Co.
Buffalo, N. Y.	W. D. Andrews. Neal, Clark & Neal Co.
Burlington, Vt.	American Phonograph Co.
Butte, Mont.	Orton Brothers.
Chicago, Ill.	Lyon & Healy. The Talking Machine Co. The Rudolph Wurlitzer Co.
Cincinnati, O.	The Rudolph Wurlitzer Co.
Cleveland, O.	The W. H. Buescher & Sons Co. The Collister & Sayle Co. The Eclipse Musical Co.
Columbus, O.	Wm. E. Whitist Co.
Dallas, Tex.	Sanger Bros.
Denver, Colo.	The Victor Music Co. H. A. Campbell Music Co.
Des Moines, Ia.	W. B. West. Clare & Blish, Inc.
Detroit, Mich.	W. B. West.
Dubuque, Ia.	Margen & Blish, Inc.

Elmira, N. Y.	Elmira Arms Co.
El Paso, Tex.	W. G. Walz Co.
Galveston, Tex.	Thos. Goggan & Bros.
Grand Rapids, Mich. J. A. J. Friedrich.	
Honolulu, T. H.	Bergstrom Music Co., Ltd.
Indianapolis, Ind.	Stewart Talking Machine Co.
Jacksonville, Fla.	Florida Talking Machine Co.
Kansas City, Mo.	J. W. Jenkins Sons Music Co. Schmelzer Arms Co.
Lincoln, Neb.	Ross P. Curtice Co.
Little Rock, Ark.	O. K. Houck Piano Co.
Los Angeles, Cal.	Sherman, Clay & Co.
Louisville, Ky.	Montenegro-Richm Music Co.
Memphis, Tenn.	O. K. Houck Piano Co.
Milwaukee, Wis.	Wisconsin Talking Machine Co.
Mobile, Ala.	Wm. H. Reynolds.
Montreal, Can.	Berliner Gramophone Co., Ltd.
Nashville, Tenn.	O. K. Houck Piano Co.
Newark, N. J.	Price Talking Machine Co.
New Haven, Conn.	Henry Horton.
New Orleans, La.	Philip Werlein, Ltd.
New York, N. Y.	Blackman Talking Machine Co. Sol. Bloom, Inc. Emanuel Blout. C. Bruno & Son, Inc. I. Davega, Jr., Inc. S. B. Davega Co. Chas. H. Ditson & Co. Landy Brothers, Inc. New York Talking Machine Co. Silas E. Pearsall Co. Benj. Switky.

Oklahoma City, Okla., Schmelzer Arms Co.
Omaha, Neb. A. Hospe Co.
Nebraska Cycle Co.
Peoria, Ill. Putnam-Page Co., Inc.
Philadelphia, Pa. Louis Buehn & Brother.
C. J. Hepe & Son.
Penn Phonograph Co., Inc.
The Talking Machine Co.
H. A. Weymann & Son, Inc.
Pittsburgh, Pa. C. C. Mellor Co., Ltd.
Standard Talking Machine Co.
Portland, Me. Cressey & Allen.
Portland, Ore. Sherman, Clay & Co.
Richmond, Va. The Corley Co., Inc.
W. D. Moses & Co.
Rochester, N. Y. E. J. Chapman.
The Talking Machine Co.
Salt Lake City, Utah Consolidated Music Co.
San Antonio, Tex. Thos. Goggan & Bros.
San Francisco, Cal. Sherman, Clay & Co.
Savannah, Ga. Phillips & Crew Co.
Seattle, Wash. Sherman, Clay & Co.
Eiler's Music House.
Sioux Falls, S. D. Talking Machine Exchange.
Spokane, Wash. Sherman, Clay & Co.
St. Louis, Mo. The Aeolian Company of Mo.
Koerber-Brenner Music Co.
St. Paul, Minn. W. J. Dyer & Bro.
Kochler & Hinrichs.
Syracuse, N. Y. W. D. Andrews Co.
Toledo, O. The Whitney & Currier Co.
Washington, D C. E. F. Droop & Sons Co.
Robert C. Rogers Co.

The Talking Machine World

Vol. 8. No. 9.

New York, September 15, 1912.

Price Ten Cents

A VOICE WITH REAL QUALITY.

Choosing Chorus Girls for the Savage Productions and a Press Agent's Up-to-Date Method of Grasping the Opportunity.

The following press agent's yarn, coming from the Savage offices, is interesting from its originality and might "get by" despite the slight technical inaccuracies regarding the records that have crept in. However, here goes:

"To lighten his labors and to give himself more time for tests of particular voices, Frederick Rycroft, chief of the musical branch of Henry W. Savage's engagement department, recently installed on the top floor of the Savage office building in New York a series of booths, each one of which is furnished with a recording graphophone. Aspirants for positions with the Savage musical companies whose voices do not require immediate attention sing into the machines and the voice records are examined later by Rycroft at home. A clever young woman of Chicago, who learned of the scheme through the newspapers, 'saw' Rycroft's bet and then 'raised' it. To the Savage office she sent a graphophone record of her voice, made, so she said, in her own home. It was offered as a reason for her engagement for the prima donna role in Henry W. Savage's prospective production of 'Somewhere Else.' Rycroft listened to the record once and voted the voice exceptionally good. He ran it through a second time and liked it better. Then he wrote to the sender, thanking her for the record, but declining to consider it as an argument in favor of her engagement. The voice which came from the horn was Tetrizzini's. The record was in perfect condition except for that part of it which bore the announcement of the singer's name. Something, probably a thumb nail, had made that unrecognizable."

PLEASED FREIGHT HANDLERS.

Invitation Placed on Concrete Phonograph Cases to Handle Roughly Is Taken Full Advantage of by Freight Handlers.

These are happy days for baggagemen and freight handlers.

To test the durability of his new concrete phonograph cases Thomas A. Edison is shipping scores of them to various parts of the country. Each case is packed in a box marked "Handle Roughly." He is anxious to have them subjected to all the wear and tear of shipping possible and for that reason freight handlers are invited to treat the boxes "roughly."

Can you imagine the joy of a baggageman's heart when he reads such a sign on a box in his keeping? says the World. One freight hustler was discovered carrying a box thus marked to a third-story window to drop it to the sidewalk. He was sorely disappointed when it did not smash on the stone flagging below.

U-S PHONOGRAPH CO. INCORPORATED

With the Secretary of State of Ohio, with a Capital of \$500,000.

The U-S Phonograph Co., of Cleveland, O., on September 6 received a charter from the Secretary of State of Ohio to deal in phonographs, accessories and records, with a capitalization of \$500,000. The incorporators are William L. David, T. H. Hogsett, F. H. Ginn, Thomas H. Jones and J. C. Rexroth.

A stenographer in one of the talking machine stores was transcribing a letter, when she commenced laughing heartily. The manager inquired what she was laughing about. "Oh," said she, "I just thought of something. 'Well, really,' replied the manager, 'I'm astonished!'"

FRANK L. DYER'S EUROPEAN TRIP

Was a Most Enjoyable One—Consummated Many Business Plans With Manager Cromelin, of the London House, and Found Time to Tour Through England's Quaint Old Towns—Mr. Dyer Looks Forward to Busy Times—Dolbeer on the Jump These Days—McChesney's Literary Efforts Appreciated—Recent Visitors to Edison Plant.

Frank L. Dyer, president of Thos. A. Edison, Inc., has returned from his European trip, which was three-quarters for business and the remaining time for pleasure. He spent most of his time in England, Germany and France, his pleasure being taken while in England, one of Mr. Dyer's delights being to motor through the many quaint English towns. He spent a great deal of time in consultation with Paul H. Cromelin, manager of



Frank L. Dyer.

the Edison London organization. Mr. Dyer believes that the coming few months will show magnificent business strides and that the year will be a bountiful one from a prosperity standpoint. He has closely followed conditions here and abroad and his summary comes as a result of careful study and investigation.

F. K. Dolbeer, general sales manager, is doing a lot of jumping about the country these days, the stops being short and numerous. He left last week for a week's jaunt through the Middle West. Before departing, M. Dolbeer reported that the disc phonographs and records are coming along fast, consistent with the quality standard that is maintained at the Edison plant.

C. E. Goodwin, manager of salesmen, got in Monday morning following a two week's vacation spent principally upon golf courses, here and in the Middle West. Mr. Goodwin has a bag of golf apertunances that would make a plumber orange with envy (no joke), there being everything from rolling a quinine pill a few feet to dislodging a push ball and shooting it over a mountain. C. E. will drop everything except business to talk about golfology.

L. C. McChesney, advertising manager, recently wrote an article on "Circulation" for Printers' Ink, and a number of magazines thought so much of the force of his remarks, that they took some of the story, incorporated it into advertisements and published them.

Recent visitors to the Edison works included: Daryl H. Kent, of M. W. Waitt & Co., Vancouver, B. C.; J. N. Swanson, of the Houston Phonograph Co., Houston, Texas; F. E. Bolway and F. E. Bolway, Jr., of Oswego, N. Y.; Mrs. D. Shepherd and Miss L. Shepherd of L. Shep-

herd Co., Fort Worth, Texas; C. H. Short, of the C. H. Short Music Co., Pomona, Cal.; H. H. Blish of Harger & Blish, Des Moines, Iowa; J. M. Hayes and Mr. Bertcheri, of the Hayes Music Co., Toledo, Ohio; Howard E. Wurlitzer, of the Rudolph Wurlitzer Co., Cincinnati, O.; F. K. Babson, of Babson Bros., Chicago; Wm. C. Hamilton, of the Hamilton Co., Pittsburgh, Pa.; Louis Buehn, of L. Buehn & Bro., Philadelphia; R. C. Kretchmar, J. Haines and S. S. Wenzell, of R. C. Kretchmar, Philadelphia, and E. F. Glover, of Plainfield, N. J.

A PUZZLING WINDOW DISPLAY.

Mark Silverstone, Head of the Silverstone Talking Machine Co., Again Puzzles St. Louisians With Working Display—Experts Cannot Discover Secret, Hence Its Value.

(Special to The Talking Machine World.)

St. Louis, Mo., Sept. 10, 1912.

Mark Silverstone, head of the Silverstone Talking Machine Co., this city, who is becoming noted for the original and attractive qualities of his window displays, is again puzzling the electrical and mechanical experts with a display in the Silverstone Talking Machine Co. windows. This time he had an Edison record and a cartoon with rounded ends that travel end over end in a circle on a circular track on a surface about the size of a sugar barrel head. The track surface stands at about a 20-degree angle, and why these somersaulting cylinders do not roll off is one of the mysteries. The sign says:

"This Edison record and cartoon doing a somersault stunt for your entertainment was gotten up by our Mr. Silverstone to remind you that Edison records have entertaining qualities. Come in and hear one."

The display, says Mr. Silverstone, has brought more direct inquiries into the store than any other he has devised and scores of persons have come into the store and asked that the special record doing the tumbling act in the window be played for them. A quick glance at the inquirer suggests what the record in the window ought to be, and frequent sales have resulted. The display was suggested to Mr. Silverstone by the toy men that always sit upright and those which can be placed on a slightly inclined surface and turn somersaults to the bottom of the incline. Electricity under the surface over which these two grotesque figures enable them to keep up their constant somersault tour. Incidentally, the demonstration suggests that the Edison records are very durable. Mr. Silverstone is not explaining in detail how this mechanism works, and it is certainly a puzzle to the laymen, and he says no electrician has yet solved it. He has had several offers to buy rights to his device, especially from men making the fair and carnival circuits, who want a moving exhibit to attract crowds, but he has not yet struck a bargain. The constant crowd at the Silverstone window is guarantee of the interest aroused.

BUSIEST MEN ARE READERS.

The busiest men are the readers. They've found that they can't succeed without the benefit of the ideas of other men; they know that the successful man is merely the composite of the ideas and methods of other successful men, as is the successful business the composite of other successful businesses.

Successful men, then, find time to read, and consequently succeed.

They see to it that their employes read, also, even if they have to adopt such heroic means as subscribing and paying for their employes' literature.

The man who climbs over your head was stronger than you—don't envy, but imitate him. "Good luck" is just a lazy man's estimate of a fighter's success.

VALUE OF TALKING MACHINE LINE

Is the Subject of Some Interesting Remarks by W. H. Stever, President of the Lyric Piano Co.—Has Obtained Satisfactory Results from His Incursion Into This Business—Heavy Victor Business at Wurlitzer's—Victor-Victrolas Displayed at the New Haven Commissary Managers' Association—Columbia Co.'s Phenomenal Summer Trade—Manager Whelan Well Pleased with Outlook.

(Special to The Talking Machine World.)

Cincinnati, O., Sept. 9, 1912.

The intense heat in the Middle West has somewhat limited the activities of the talking machine trade. Then, too, the coming and going of Labor Day, a holiday in Ohio, together with a campaign over amending Ohio's constitution, has not helped the situation.

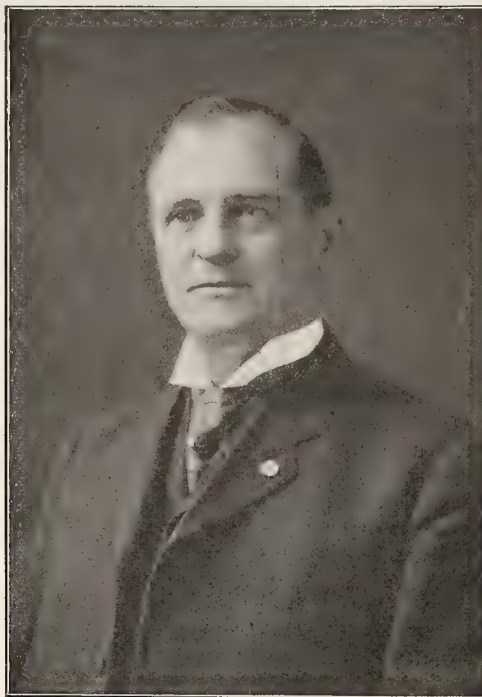
Business at the Rudolph Wurlitzer Co. in August opened up with a rush and the sales for the month far exceeded those of last year in spite of the shortage of all styles of machines over \$50. In the retail way the situation from the dealer's standpoint was extremely unsatisfactory. There was practically no stock of Victors Nos. 10, 11, 14 and 16, but in spite of this drawback a very big volume of business materialized.

Orders for the new style Victors Nos. 10, 11, 14 and 16 have been pouring in to the wholesale department, but business was stagnated to a very great extent because of the fact that the dealers were either disposing of their old stock or else waiting for the new line before resuming operations.

The feature of the month was the convention of the National Commissary Managers Association at the Hotel Sinton, Cincinnati. The Rudolph Wurlitzer Co. had Victor Victrolas on display in a room on the convention floor. The display was in charge of Frank Mahret and T. Sigman, representing the wholesale department. The room was crowded at all times and some big deals were consummated. The company looks forward to a good trade in the new styles as soon as the stock arrives.

President W. H. Stever, of the Lyric Piano Co., in an interview with The Talking Machine World, said:

"Through the columns of The Talking Machine World we are always willing to give the other fellow the benefit of our experience, although we have not been in the business long enough to be in a position to solve some of those questions which might be handled more appropriately by parties who have been in the business for years. The only advantage that we feel that we would have over such a party is that the majority have



W. H. Stever.

an established reputation and they are satisfied to sell a few records and leave "well enough" alone, but in our particular case it was absolutely necessary that we make a special effort to get talking machine business, because we either had to take it from the other fellow or create new business of our own, and by doing so we have had to originate ideas that would appeal to the people before we were in a position to gain the customer's confidence. We have done this and we believe that our ideas of advertising have been unique and original to the majority of the people at large.

"We are still doing this and we find that we have a nice business; in fact, receiving our share of the trade compared to a great many others who are following the same line. I have in mind a few little original stunts which we soon expect to put before the public, and we expect to get results.

"We are pleased with our efforts in every way and the results which we have obtained are very satisfactory, and anyone that is in the piano business and has a space which they can spare and will handle this matter in the proper way, we believe that it will pay them to put in a nice line of talking machines, because I have been positively convinced against my own convictions, as

I was not very much in favor of a talking machine department, but by patience and giving the matter proper attention, I believe that it has been an addition to my company, and I can recommend it."

Another month has passed and Manager Whelan of the Columbia store still smiles over the phenomenal summer trade and the splendid outlook for fall and winter business, and why shouldn't he? Talk about the Presidential year slump in business—nothing doing in the talking machine line. The Presidential bugaboo has not shown itself around the local headquarters of the Columbia Co., hence the "Whelan smile." Women may get the vote and maybe not, but there is no maybe about the increasing popularity of the Columbia product.

Manager Whelan says he is more than pleased with the condition of business, and the sales last month show a marked increase over the same period in 1911 in both wholesale and retail departments, and the marked call for the more expensive types of Grafonolas this year is very gratifying. He says that the widespread summer publicity campaign which was carried on by the Columbia people is directly responsible for the unusual summer boom, and the former plan of relegating the talking machine to the has-beens during the summer months is a thing of the past, the increased sales of records proving this to a certainty. Now as fall approaches the school campaign will be carried on no less zealously.

Many notable installations of Dictaphones have been made this month in both railroad offices and manufacturing concerns, which sales have helped materially to establish the substantial gains registered during the past few months.

Recent visitors to the Columbia headquarters were Cliff Herdman, present assistant manager of the Indianapolis store, and for many years associated with the local store. Mr. Herdman spent a week among his old Cincinnati friends and the week passed quickly and pleasantly. Others were Mr. Green, of Green Bros., of Connersville, Ind.; R. L. Seeds, of Columbus, and Mr. Todd, of Forbes & Todd, Hamilton, O. The last two named were here in relation to several large installations of dictaphones in their respective territories, which they expect to place in the very near future.

Geo. Mueller, for many years connected with the retail sales force of the Columbia store, has gone on the road selling Columbia product. Mr. Mueller's success is already assured, as he is a thorough salesman, thoroughly conversant with his line, and has the happy faculty of making friends.

During the Summer Months We Were Active

Preparing for the Fall and Winter rush. Receiving and storing machines, records and supplies to admit of our making prompt deliveries when the rush is on.

Remember This Fact This Fall

when excuses are offered for non-delivery of your orders by your jobber and get acquainted with *Eastern Service*. It's different from others. Exclusiveness is the reason.

For Eighteen Years Talking Machines Exclusively

EASTERN TALKING MACHINE COMPANY

177 TREMONT STREET, BOSTON, MASS.



Victor-Victrola X, \$75
Mahogany or Oak.

Bigger Opportunities



Victor-Victrola XIV, \$150
Mahogany or Oak.

The opportunities presented to Victor dealers by

the introduction of the four new Victor-Victrolas are absolutely without a parallel.

The placing on the market of these new styles ranks as one of the greatest achievements of the Victor Company.

To make such marked improvements is a wonderful thing in itself; to do this and yet not increase the cost to either the dealer or the public makes these instruments all the more wonderful—and makes them mean all the more to every Victor dealer.

They bring new opportunities at a particularly opportune time—the biggest selling season of the year—and give assurance of bigger sales and greater profits than ever before.



Victor-Victrola XI, \$100
Mahogany or Oak.

Victor Talking Machine Co.,
Camden, N. J., U. S. A.

Berliner Gramophone Co., Montreal, Canadian Distributors.

Always use Victor Machines with Victor Records and Victor Needles—the combination. There is no other way to get the unequalled Victor tone.



Victor-Victrola XVI, \$200
Mahogany or Quartered Oak.

VICTOR LINE WITH STEWART CO.

Latest Addition to the Talking Machine Stores of Indianapolis—Has Arranged Its Hand-some Quarters at 110 North Pennsylvania Street—The Kipp-Link Co., Edison Representative, Is Enlarging Its Quarters—Columbia Eclipse Machine Promises to Be One of the Big Sellers of the Season Throughout Indiana—Aeolian Co. Makes Excellent Report Regarding Summer Trade—Other News.

(Special to The Talking Machine World.)

Indianapolis, Ind., Sept. 9, 1912.

The Stewart Talking Machine Co., handling the Victor machines, is the latest addition to the talking machine force here, and it is rumored that in a few months several other companies will install talking machine departments. The Stewart Co. is not strictly a new company, but it has new quarters at 110 North Pennsylvania street. A. M. Stewart, who recently disposed of the Wulschner-Stewart Music Co., retained the ownership of the Victor talking machine department and moved this department to new quarters. W. E. Ludlow will continue to act as manager and W. S. Barringer will be sales manager. The company is now arranging its stock and expects to have one of the most complete Victor talking machine stocks in the country. A number of booths are being placed in the room and when everything has been "fixed up" the quarters of the Stewart Co. will be inviting.

The Kipp-Link Co., which handles the Edison line, is also getting ready to make a few changes in the way of enlarging its quarters. This company is busy getting ready to handle the new disc phonograph, to be put out by the Edison Co., and a visit to the factory at Orange, N. J., has led the company to indulge in great hopes. M. G. Kreusch, of the phonograph sales department of the Edison Co. for Indiana, has just returned from the factory and is thoroughly enthusiastic over the new product. He said Mr. Edison was working on an average of four nights a week and

that he put in "time" just as the other workmen do. He believes the new product of the Edison Co. will revolutionize the talking machine business. Mr. Kipp could not give a definite date as to when the new machine would be ready for the market, but he said he had been assured that the machine would be ready in time for the holiday trade.

Thomas Devine, manager of the local branch of the Columbia Phonograph Co., believes he has a good thing in the Eclipse machine, which sells for \$20. Mr. Devine is planning a heavy advertising campaign on this machine and expects to make a record in selling it. The early part of August was slow for the Columbia Co. here, but trade picked up in the latter part of the month. The company expects a good fall trade. The October records of the Columbia Co. are expected to make good and the local manager believes they will be big sellers. C. P. Herdman, assistant manager, has returned from his vacation, which he spent at Cincinnati.

Miss Lazarus, in charge of the talking machine department of the Aeolian Co., says she had as much business in August as she had in July, and July with the Aeolian's talking machine department was unusual.

CHANGE IN JACKSONVILLE, FLA.

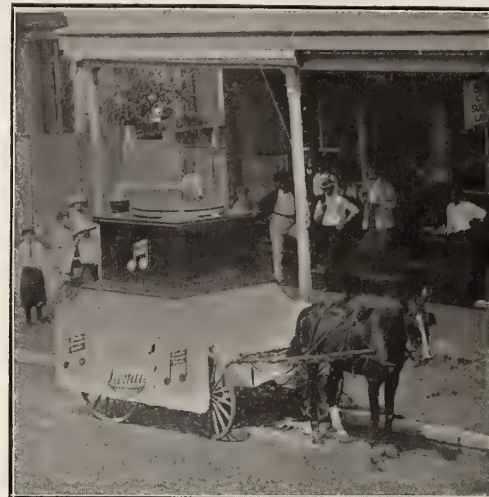
W. H. Ransom has disposed of his interests in the Ransom Talking Machine Co., Jacksonville, Fla., on account of failing health. The purchaser of the business intends to conduct it along the same enterprising lines that enabled Mr. Ransom to win such a large measure of success. Mr. Ransom has left for South Carolina for an extended stay.

The United Piano & Talking Machine Co., Newark, N. J., has been incorporated with capital stock of \$10,000 for the purpose of dealing in pianos, talking machines, etc. The incorporators are: Samuel Popick, R. E. Giordano and J. Herman Buehrer.

CLEVER ADVERTISING DISPLAY

Gotten Up by A. H. Landry, of Donaldsonville, La., in Which the Columbia Is Featured.

Albert H. Landry, of Donaldsonville, La., is responsible for the advertising scheme shown in the accompanying illustration. It is clever and proved a decided business puller. The enormous machine was specially made for the occasion and mounted



Featuring the Columbia in Louisiana.

on the wagon. It was plenty large enough for a smaller Columbia machine and a small boy to occupy the interior and "make music." The Columbia "Musical Notes" were prominently displayed and the outfit was driven through the streets of Donaldsonville during the pageant or festival which was recently held there.

WHO MAKES THE CLAIM?

When the Shipper of Goods Has Duly Complied with the Instructions of His Customer, It Is the Latter Who Must Stand Any Loss or Damage in Transit or Collect for Same from the Transportation Company.

"If a shipper ships goods according to instructions and the goods arrive damaged or short, who should take the claim up against the railroad—the shipper or the consignee?"

This question of general interest to members of the "talker" trade, as well as of other industries, was put to The Dry Goods Economist recently and answered as follows:

The rule is that under ordinary circumstances sold goods become the property of the consignee, i. e., the purchaser, immediately on being placed in the hands of the proper carrier, provided, of course, the consignor or shipper obtains a proper shipping receipt or bill of lading.

The law in the case is that any loss or damage which goods may sustain while in transit falls first upon him who is their owner, while they are in transit, and to him alone the transportation company, if liable, must make good. Briefly, the transportation company is the agent of the party to whom the goods are shipped over its lines and not the agent of the party by whom the goods are shipped. Hence, it is the consignee, or purchaser, who is their owner.

There is, however, an exception to this rule; that is, in a case where the shipper has failed to comply with specific instructions received from the purchaser, or consignee, as to the transportation company by which the goods shall be shipped. In such case, the goods on being placed in the hands of the transportation company do not automatically become the property of the purchaser, or consignee, but remain the property of the shipper. Hence, the shipper is responsible for any shortage or damage while the goods are in transit, or for the entire shipment should it be destroyed in transit or should the transportation company, for any other reason, fail to make delivery.

The law, of course, applies in all cases, whether the shipment is made by railroad, steamboat or express company.



Won't You Have a Lesson in Spanish?

It's so easy to learn by the I. C. S. system—and a knowledge of Spanish is so useful nowadays.

The I. C. S. system of language instruction by means of the phonograph makes easy the mastering of a foreign language, and appeals with compelling power to thousands. The dealer in phonographs who does not carry I. C. S. Language Outfits is neglecting a quick and sure way to increase his business. The new \$35 Language Outfit of the I. C. S. is a marvel. It represents the highest art in the teaching of languages, and embodies a method that has won the warmest praise of thousands qualified to speak authoritatively. The Spanish, French, and German Embassies at Washington, as well as the leading colleges, have cordially indorsed the I. C. S. method of teaching languages.

The I. C. S. Language Outfit consists of an Edison Gem Phonograph made especially for language work; small horn; headband hearing tube; oil can; and 25 Conversational Records teaching pronunciation guaranteed to be absolutely correct, with native intonation and inflection. In addition to these Conversational Records there are pamphlet Instruction Papers teaching the theory of the languages. The new Outfit is at one and the same time the best and cheapest ever offered—the price being only \$35.

If you want to increase your business, write to-day for full particulars.

International Correspondence Schools

Box 918, Scranton, Pa.



Read the \$8,000 Columbia advertisement of the new "Eclipse" in this week's Saturday Evening Post. It is the chance of a lifetime to begin a Fall business right.



**Columbia Phonograph Co., Gen'l
Tribune Building, New York**

DEALERS AND JOBBERS ALIKE LOOK FOR BIG BUSINESS.

Excellent Outlook in Wisconsin—Keen interest in the New Victrola and Edison Disc Styles—McGreal Nominated for Sheriff of Milwaukee County—Celebrates Tenth Anniversary—Victrola Figures in Opening of New Gram House—Victor Expansion at Gimbel Bros.—Managers of Schuster Stores—Increasing Victor Trade at Espenhain Co.'s—Talking Machine for Milwaukee School for the Deaf—Other Gleanings.

(Special to The Talking Machine World.)

Milwaukee, Wis., Sept. 10, 1912.

The fall trade seems to have opened up even at this early date and dealers and jobbers alike are looking for a big business from now on. Dealers about the State have been so confident of future business that they have been ordering stocks at a better rate than in several seasons and jobbers have been meeting with a good demand as a result. Milwaukeeans have returned from their summer outings and are now in the market for machines and records. General business is showing much improvement, money is more plentiful and confidence seems to be widespread.

A bumper grain crop is being threshed in this and surrounding States, while the general crop outlook is bright. The extensive rains which have been received in Wisconsin have caused some anxiety regarding the proper maturing of the corn crop, but experts say that the warm weather is putting the crop in proper shape, so that the yield will be far above the average. It is a foregone conclusion that when crops in this State are good general business conditions will be all that could be asked for.

Much enthusiasm is expressed by Victor dealers regarding the new styles of Victrolas X, XI, XIV and XVI, which are to be placed on the market September 15, and business is expected to show decided improvement as a result of the increased demand for these machines. Advanced shipments of the new styles were received some time ago by the Wisconsin Talking Machine Co., and jobbers for the Victor line and dealers have been evincing a lively interest.

Lawrence McGreal was nominated for sheriff of Milwaukee county on the Democratic ticket at the Wisconsin primary election held on Sept. 3. Despite the fact that there were four or five candidates in the field and the vote was divided, Mr. McGreal received a vote of more than 5,000 and led his nearest competitor by more than 800 votes. Judging from present indications Mr. McGreal's election in November is assured. Oscar H. Morris and Guido Endéris, two well-known Milwaukee newspaper men, were campaign managers for Mr. McGreal.

Harry T. Fitzpatrick, manager of the Wisconsin Talking Machine Co., has returned from a visit to the Victor factory at Camden, N. J., where he placed an order for additional fall stocks.

A. G. Kunde, 516 Grand avenue, Columbia jobber and retailer, says that the September Columbia business is attaining a new high mark for September. Mr. Kunde is enthusiastic regarding fall prospects and is confident that Milwaukee dealers can expect great things during the next three months. A fine Dictaphone business is reported by Mr.

Kunde. Mrs. Kunde and little daughter have been spending some time at the Kunde summer home at Okauchee lake, near Oconomowoc.

Lawrence McGreal, celebrated his tenth business anniversary in Milwaukee on September 2. Mr. McGreal, who has been dubbed "the father of the talking machine business in this city," opened the first talking machine store west of New York at 173 Third street, on September 2, 1902. The well-known jobber has always pinned his faith to the value of publicity, and when he embarked in business in Milwaukee he promptly seized upon the medium of the newspapers to advertise his line. His unique advertising campaigns are still fresh in the minds of Milwaukeeans.

The daily Victrola concerts at the new Espenhain machine department, under the management of John H. Becker, Jr., are proving to be a fine advertising medium, according to Mr. Becker. The Victor department is located on the second floor of the department store, easily accessible to the crowds of shoppers.

The Victrola was scheduled to fill an important role in the interesting musical program which had been arranged to feature the formal opening of the new three-story \$100,000 building of the Edmund Gram Music House at 414-416 Milwaukee street, September 10 to 13. Leading pianists of Milwaukee and about the State were engaged to give recitals, while the Victrola concerts were to be interspersed throughout the entire week. Paul A. Seeger, head of the new talking machine department, is to be in charge of the Victrola features. The new Victor department at the new Gram store is located in handsome quarters in the basement, easy of access and furnished in the most modern manner. Mr. Seeger recently returned from a visit of several days' duration in Chicago, where he was the guest of Roy J. Keith, of the Talking Machine Co.

The Heller Piano Co., 616 Grand avenue, which added the Regina line recently, is now carrying the entire line of Victor machines, records and supplies. Louis Leo, general manager of the Heller interests, says that special quarters for the Victor line will be arranged in the two-story annex which the company is preparing to erect at the rear of its Grand avenue store.

The McGreal building at 174-176 Third street, partly destroyed in the disastrous fire on June 13, will be replaced by an eleven-story hotel building, which will cost in the neighborhood of \$750,000. Lawrence McGreal recently disposed of his lease on the property for \$25,000.

As proof of the good business which has been received by the Victor department at Gimbel Bros.' store, L. C. Parker, manager of the talking machine department, presents figures which show that

during the first seven months of the present year the department met with a gain of 71 per cent. as compared with the same period of 1911. The daily concerts which are held forenoons and afternoons in the Victor auditorium at Gimbel Bros. have proven to be decidedly popular with shoppers at the big store and have done much in the way of increasing the talking machine sales.

H. P. Gibbs, of Chicago, representative of the Rudolph Wurlitzer Co., recently called upon the Milwaukee trade.

J. W. Campbell has assumed the management of the talking machine departments at both department stores of Edward Schuster & Co., and is introducing several innovations at the Third and Garfield and at the Twelfth and Vliet street establishments. Miss Esther Hughes has been placed in direct charge of the Third and Garfield streets store, and, although she has been in the business only one month, she knows the Victor catalog better than some who have been in the business for years. Miss Elsie Meisner is in direct charge of the Victor department at the other Schuster store.

One of the committees of the Milwaukee school board nearly broke up in confusion recently when a request came from the Milwaukee School for the Deaf for a talking machine. The committee members were up in arms at once. "A talking machine, and not a hearing person in the school outside of the teachers? What on earth does a school for the deaf want of a talking machine?" These were only a few of the questions asked by the ruffled committeemen.

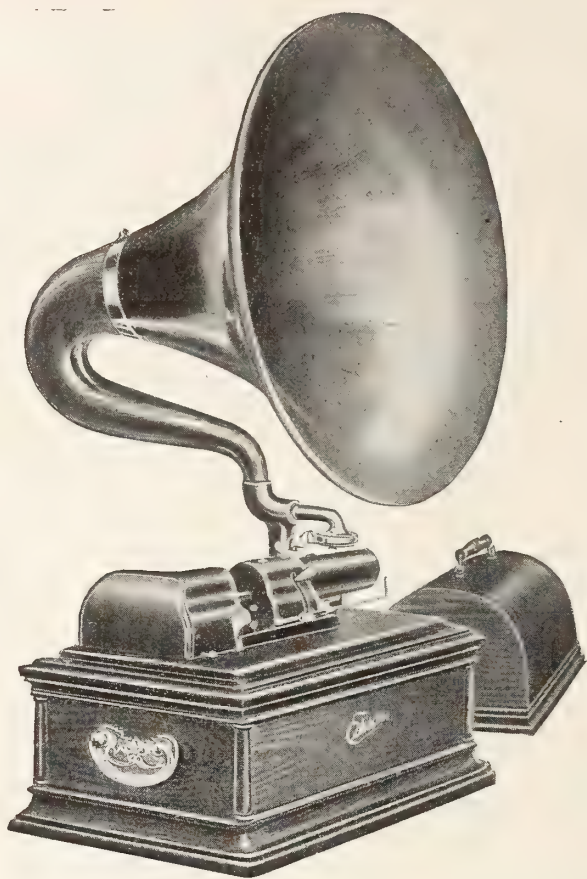
Then Miss Wettstein, principal of the school, calmly replied that of the eighty pupils in the school who are absolutely deaf, thirty-six have received pleasurable sensations from the music of the talking machine, while twelve who never had given any evidence of hearing a sound and were regarded as totally deaf also "heard" the music. The committee was convinced.

J. H. Becker, Jr., manager of the talking machine department at the Espenhain Dry Goods Co., who has returned with his wife from a two weeks' vacation spent in the country, reports that the talking machine business at Espenhain's has increased 25 per cent. over the month of July, the first month after the department had been opened. He says that September is opening with a rush and that there is every indication of a big fall trade. Mr. Becker has been meeting with a big sale in the Victor IV at \$15, as a result of a neat circular which he issued some time ago. Something of an innovation in department store window displays has been started by Mr. Becker, who is featuring regular Victor exhibits which are attracting much attention.

In overruling a protest by Kornfeld, Saunders & Co. and others for duty of 35 per cent. ad valorem on phonograph and gramophone discs as manufactures of hard rubber under paragraph 464, act of 1900, the Board of General Appraisers holds the merchandise properly assessed at 45 per cent. as parts of phonographs and gramophones under paragraph 468.

The Edison

The Opera



This type has a powerful double spring motor, geared to body. It plays Amberol Records only, and is equipped with the new style Model L reproducer which is stationary, the mandrel feeding the record past. Furnished in mahogany or oak with self supporting wood cygnet, horn to match.

All Edisons have

The right home tone.

The sapphire reproducing point.

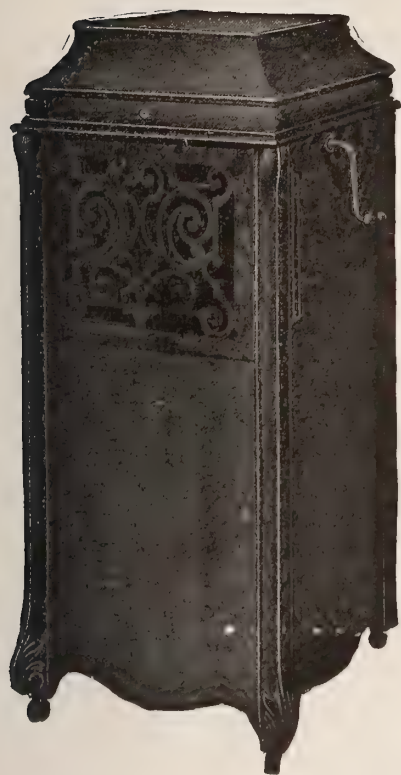
The long playing, smooth running motor.

Thomas A Edison
INCORPORATED

59 Lakeside Avenue, Orange, N. J.

Phonograph

Amberola



The finest sound reproducing instrument made. Furnished with cabinet of oak, mahogany or Circassian walnut, capacity 100 records. New style motor with double springs and improved suspension, direct drive, will play five Amberol records with one winding. Stationary reproducer, model L, plays Amberol records only. Automatic stop of new design.

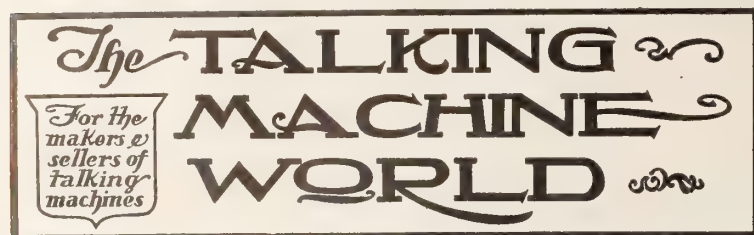
All Edisons render

Amberol Records.
Every kind of music.
The best talent.

Home recording with Triumph, Home, Standard Combination, Fireside, Gem and Alva types.


Thomas A Edison
INCORPORATED

59 Lakeside Avenue, Orange, N. J.



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J. B. SPILLANE, Managing Editor.

Trade Representatives: GLAD, HENDERSON, C. CHACE, L. E. BOWERS, B. BRITTAIN WILSON, A. J. NICKLIN, AUGUST J. TIMPE, H. E. JAMASON.

Boston: JOHN H. WILSON, 324 Washington Street.

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ADVERTISEMENTS: \$2.50 per inch, single column, per insertion. On quarterly or yearly contracts a special discount is allowed. Advertising Pages, \$75.00.

REMITTANCES should be made payable to Edward Lyman Bill by check or Post Office Order.

NOTICE TO ADVERTISERS.—Advertising copy should reach this office by the first of each month. By following this rule clients will greatly facilitate work at the publication headquarters.

Long Distance Telephones—Numbers 5892-5893 Madison Sq.
Cable Address: "Elbill," New York.

NEW YORK, SEPTEMBER 15, 1912.

WE are now standing on the threshold of a promising fall business—promising so far as anything to the contrary can be observed, and if the dealers of the country will keep their minds clear, and their nerves under control, they will have very little occasion to worry about a phenomenal trade this fall and winter.

The fact that the "Presidential year" is regarded as an "off one" by some, is one of those unaccountable superstitions periodically disproven, yet it bobs up serenely indifferent to the oft-repeated verdict against it.

There is one thing clear, the talking machine business is destined to score one of its busiest and most prosperous seasons despite the fight for Presidential honors, simply because we have not had in many years more satisfactory crop conditions.

It is estimated that the season's crops will exceed ten billions in value for the first time. This is fully five hundred million dollars more than last year's yield. In addition to this remarkable wealth from the ground, the principal cities throughout the country report an increasing demand for labor in the factories showing that the industrial army is also getting its share of the increasing prosperity which is now becoming so manifest.

This condition of things should bring cheer to the talking machine dealer, and everyone else throughout the country. It means that there will be a large surplus left, both in the agricultural and manufacturing communities, for the purchase of talking machines.

With the leading companies introducing new styles next month at prices that appeal to every pocketbook, it is clear that it only needs wideawake, progressive methods on the part of the dealer to secure a record business this fall and winter.

EVERY talking machine dealer alive to opportunities should so adjust his business as to get the most out of it this fall. In other words, nothing should be left undone to this end.

First and foremost sales cannot be made without stock, and it is most essential that orders should be placed early with the manufacturers based upon the probable sales output, so as to give manufacturers an idea of their needs.

Then there is another matter, a rather serious one, too, and that is the scarcity of freight cars. The railroad people state that it will be difficult to move goods with the accustomed despatch the coming fall and winter, because of the famine in freight cars. This

will mean delay in receiving stock, and those located at faraway points will suffer accordingly.

The talking machine jobber or dealer who has a good stock of instruments on hand is certainly well equipped, but he must also see that orders are placed in sufficient volume for the future, based upon his good judgment as to the needs of his special community. Those who delay placing orders until a late period will find it difficult to get their stock in time to profit by the accentuated demand which is bound to come. But there are some people who never seem to learn a lesson even when it is forced on them with sledgehammer strength.

Next to carrying full stocks of machines and records, so as to serve the public with promptness and despatch, comes the matter of interesting purchasers in the goods handled. This means that the dealer should co-operate in the most enthusiastic way with the manufacturer in advertising his goods, locally—advertising them in an individual way so that the announcements may attract, interest and bring results.

Apart from this publicity, dealers can always win a special place in the news columns of their local daily or weekly papers, if they give recitals or other entertainments to acquaint the public with the merits of the talking machine.

We have long held that the recital stands foremost as a dignified and profitable form of publicity. It widens the knowledge of the possibilities of the talking machine among people who may be skeptical, while at the same time it advertises the store in which the concert is given.

WE are now entering the season when the fall campaign is to be seriously considered and developed, and every dealer who desires to "do things"—to achieve results—should plan a definite policy to be pursued so that he may expand his business.

Too many people are content to drag along in the same old rut without giving a thought to the inauguration of new ideas that would stimulate interest in their business and enlarge its possibilities.

The man "in the rut" cannot continue long there. He is bound to be crowded out by the quicker witted, progressive chap who moves along indifferent to ruts, or washouts, and who always lands the business prize.

We hear of dealers who get together and talk about the bad features of the business—how their records pile up and the difficulties met with in cleaning up dead stock—the mistakes made by the manufacturers and jobbers, and other passing topics.

There is no denying that it is a good thing to get together and discuss these things.

But, admit that the manufacturers and jobbers are not always right—they are only human. Grant there are bad features in the trade—there are in all lines of business! But why dwell upon the subject continually?

THE grouch is a bad partner in business. Make it a silent partner during business hours, and exercise it at odd times if you must. It will be noted that the dealer who is doing all he can to get more business and keep what he already has—who is studying the talking machine business as a business and acting accordingly—is always too busy to spare time to kick.

Optimism is a more valuable asset than pessimism in business, no matter what may be the conditions. And there are few industries where the dealers are better equipped to capture a large and satisfactory volume of trade than in the talking machine field.

This is due to the stupendous advertising policy of the manufacturers who virtually bring the business to the doors of the dealers; to the unending suggestions of value and importance which are sent by the manufacturers and dealers almost daily or weekly; to the price protection insured them, so that unlike other industries there is no drastic cutting of prices, thus freeing the trade of one of the most harmful forms of competition.

All that is needed is enterprise and ideas to interest the public locally in the store—to bring the merits of the goods to their attention in a novel, but profitable way.

This means planning and concentration, and now is just the time to start the ball rolling.

HIS trade newspaper institution has been in receipt of a number of complimentary communications from South American houses praising our new publication recently put forth entitled *La Maquina Parlante Mundo*.

This paper has aroused widespread interest throughout Latin America and it affords American manufacturers the best opportunity to reach the export trade, which is rapidly growing in magnitude and desirability.

We have recently added to our Spanish staff Mr. Luis G. Rocha, a gentleman who has had a long and varied experience in the Spanish export trade.

He has been in close connection with talking machine interests and he will become business manager of our Spanish paper.

Advertising copy intended for the next issue of this paper should reach this office at an early date, as this work always necessitates considerable time in translation, in careful handling, setting up and proofreading, and we are particularly desirous of having as few errors in this work as possible, and we would urge all advertisers to supply us with copy at the earliest possible moment.

RECENTLY some eminent writer in discussing the varied forms of advertising, and the value to be derived therefrom, stated that window display as a selling power has been largely overlooked, and that this branch of advertising was still in its infancy as far as the National advertiser is concerned.

There is a lot of truth in this. It is only within the past few years that the talking machine trade has really become alive to the

value of show windows, and there are a large army of people who are still indifferent to this manner of conveying information to the public regarding their products.

Those who have taken advantage of the possibilities that lie in the show window have gone into the matter in a most careful way, and with a thoroughness that characterizes the successful advertiser of to-day. Others have gone into this form of advertising in a haphazard, desultory way, but by far the greater number have utterly ignored this fruitful field.

This will not always be so.

Thomas A. Bird, in discussing this subject recently, made some very pertinent remarks which fit in here. He said: "In a few years every manufacturer whose goods are handled by the department store will have learned the tremendous selling power of the combined show windows of the stores that sell his goods. He will make it profitable for the merchant to put his goods in the windows. The show window is a force that must be reckoned with by the national advertiser of the future. It has a 'circulation' comparing favorably with that of any publication, and, in addition, it has a directness of appeal to each individual that no printed matter can ever have.

"It will pay the young man who is entering the general advertising field to study the show window and its possibilities as a factor in the big general scheme of distribution. He will be required to understand at least the fundamental principles of display, and the more he knows about it, the more useful he is likely to prove to his firm."

NEW VICTOR SOUND BOX.

Letter Sent to Dealers by Victor Co. Giving Choice of Sound Boxes as Regular Equipment—Shipments Made Middle of the Month.

The Victor Talking Machine Co., under date of September 3, sent out a letter to the Victor dealers, calling attention to the Victor "Improved Concert" sound box, sold at \$5, subject to regular Victor discount. In this connection it states:

"This is a sound box whose merits we are quite sure you will quickly perceive, and as you have your choice of either this new 'Improved Concert' sound box or the exhibition sound box as regular equipment on all Victors and Victrolas, we must request that on all orders placed by you with your distributor, that you distinctly specify with which sound box you wish them equipped. Each distributor now has a Victor 'Improved Concert' sound box in his possession, and you can make your test and comparison at your distributor's salesrooms. We expect to supply distributors with a stock of this new sound box by September 16."

VICTOR PUBLICITY IMPRESSES.

Advertising Manager Brown Tells How It Influences and Interests the Trade and Public in the Victor Line Generally.

Referring to the four-page Victor insert in colors which appeared in *The Talking Machine World* for July, and which contained as a centerpiece a double-spread illustration of the great Victor plant at Camden, N. J., H. C. Brown, advertising manager of the company, in a chat with the representative of *Printer's Ink*, said:

"This advertisement we believe cannot help but impress the merchants who should handle our line with its high quality, and also, with its fast money-making possibilities. It tells them about the wonderful things the Victor-Victrola has accomplished in the musical industry, which they know to be true, and it also gives them a hint of what we do for their benefit in the way of advertising; and further impresses on them the value of the Victor trade-mark.

"The illustrations are very effective, and at the same time full of business, showing as they do the complete line of Victor-Victrolas, the immense Victor factories that supply these instruments, and the Victor trade-mark which guarantees the quality of all Victor products.

HOW ADVERTISING HAS ADVANCED,

Both as a Profession and in the Opinion of the Public During the Past Thirty Years, Discussed by L. C. McChesney.

In the course of an interesting article which appeared recently in *Printer's Ink*, L. C. McChesney, advertising manager of Thos. A. Edison, Inc., and president of the Association of National Advertising Managers, spoke as follows regarding the evolution of advertising methods and changes:

"Twenty-four years have taken advertising out of the doubtful business classification and made it a profession of dignity, with a code of ethics as clearly defined as that of the physician or the lawyer. Twenty-four years ago men engaged in advertising were regarded by the public as a species of confidence men, and most advertising men agreed with the public. Today no one questions the standing of advertising as a business or profession, whichever way it may be classified. The

public has given it a recognition that is unquestioned and men are proud, not ashamed, of their connection with it. Twenty-four years ago sales forces had only sneers for advertising as a factor in business-getting. To-day they admit it to be a factor as great as their own, if not greater.

"Advertising, in twenty-four years, has made tremendous progress toward honest standards. Then advertising men unblushingly declared that they were not keepers of their brothers. To-day the best of them admit their responsibility to those who read their copy or their publications, and they are working hard to induce all other advertising men to get the same viewpoint. The spirit of organization and getting together along progressive lines is strong evidence of this changed condition. Twenty-four years ago advertising men were quite as afraid of each other as they were that the public would ostracize them because of the character of their business. To-day thousands of men are eagerly working together for the advancement and uplift of advertising as a whole."

The DITSON Pledge

Is to see that our clientele has a better service than ever—setting a new standard in Victor jobbing deliveries. The demands of alert Victor dealers—the kind that grow—are many and varied, and we furnish the "first-aid" in every instance.

We believe this year's Victor business will be of tremendous proportions, and it will pay you to have

The Fastest Victor Service

which is a requisite in this hustling age. We possess the largest stocks, the best organization and most up-to-date equipment in the Eastern half of the country.

This covers Victor machines, records and supplies of every kind, not to mention cabinets, needles and trade-marked accessories.

Will you let us tell you more about Ditson co-operation? A postal gets this information!

OLIVER DITSON CO., Boston, Mass.



Every money-making reason for carrying the Columbia line this Fall gets a 50% increase of strength by the adding of the new "Eclipse" Columbia.



**Columbia Phonograph Co., Gen'l
Tribune Building, New York**

EDISON TALKS OF HIS NEW DISC PHONOGRAPH.

The Great Inventor Tells How He Perfected the New Disc Phonograph with Its New Records and New Form of Reproducer—A Characteristic Interview with the Wonderful but Always Genial Inventor That Will Prove Interesting to Talking Machine World Readers—Working Now on Talking Pictures.

An interesting story of what Thomas A. Edison has accomplished in the work of perfecting the new disc phonograph and records, and how, was told by Karl K. Kitchen in last Sunday's World. The story, which was in the form of an interview with Edison, was, in part, as follows:

"Go to West Orange and see what Edison is doing now," was my commission.

I took the first train for Orange. At the Edison plant it was Charles Edison, one of the inventor's sons, who led the way up two flights of dark stairs to the third floor of the laboratory, where he turned into a small partition roughly boarded off from the big room.

Thomas A. Edison had dropped his work and was standing up when I entered the partition. He was dressed in blue serge, with square-toed shoes much the worse for wear.

"Glad to meet you," he said, greeting me with the most democratic of handshakes. "Don't you know I never have anything to say to newspaper men?"

There was a merry twinkle in his eye, for his kindness and courtesy to newspaper men is proverbial. I knew that once he wrote a story for a cub reporter who had been sent to see him.

"I want you to tell me what you are working on now," I said.

I had to repeat my question, for Mr. Edison is quite deaf. He put his hand to his ear the second time I spoke.

"This," he answered with a smile, pointing to a phonograph three or four feet from his chair, "What do you like, grand opera or ragtime?"

On being assured that I was very catholic in my tastes, he jotted down a dozen numbers on a slip, which he handed to a small boy.

"I'm going to make you sick," he laughed. "I want to see what you think of my new phonograph."

The boy returned with an armful of disc records, one of which Mr. Edison selected. A moment later we were listening to a brilliant march. Never had I heard such a remarkable record. There was not the slightest scratching at the beginning, nor were any of the sounds that mar phonograph records audible. There was no metallic luster to the music. It was just as clear and full as if the orchestra had been in the adjoining room.

Once or twice I turned my eyes from the phonograph to the chair where Mr. Edison was sitting. He was bent forward with his chin on his right hand, his elbow resting on his right knee. A smile was playing on his mobile features.

"What do you think of it?" he asked when the music stopped.

"It's wonderful," I admitted. "I've always been prejudiced against talking machines, but this has converted me."

He heaved a sigh and mopped his brow as if the great task had just been finished. "It's taken years, but I've got it," he added.

So now, gentle reader, you know what Edison has been doing and what he has accomplished.

He has perfected a phonograph which has eliminated all scratching noises as well as the metallic luster to the tones, which has marred all types of talking machines in the past. The music is reproduced in rich, full tones just as it is first rendered.

"What's the secret of it?" I asked.

The famous inventor led me to the machine. "A diamond instead of a needle," he said, lifting up the metal arm which extends over the disc. "The diamond moves up and down on the disc instead of sideways—there's no noise, no scratching; there can't be; also no replacing of needles."

He picked up one of the new records. This is made of condensite, a new material which has carbolic acid for its base. It's indestructible, you can't scratch it and it will never wear out. That's more than you can say for the present records, isn't it?" he added with a laugh.

"These new records contain twice as much music as the old ones," he went on. "Let me play you another one."

We resumed our chairs and listened to the accompaniment of "My Evening Star," from "Tannhauser."

When it was finished Edison tugged at his eyebrows for several moments in silence. Then, suddenly, as if awakening from his reverie, he stood up and began to talk.

"That's one of the four or five good things that Wagner wrote," he said, looking directly at me through his glasses. "Wagner was a good musician who went wrong. He should have stopped when he finished 'Tannhauser.' That was the zenith of his achievement. He should have been an Italian like Verdi. He was a crazy fellow—some of his music is awful," and Edison swept his hands before his face to ward off the "awful" music. "But he wrote four or five good things, and the 'Evening Star' song is one of them."

When the music stopped Mr. Edison continued: "There are better voices in America than there are in all of Europe put together. I know, for I have heard all the famous singers in Europe, and I have tested the voices of American singers. The time will come when Americans will wake up to this fact."

There were two or three men in shirt sleeves in the doorway waiting for an opportunity to speak to the great inventor. They had parts of

machinery in their hands and they seemed impatient, but Mr. Edison paid no attention to them. He put another record on the machine and sat down to enjoy it.

It was "Moonlight in Jungle Land," a ragtime ditty sung by a colored quartet.

A violin solo followed. "We don't need to go abroad for our violinists, either," he went on.

This was followed by half a dozen grand opera records. During most of them Edison sat with his right hand to his ear to catch the slightest defect. One record produced a slight scratching noise. He ordered it thrown out.

Son Charles explained that his father was personally testing eleven thousand records. No wonder the great man is busy and has to content himself with three or four hours' sleep a night.

In fact, he had not been home for four nights before my visit. His meals had been brought over from his home and he had slept on a cot in the library on the first floor of the laboratory building.

"This isn't all father has been doing," said Son Charles. "He's been working on the talking pictures. They are practically perfected."

When the phonograph was silent for a moment I turned to Edison, Sr., for verification of his son's statement.

"Talking pictures?" he repeated. "They're not quite ready. We're testing them in the tent out in the yard. I think they'll be ready this winter. I hope so."

"Anything else?" I asked, my attention having been called to the fact that some of the phonograph cases were made of concrete.

"No, nothing of any importance," answered Mr. Edison. "I've devoted practically all my time to these new disc phonographs. Concrete is an old story. Let me play you another record."

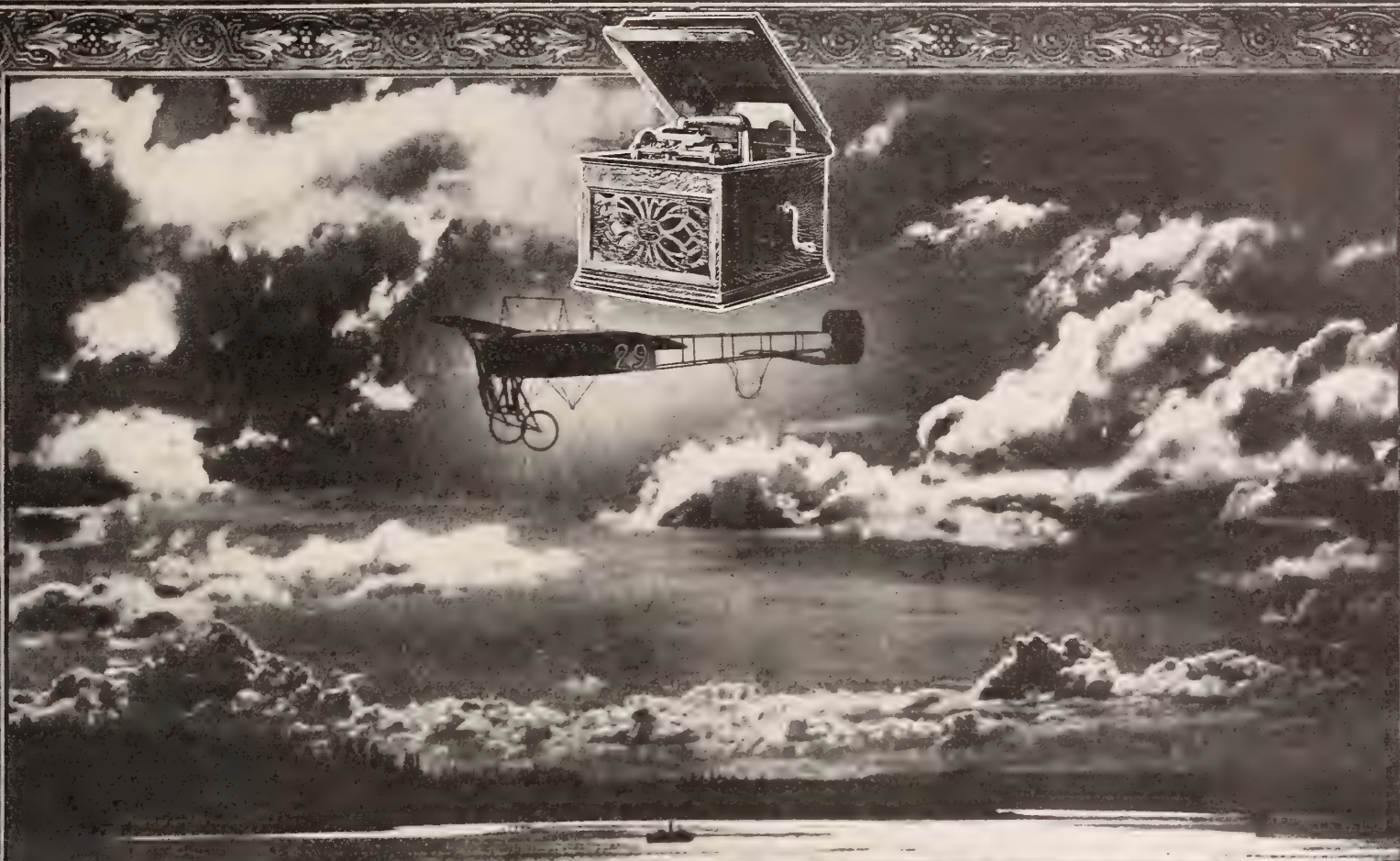
Before I took my leave a score of records had been played. The Wizard had become so engrossed in listening to them that he had forgotten my presence, and when I said "Goodby" he shook my hand perfunctorily.

But I had got what I was sent for.

FEATURING THE CONDON-AUTOSTOP.

The Condon-Autostop Co. has been conducting a great campaign of publicity at Atlantic City all summer, a prominent display being made at the Exhibition Arcade on the Board Walk, where millions of people have seen the Autostop in operation. This has been conducted solely as a means of stimulating trade for the dealers and will doubtless result in many sales this fall. A big shipment of Condon Autostops was made last week to Grinnell Bros. of Detroit, Mich., who have been displaying this specialty at various public affairs and making many sales. Following the usual summer quiet business with the Condon Autostop Co. is now looking up, and William A. Condon, of the company, in a chat with The World this week, stated that he expects an unusually active fall business.

Doubt does to success what the daggers did to Caesar.



Above All Mr. Dealer

— GET THE PROFIT —

Don't be backward—get your share—step right in with the U-S Royal—sell it for \$50.00—it's worth more—big profit

THE UTMOST FOR FIFTY

Plays either Two-Minute or Four-Minute Records with separate points and diaphragms. A simple turn of a thumb-screw engages the proper reproducer. Permanent, non-wearing Sapphire Reproducing Points last forever. No needles to change or adjust. Powerful, even-running Motor permits playing three Four-Minute or six Two-Minute Records with one winding and can be wound while running. The Flexible Tone Arm of nickel gives proper amplifying radius and improves quality of reproduction. Every actual improvement known to the industry may be found perfected on U-S PHONOGRAPHS.

STRONGEST SELLING POINTS

The most superbly-equipped Phonograph made. Reproduces all the music and nothing but the music. The whispered harmonies so usually smothered in ordinary sound-reproducing instruments are most faithfully reproduced at their exact value. A marvel to musicians and a delight to all.

Choice of Oak or Mahogany finish in finest hand work. Dimensions, 20½ inches by 18 inches. Height 16½ inches. Shipping weight, 110 lbs.

The greatest value for the money ever offered. A chance of a lifetime for the live dealer.

U-S Everlasting Records are built for Eternal Service—Non-Breakable

U-S Phonograph Company

ASSOCIATED WITH

THE BISHOP-BABCOCK-BECKER COMPANY

1013 OREGON AVENUE, CLEVELAND, OHIO

219-225 W. Washington, Chicago 5-7 Union Square, New York Portland and Chardon Sts., Boston
338-40 Minnesota St., St. Paul 58-60 W. Mitchell St., Atlanta 368-70 Broadway, Albany
210-12 S. Broadway, St. Louis 1106 Commerce St., Dallas

U-S EVERLASTING
NON-BREAKABLE
RECORDS

Fit any Phonograph

U-S EVERLASTING
NON-BREAKABLE
RECORDS

Fit any Phonograph

The standard instrument of the industry—the Columbia Grafonola "Favorite." The instrument having the largest and widest sale of any talking machine model. And its exclusive design and appealing price renders it immune from comparison.



**Columbia Phonograph Co., Gen'l
Tribune Building, New York.**

COLUMBIA PUBLICITY.

Another Up-to-the-Minute Book Is "Music Money," Just Issued by the Columbia Co. and Which Is Being Closely Studied.

"Music Money, a Book for Merchants," is the title of one of the latest and best of the many books for the trade issued by the Columbia Phonograph Co., General, New York. It contains only ten pages, but those ten pages are packed full of meat and good advice to the talking machine dealer—particularly to the prospective dealer. Herewith we quote the opening paragraph:

"Columbia product is music. Do you know a man who does not like music? If so, dodge him. There's something wrong in his make-up. The four great necessities of civilized humanity are food, drink, clothing and lodging. But music ranks right with them. The passion for it is earthwide. The desire for music is wider than the necessity for clothes and lodging. In some countries clothes and a house are unnecessary. But all races in all countries have their own music. The desire for music is not bound by any line of race or

creed or country. It is absolutely universal everywhere.

"And the demand for Columbia instruments is just as wide as the passion for music.

"Columbia product is music. Every Columbia graphophone and Grafonola is the one incomparable instrument of music capable of giving music for all races in all languages; vocal music and instrumental—music without limit. That does not leave any doubt that Columbia product has a demand to meet.

"Now please observe how Columbia product does meet it."

Then the book goes on to explain, in brief, crisp and right-to-the-point paragraphs how the Columbia product does meet the demand. It takes up and discusses every phase of the business. For instance: How the increase proves the demand; the certainty of the future; the range of price; the record supplements as a monthly magnet; easy selling; big cash business always in sight; easy and profitable instalment business, and advertising pre-eminence and protection of dealers are a few of the interesting headings over more interesting paragraphs to be found in "Music Money."

The book is a typical sample of the excellent advertising which is always a feature with the Columbia advertising department. Present or prospective dealers would be wise to send for one.

EDISON FORGETS TO SLEEP.

He Works 122 Hours Out of 144 to Perfect Disc Phonograph.

Despite his advancing years Thomas A. Edison was so busy last week that he found time for less than 22 hours' sleep in the course of the six work days, according to the New York Times. By his own accounting he devoted 122 hours of the 144 to hard work. This spurt of energy was inspired by the need of finishing touches on his disc phonograph. To-day he was ready to say that the invention was about perfected, and he hopes and believes that he will be able to put it on the market by October 1 or thereabouts.

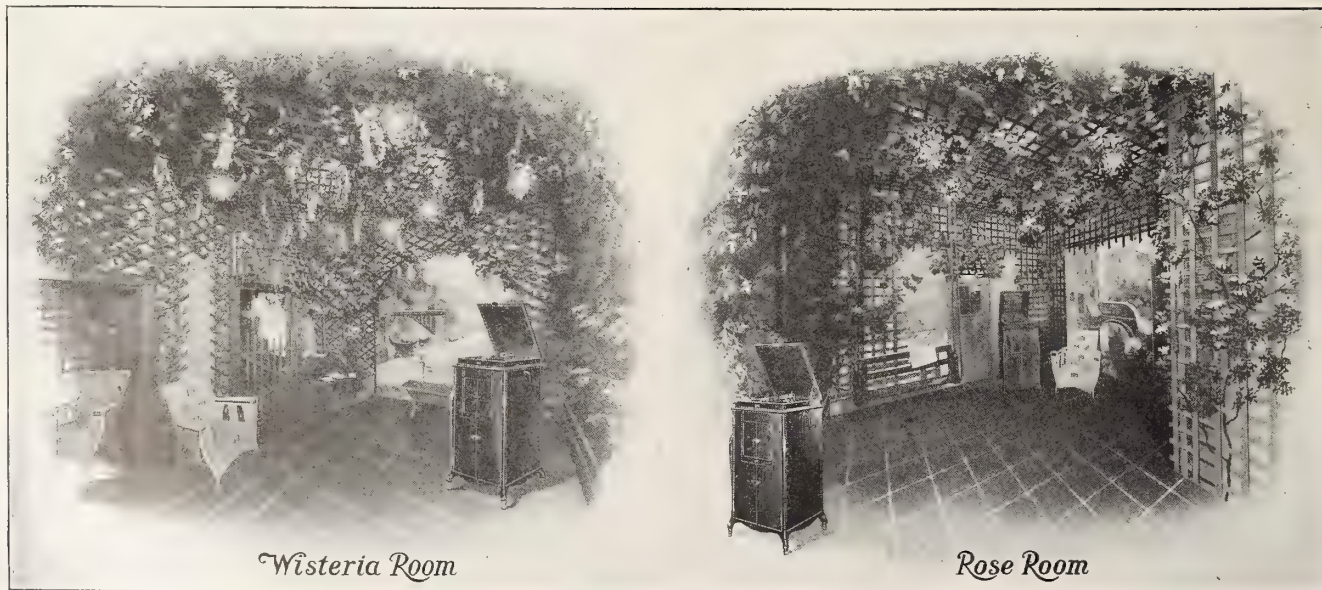
The man who fails to keep his efficiency a notch above the average is breaking away from his moorings.

Value of Artistic Environment in Talking Machine Show-Rooms.

Despite the rush with which the average business is conducted, the general absence of parley, the evident desire to have the deal closed and done with, there is still enough sentiment left to influence the buying public to appreciate pleasant surroundings while conducting their business, especially in certain lines. Drugs bought over a plain

lines of business, not excepting that of talking machine retailing. In this business one of the most essential features is the necessity, or at least desirability of making the customer feel at perfect ease and in the mood to spend some time in looking over and hearing the new records, as well as inspecting the new lines of machines. A choice of

One of the most elaborate and at the same time original arrangements of talking machine sales rooms are the two new rooms recently added by the Talking Machine Shop, Pittsburgh, Pa. The walls and ceiling of the rooms are covered with trellis work, which in one room supports an abundance of wisteria, while in the other room



Wisteria Room

Rose Room

deal counter would probably prove as good as those handed out over a massive plate glass showcase, but the modern druggist has learned that elaborate fixtures help business. In selling haberdashery the dealers have found that attractive displays and handsome and attractive fixtures increase trade through their drawing powers. So it is in many

records, one that will really please the customer and prove profitable to the dealer cannot be made hurriedly and without due consideration, and the surroundings in which the talking machines and records are offered must be such as will encourage the customer to remain for some time and feel that he is welcome.

the rose is the prevailing flower. Handsome mural paintings are to be seen through the open spaces on the lattice. The whole effect is one of rest and repose that does not in the least suggest business, yet the success of such an arrangement is proven in the increase of the Talking Machine Shop since its establishment in October, 1911.

WILL OVERSHADOW ALL PREVIOUS SEASONS.

St. Louis Talking Machine Men Confident Regarding the Coming Trade—Heavy Orders Placed for Machines and Records—New Models Expected to Create Trade—Talking Machine Department for the Jesse French Piano Co.—Do Moving Picture Houses Hurt Talking Machine Sales?—Personal Items of Interest—May-Stern Co. Enlarging Department—Vacations Now Over and Everyone Is Planning for a Busy Fall.

(Special to The Talking Machine World.)

St. Louis, Mo., Sept. 10, 1912.

Local talking machine men are predicting that this fall and winter will far overshadow any previous season in the talking machine business, and the jobbers have placed orders for new machines in keeping with that outlook. With the arrival of the new Victor models in the jobbers' warehouses, that line took on quite a spurt. Heavy advance orders were on the books for these machines from men who had never seen them but were accepting the promise of the Victor Co. for radical improvements.

The Columbia Co. is expecting great things from the new Regal Grafonola, which at \$40, including record albums, is a trade winner.

The Edison dealers are looking forward to the stir their disc machines will cause, and at the Silverstone Talking Machine Co. it was said that a heavy shipment of these machines would be absorbed by advance orders when the goods arrived. "The trade is taking to the new machines in fine style, considering the price asked," said Mark Silverstone.

"Advance orders for the new style Victors have been phenomenal," said Harry Levy, of the Aeolian Co., "and the trade now fears no competition for years to come with these handsome instruments. These machines are going to be the biggest boosters the trade has had, and while the enthusiasm of dealers over these machines is great, it will grow rapidly when they actually see them. The advance orders now on our books will equal the business ever done before in this department. With the spreading of the St. Louis territory and the increased volume of the talking machine trade, we cannot help have a record trade. Locally we have enjoyed a good business and know that our customers have. Our retail business is making an excellent showing."

"We anticipated a fine demand for the Victor new models," said E. C. Rauth, of the Koerber-Brenner Music Co., "and we are in fine position to handle shipments of them promptly. I look for an excellent business in all lines of the talking machine trade. We have been doing excellently with the records."

"Our August trade was the best we ever put on the books for that month," said C. L. Byars, of the Columbia Co., "and we are anticipating an excellent fall. The record trade has been very good, and what pleases us best of all is that the class of trade is improving steadily."

"Jobbing business has been very fine," said Mark Silverstone, of the Silverstone Talking Machine Co. "We could have done more in a retail way,

but the record trade was very good and the business is looking up nicely. The class of trade is excellent and leads to a belief that the new disc machines will meet with a ready reception."

The retail trade is much interested in the announcement of the Jesse French Piano Co. (Field-Lippman) that a Victor talking machine department will be added to that store on October 1. Changes are being made in the basement of the Olive street warerooms for the new department which will equal any in the city, according to the firm. It is said that some trouble has been experienced in selecting a staff of experts. Anyway, the Field-Lippman Co. ran a large display advertisement in the local Sunday papers asking talking machine expert salesmen, mechanics and record keepers to call and talk it over. Incidentally, the advertisement served to notify the public that Field-Lippman wanted the best help obtainable for their new department.

Mark Silverstone has an idea that the moving pictures are hitting the talking machine trade pretty hard, especially the record trade. "I have been watching my neighbors," he said, "and I know that a good many of them who used to enjoy concerts on their lawn on hot evenings now go to picture shows, especially since the airdome fad became general. There they are comfortable and they both see good pictures and hear songs between times. Some of these persons used to buy one or two records weekly. Now they spend about the price of those two records for picture shows."

L. A. Cummins, who has been in Colorado with Mrs. Cummins for the latter's health most of the summer, has returned to the Koerber-Brenner Music Co. and taken up his work in the Illinois territory.

Charles L. Byars, retail sales manager for the Columbia Co., took the second half of his vacation the last week in August and spent the time in Cincinnati as the guest of his sister, who will soon become a full fledged M.D. Mr. Byars had the pleasure of being in the Ohio city during the period that it held the heat record for the summer for the Middle West region.

Harry Koerber, president of the Koerber-Brenner Music Co., returned the first of September from Bass Rock, Mass., where he spent August wishing that he had taken his overcoat.

L. E. Elshan, Kansas traveler for the Victor, spent one day in St. Louis on his return from a visit to the factory, the guest of Harry Levy, of the Aeolian Co.

C. H. Hawk, of Greenville, Ill., an Edison dealer, was a recent visitor in the city.

Stark Bros., of Louisiana, Mo., one of the biggest fruit tree selling concerns in the world, recently ordered four dictating machines from the Silverstone Talking Machine Co., of this city.

Robert Duffy, assistant to C. L. Byars, retail manager of the Columbia Co., started on a two weeks' vacation September 1.

Dollie Connolly, of vaudeville fame, was headliner in a local theater the first week in September, and the Columbia Co. celebrated this event and picked up some business by making a window display of her popular hits on its records.

D. S. Ramsdall, manager of the Columbia Co., spent his vacation during August in the Arcadia Valley, one of the beauty spots of the Ozarks.

H. A. Hummer, of New Madrid, Mo., dealer, stopped off here on his way to Colorado on a vacation trip.

The extending of the St. Louis trade territory is perhaps the cause of the announcement of the Aeolian Co. and the Silverstone Talking Machine Co. of increasing their traveling force this fall. The Aeolian Co. will add two men and the Silverstone Co. one man.

Miss Ruby Graf, an efficient employe of the Val Reis Piano Co., has been advanced by being placed in charge of the talking machine department of that company. She will have charge of both records and machines, and beginning with her administration the department will be greatly enlarged.

The May-Stern Furniture Co. is enlarging the talking machine department connected with that store.

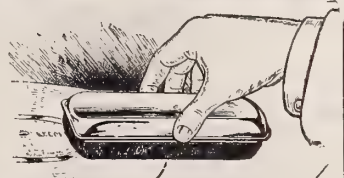
It is announced that the Story & Clark Piano Co. will add talking machines to its lines when it opens on Olive street. No announcement has been ventured as to what line will be handled.

ENSURING FIRE PROTECTION.

Employees Should Be Made Acquainted with the Details of Arrangements Made for Preventing Fires and Their Spread.

It is not enough to install fire protection facilities in your store or factory. You should be sure that each of your employes knows about them and how they work, not in a hazy, general way, but definitely. If their attention has not been called to the sprinkler system, the fire buckets, extinguishers, wired glass, doors with fuse attachments, etc., very likely a large percentage have scarcely given them a moment's thought. Tell them about these things through enclosures in their pay envelopes and require them to return the enclosures signed, to the effect that they have read and understand. In this way you will get your employes enthusiastic in fire prevention subjects and cause them to discuss them during their lunch hour or other leisure time.

Treat your customer as if a guest. Don't go beyond the point of tactfulness, and use your own personality. There is no set rule to sell goods, but be always alert.

**"DUSTOFF" RECORD CLEANER**

De Luxe model for discs. Made of a "unique" tiger-back, oxydized finished metal holder with Wilton fabric cleaning surface. Retail at 50 cents each. (Each in a box and 12 in a display carton.) Sample postpaid for 35 cents.

"DUSTOFF" RECORD CLEANERS

SELL FAST

Because they possess those essential features of true merit, thorough effectiveness of operation and practicability, carry a good profit for the dealer, and, further, because they appeal to the customer as being an absolute necessity for his talking-machine records.

"DUSTOFFS" are the only record cleaners made that thoroughly remove all accumulated dust and dirt from the minute sound grooves of the record without scratching in the least. They are simple to use—merely brush over the record a few times before playing.

**"DUSTOFF" RECORD CLEANER**

Regular model for discs, made of Wilton fabric. Regular model for cylinders, made of special processed white lamb's wool. Retail at 15 cents each. (Each in a two-color carton.) Sample postpaid for 15 cents.

THE USE OF
"DUSTOFFS"
DISCOUNT
TO DEALERS

PROLONGS the life of the record by keeping the reproducing point track clean. PURIFIES the reproduction, ensuring clearness and distinctness of tone. PREVENTS the harsh sounds, blurs, and scrapings caused by settling of dust in the minute sound grooves.

40% YOUR JOBBER

can supply you

{ Or we will ship direct to any point in U. S. Carriage paid on 1 dozen or more de luxe model and on 3 dozen or more of the regular models.

Address communications to the manufacturers

MINUTE SHINE COMPANY 281 CANAL STREET, S. W. PROVIDENCE, R. I., U. S. A.

The Talking Machine Trade in New England

SALES PROMOTING FEATURE

Are the Pardell Folding Boxes, Manufactured by the Pardee-Ellenberger Co., of New Haven, Conn.—Special Prices Quoted on This Stock Which Make Them Most Attractive to Dealers—Will Also Prove Helpful Factor in Increasing Sales of Records.

(Special to The Talking Machine World.)

New Haven, Conn., Sept. 7, 1912.

Prices have been reduced on Pardell folding boxes, manufactured by the Pardee-Ellenberger Co., of this city and Boston, Mass. While the prices always were cheap, with the further cut makes them cost about the same as paper bags. For instance, the No. 3 size, holding three cylinder records, cost a cent a piece; the No. 6 size, holding six cylinder records, cost 1½c. each; while No. 12, holding a dozen cylinder records, cost but 2¼c. each. These prices are in 100 lots, as that would be the smallest quantity any dealer would want to use.

To show that Pardell folding boxes are profit makers, suppose a dealer has sold two ten records to a customer. He shows her the dozen size box, and how two more records will just fill the "pretty box." Practically everybody sees the practicability of using a good box to carry their records, so the dealer sells two records more than he would if he hadn't had the Pardell box. If this happens many times a week during the course of a year the extra profits must be tremendous.

On this page of The World will be found the P-E announcement of the reduction in Pardell folding box prices.

VICTORS IN HEAVEN.

Hymn in Church Causes Confusion in Mind of Small Parishioner.

A little boy of six had been visiting an Episcopal Church for the first time. On returning home his mother began to question him. "Why, mother," answered the little boy, "the people first knelt down and then stood up, and the minister wore a kimona nightgown. And, oh mother, they have Victor talking machines in heaven." "Oh, no," corrected his mother, "that is impossible." "But they do," insisted the boy, "for I heard them sing 'Fling open wide the golden gates, and let the Victor in.'"—The Voice of the Victor.

BIG TRADE IN EDISON GOODS

Reported by John H. Massey, Manager of the Edison Department of the John S. Foster Co., of Providence, R. I.

(Special to The Talking Machine World.)

Providence, R. I., Sept. 10, 1912.

John H. Massey, manager of the Edison department of the J. A. Foster Co., has returned from a three weeks' vacation, which was spent absolutely in quietness and happiness. As a result, he has gained a few pounds in weight and a whole lot more to his already large stock of Edison enthusiasm.

Mr. Massey speaks very encouragingly over the summer's trade in Edison goods and said that it was far ahead of the similar period of last year. He says that the Edison interest is increasing in Providence, and that there is a larger number of machines coming in to have the Amberol attachments applied.

"A CLEARING HOUSE OF KNOWLEDGE"

Is the Trade Journal—Not Merely a Distributer of Trade News or Personals, but an Earnest, Well Equipped Teacher in the Trade or Profession to Which It Is Devoted—Its Higher Purposes in Trade Development.

The great English philosopher, Sir Francis Bacon, stated: "I hold every man a debtor to his profession, from the which, as men do, of course, seek to receive countenance and profit, so ought they, of duty, to endeavor themselves, by ways of amends, to be a help and an ornament thereunto."

The technical or trade paper has come into existence largely to record the "amends" made to the callings represented thereby, says B. B. Herbert, editor National Printer-Journalist. It is a clearing house of knowledge, of experiences, theories, principles and accomplishments in the trade or profession to which it is devoted.

It is wise that a man of attainment in his vocation give of his wisdom to others, and it is a duty of others to learn of that wisdom, that they may profit, and in time become a help and an adornment to the calling.

Educational Purpose.

The trade or technical paper exists not alone to make men more successful, to help them to meet and solve the difficulties that confront them from time to time, but to instruct and educate them, to make them more able, more worthy, for the encouragement, inspiration and uplift of others.

The editor of a trade journal is never more pleased or encouraged than when subscribers state that they carefully go over and study each number when received and mark with a pencil all those things they think they can apply to their own business and then go back and study these marked paragraphs or articles and seek out methods for their application.

The woes of the editor of the technical journal come from subscribers who are alike indolent, listless, inattentive, with the feeling that there is no need for learning or that they already know it all. He is troubled by those who have no object higher than getting a present living, no sense of the duty and privilege of highest possible service or desire of becoming a help and an ornament or glory and inspiration to the calling that furnishes them, or should furnish them, if intelligently and earnestly pursued, "a profit and advancement."

The home papers all over this land (and all newspapers, whether metropolitan or rural, are now home papers), are, in an important sense, in the nature of trade papers to their respective cities and communities and to all the activities and industries carried on therein.

Duty of Newspaper.

It is the privilege and duty of every newspaper as well as of every trade paper, to advance knowledge in promoting the callings of their readers and the uplifting of their lives. One of the curses of the newspaper calling in the past has been the use of the paper for political advancement. Professional office seeking is now at a discount and editors and publishers have come to strive and glory in their work and in making their business useful, worthy and permanent.

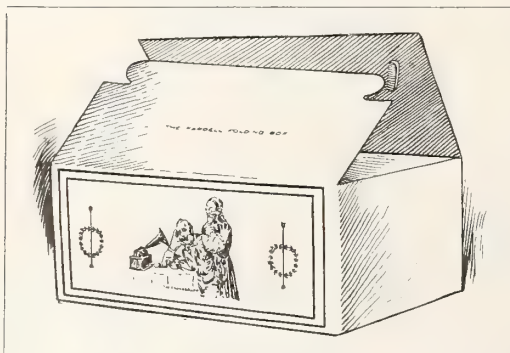
The work of the editors and publishers of trade papers devoted to newspaper and printing has been greatly helped by this change and where only one feeble journal existed twenty-five years ago devoted to these callings, a score of strong, worthy journals now find support. The trade paper as a teacher of newspaper making and good printing has come to be appreciated.

The trade papers aid those engaged in the developing of better appliances, better devices and supplies in the way of presses, types, composing machines, paper, etc., for the use of these callings. They build up the members in the knowledge of their use, as well as in all knowledge that tends to higher professional or expert attainments, to economic management, efficiency and all else that tends to better production, broader and more useful service and a permanent success with rewards and honors.

DISPLAY AT BOSTON ELECTRIC SHOW.

Thos. A. Edison, Inc., Will Exhibit Its New Disc Phonograph, Records and Entire Line, From September 28 to October 26.

At the Boston Electric Show, held at Boston, from September 28th to October 26, Thos. A. Edison, Inc., Orange, N. J., will have an exhibition of its entire line, including the new disc phonographs and records which are about to be marketed.



Reduced Prices ON Pardell Boxes

PARDELL FOLDING BOX

A folding container for three, six or twelve Cylinder Records. These boxes are being very generally used by phonograph dealers and are the most convenient package for delivering Records to customers, particularly during the hurry hours. Many times you can sell "just one more Record to fill the box" by using them. Made of heavy cardboard and shipped "knocked down."

Prices Per 100

No. 3 Size	- \$1.00
Holds 3 Cylinder Records	
No. 6 Size	- \$1.50
Holds 6 Cylinder Records	
No. 12 Size	- \$2.25
Holds 12 Cylinder Records	

The Pardee-Ellenberger Company
NEW HAVEN, CONN.

FROM OUR BOSTON HEADQUARTERS

324 WASHINGTON STREET, JOHN H. WILSON, MANAGER.

(Special to The Talking Machine World.)

Boston, Mass., Sept. 6, 1912.

The sensation of the month has been the marriage of Arthur Erisman, manager of the Columbia Phonograph Co., General, which took place on August 28, the ceremony being performed at Watertown by Rev. Edward C. Camp, pastor of the Congregational Church in that town. Several of the daily papers played up the wedding in a more or less sensational manner, inferring that it was an elopement, which it was not. The bride, whom Mr. Erisman has taken for his lifemate, is Miss Rel'a Winn Reid, of Washington, daughter of Irby W. Reid, who was chief accountant for the Columbia Phonograph Co., General, for a number of years. Miss Reid, or, rather, Mrs. Erisman, has a beautiful voice and was to have studied

at the New England Conservatory in the Back Bay this coming fall, having already been graduated from the Dolly Madison School in Washington.

Mr. Reid, having associated himself with an automobile company in Boston, had brought his family here for the summer, and during July and August they were located at the Hotel Pemberton, Hull, where Mr. Erisman also has been. Despite the stories of a romance, love at first sight, and so on, Mr. Erisman's acquaintance with the young woman was not a sudden affair, as he had known her some time. The wedding was a very quiet one, but at the breakfast, which was served later at the Hotel Lenox, there was a jolly party of congenial friends.

A few days ago Mr. Erisman delved further into hospitality and had as his guests the whole

working staff of the Columbia's Boston establishment, which number more than thirty. A fine banquet was served at one of the Back Bay cafes and there was jollity supreme until a late hour. Mr. Erisman and his bride have taken up their residence at 28 Westland avenue, Back Bay, where Mr. Erisman had been making his home with his brother, Fred Erisman, for some time. Everybody in the talking machine business has been calling up Mr. Erisman on the 'phone offering their congratulations; and these friends are legion, for the head of the Boston office of the Columbia is a very popular man and good fellow.

Silliman Chats of New Edison Disc Phonograph.

Manager F. H. Silliman, of the Boston quarters of the Pardee-Eilenberger Co., has returned from his vacation at Narragansett in fine fettle for the fall campaign. He is more than enthusiastic over the new disc machine which Thos. A. Edison, Inc., is about to put out, and he says that it about represents perfection in tone reproduction. The new goods, he says, are looked for toward the end of September, although dealers everywhere are loudly clamoring for them, as having heard of the superior merits of this new machine they are most anxious to get hold of them. W. O. Pardee was up from New Haven the other day and he and Mr. Silliman took in the ball game. Of course, they also discussed business.

New Columbia Dealers.

Manager Erisman, of the Columbia Phonograph Co., General, has entered into contracts with a number of large dealers in New England the past month, and among those who will handle the Columbia outfits are J. H. Barney & Co., of Newport, R. I.; George H. Sharp & Son, of Westfield; A. W. Dickerman, of Keene, N. H.; Charles S. Plummer, of Newport, R. I.; H. B. Wentworth, of Middleboro; H. Marshall Gardiner, of Nantucket, and Harris Gleason, of Worcester, whose establishment is a very large one.

Handsome Victor Quarters.

The new salesroom and demonstration booths of the Victor department of the Henry F. Miller Co., which were reported last month as being entirely done over and rearranged, are proving to be among the finest, most conveniently arranged and most artistically embellished of any in the city, and the customers are loud in their praises of the arrangements. The department, under Ubert Urquhart's personal management, is making a record for itself, and the month of September has started in surprisingly well. Warren A. Batchelder, of this department, has returned from his vacation, spent first at York Beach, Me., and subsequently over in New York. There was something doing on the Great White Way while Batchelder was there.

Chas. Trundy Becomes Manager.

Charles Trundy, who has a number of friends in the talking machine business, is back at his old place as manager of the Victor department for George Lincoln Parker in the Colonial building. Mr. Trundy possesses many admirable qualities that are requisite in a good salesman, and he has the well-wishes of his friends in again associating himself with Mr. Parker.

Winkelman Enthusiastic Over Outlook.

Henry Winkelman, manager of the Victor department for the Oliver Ditson Co., is back at his desk again after an enjoyable vacation at Swan Island, Me., and he is most enthusiastic over trade prospects for the coming season. Yesterday Mr. Winkelman entertained James F. Bowers, of Lyon & Healy, Chicago, who was in town calling upon the piano trade. Otto Pissendell, Mr. Winkelman's valued assistant, is taking his fortnight's vacation and will be back the latter part of September.

Eastern Co.'s Magnificent New Quarters.

The improvements now nearly completed at the warerooms of the Eastern Talking Machine Co.

(Continued on page 18.)

The Talking Machine Needle Maker
Lowell, Mass., U. S. A.



Such was the name and address on a letter that came thousands of miles and was delivered to us recently. This brings up for reiteration the fact that there is but one Lowell, Mass., in this world and that there is one Bagshaw who is a manufacturer of talking machine needles in that city and he supplies the world. When you think of Lowell, Mass., think of Bagshaw, and when you think of talking machine needles, think of both—Bagshaw, Lowell, Mass.

DUPLEXETONE Talking Machine Needles

You will make more money by pushing the Duplexetone needles! This is the needle with two tones which has been the talk of the trade since its introduction. Duplexetone needles represent everything that might be desired for the proper musical interpretation of every record, whether LOUD, SOFT or intermediate tones. It seems amazing that a little piece of steel could perform these functions, but its shape has been as carefully designed as the architect's building plans. It has cost thousands to create Duplexetone needles and thousands to introduce it. Jobbers, dealers and owners consider them the best, and with that indorsement Duplexetone needles are made and sold. Could more be said?

Write to-day for samples of this wonderful
DUPLEXETONE Needle, with a booklet
telling about the Bagshaw Service in detail.

W. H. BAGSHAW,

Lowell, Mass., U. S. A.



The more you realize that in the future of this industry the best results are yet to come, the more freely you must admit that the Columbia is the line best worth the investment of your time, your energy, and your capital. (Printing this every little while. Proving it all the time.)



Columbia Phonograph Co., Gen'l
Tribune Building, New York

FROM OUR BOSTON HEADQUARTERS.
(Continued from page 17.)

in Tremont street reflect the greatest credit on Manager Taft, who has worked early and late to see that every detail is as it should be. By the time this issue is being read the new establishment—for such it will prove to be—will have been opened. At the rear of the ground floor are four beautiful demonstration booths done in mahogany and having double sound-proof windows. The front of this same floor has had the walls all done over in a soft shade of red with a suggestion of ivory; there has been a complete new outfit of mahogany furniture installed, the chairs being of handsome Colonial design, elaborate electrolers have been put in and a new consignment of Oriental rugs has been laid on the floors. Both Mr. Fitzgerald and Mr. Read have new mahogany desks with their names on a brass plate on the side. Mr. Chamberlain, the assistant manager, has a room all to himself at the rear of the demonstration booths and his quarters likewise are handsomely fitted up. Everyone connected with the Eastern is full of enthusiasm over the improvements, and it all will play its part in pushing for business on the part of the intelligent and business-like staff, which now comprises nearly forty men and women. One innovation that will be highly appreciated by a certain class of customers will be the presence of two young women on the floor, who will give their attention to the female customers.

Steinert Plans for Fall.

The Arch street headquarters of the Victor department of the M. Steinert & Sons Co. is undergoing several changes that will help materially in the conduct of business. The principal changes are on the second floor, where the executive staff is located. New counters and rails have been installed under the personal oversight of Manager Herbert L. Royer. Mr. Royer is a very busy man these days. He lately made a hurried trip over to Philadelphia and on the way back stopped at New York, New Haven, then back to Boston and on to Portland, Me., all in the space of less than a week. Just now he is off again, visiting the leading dealers throughout New England. Mr. Royer reports a great business ahead and is full of enthusiasm for what he believes is to be the record season in Victor goods.

Chamberlain Figures as a Waltonian.

Assistant Manager A. W. Chamberlain, of the Eastern Talking Machine Co., is back from his vacation at New Found Lake, N. H., where he found delight in catching some large salmon and trout, and he has some "large" stories to relate of the fish's eagerness to grab at his bait. Mr. Chamberlain, speaking of the Victor business, says it never was in a healthier state and he believes that this fall it will come along by leaps and bounds.

Geo. P. Metzger a Visitor.

George P. Metzger, the advertising manager for the Columbia Phonograph Co., General, and Mrs. Metzger, have lately been on an auto trip to the White Mountains. They stopped in Boston to pay

their respects to the Boston office of the Columbia on their way up and back.

Improvements Now Completed.

The improvements in the second floor of the Columbia Phonograph Co., General's Tremont street quarters are practically completed, but the official opening will be deferred until a few weeks. Manager Erisman has planned a fine campaign for the winter by which these new quarters will be used to excellent advantage by way of promoting publicity of Columbia goods. He is planning a series of lectures on grand opera to be given by W. L. Hubbard, lately the distinguished musical critic of the Chicago Tribune, who is coming to Boston to promote a new interest in the Boston Opera House. In his talks Mr. Hubbard will largely confine himself to those works that are to be given at the opera house this season, and he will have the assistance of a pianist and a singer, who will give excerpts from the operas under discussion. The first lecture will be given about the middle of October.

Anent the New Grafonola Room

The officers of the Columbia Phonograph Co., General, through Manager Erisman, are sending out invitation announcements to their patrons informing them of the completion of the new Grafonola room. The card, which is tastefully gotten up, says further:

"It is our intention to have Thursdays known as Society Day, and our customers will find every convenience and comfort for those who are lovers of music."

Changes in Columbia Staff.

R. V. Perrett, who has been in charge of the instalment department of the Columbia business, is leaving this concern on September 15 in order to accept a fine position with a large Boston house, though in a different line. Fred Baker also is leaving the Columbia's employ, and these two resignations have necessitated the addition of several other men. W. E. Getchell, who has been on the road for the Columbia, will come into the office to take Mr. Perrett's place, and Austin Forbes, of Bel'ows Falls, Vt., who at one time was associated with the Columbia's Chambers street, New York, store and who is a nephew of General Manager Lyle, will come to Boston and go into the wholesale department. Harold B. Drown, secretary of the Vermont Seminary, whose home is at Newport, Vt., will associate himself with the dictaphone department of the Columbia's Boston business. B. D. Harris, who formerly was with the Edison Co., in charge of its dictating business, but who was obliged to go South because of the illness of his wife, will associate himself with the Columbia.

GETTING OUT OF THE RUT.

As soon as a man has reduced his work to habit he is in a rut, he gets to doing it in one way, and other ways do not appeal to him; he has incapacitated himself for advance and improvement, because he has a groove so deep that he cannot get out; therefore, if a man wants to advance in his work he must shun habits, he must give attention to all details of his work, in order that he may

have his eyes open for an advance and therefore a better way of accomplishing it.

NEW UDELL CABINET CATALOG.

Cabinets for Disc and Cylinder Records for the Season 1912-13, Shown to Advantage in Handsome Twenty-Four Page Volume—Some of the Features—Free Cuts for Dealers' Local Advertising.

The Udel Works, Indianapolis, Ind., the prominent manufacturers of cabinets for talking machine records, sheet music and music rolls, and of other artistic specialties in the furniture field, has just issued a thoroughly interesting twenty-four page catalog of cabinets for disc and cylinder records for the season of 1912-1913. In the catalog there are illustrated and described an even dozen different styles of cabinets for disc records and six styles of cabinets for cylinder records, all handsomely finished in harmony with the leading styles of machines and arranged with a view to affording the greatest convenience to the record owner.

The disc line includes tables with shelves for holding the record albums while the machine is on top, closed cabinets designed to hold the records flat or on edge and with or without the machine on top. The Udel record box, for use in connection with the tables, is most ingenious in construction and is indexed in order to facilitate the finding of any desired record. The cabinets are furnished with or without rims as desired, there being no extra charge for the rims.

In the cabinets for cylinder records the drawers are fitted with special clamps for holding the records in their original cartons, which arrangement offers the greatest insurance against breakage or scratching. The drawers are also made with a slide which permits of the drawer being pulled entirely out of the cabinet so that every record is readily accessible.

With the issuing of the new catalog the Udel Works has inaugurated a new advertising scheme under which special line cuts of the most popular cabinets of the line are furnished free to dealers handling the Udel cabinets for use in their local newspaper advertising. The cuts show the cabinets and their uses to distinct advantage and can be used to advantage by dealers in their advertising matter.

The line of styles shown in this new catalog is up to the usual Udel standard—always a high one.

WHAT THE CREDIT MAN MUST BE.

The credit man must be a student; a student of broad and liberal mind; a student of the moral, social, physical, financial and commercial elements, which go to make up the credit risks of to-day. First a student, then a teacher—a moulder of character—not merely a dispenser of credit, but a dispenser of good, wholesome, helpful knowledge, which goes to make men better sons, better brothers, husbands, fathers and merchants.

DETROITERS WELL SATISFIED

With Summer Business in Talking Machines—Late Summer Due to Cool Weather Helped Sales—With Vacations at an End Talking Machine Men Are Planning Lively Campaign for Fall and Winter Business, Which They Expect Will Exceed All Previous Years.

(Special to The Talking Machine World.)

Detroit, Mich., Sept. 12, 1912.

A statement made in this correspondence and reiterated several times, to the effect that there was business enough for another big talking machine store in Detroit, new business that actually could be created without detracting any from the business of the established companies, has been borne out by the record of the Farrand Co. since that institution's new store was opened.

The other stores are doing as well as ever, which is saying considerable, while the Farrand Co. is advancing at a rate that, for a newcomer in the talking machine field, is remarkable. E. K. Andrew, who is manager of that department, hardly ever is at his desk—always on the floor demonstrating and selling Victor talking machines. It is likely that some new demonstrating rooms will have to be provided before the holiday rush descends on the city.

The first week of September was much like a home-coming week in the talking machine circles here. Most notable was the return of K. M. Johns, manager of the Detroit branch of the Columbia Phonograph Co., General, after an absence of nearly a year, in which he visited nearly all of the Columbia branches east of the Mississippi as an auditor. Mr. Johns brought home with him unbounded faith in the prospect for a winter business all over the Columbia circuit which will make even the surprising volume of last year look like a mere shine.

S. E. Lind, in charge of the city wholesale business, who has been acting manager in the absence of Mr. Johns, took immediate advantage of the return of his chief to get off the job for a while. He went to St. Louis for his vacation. His pals all conceded that after holding down two jobs for a year, and that year a record breaker in the development of business in every department, he was entitled to all the vacation he could get.

Another home-comer was Max Strasburg, of the Max Strasburg Co., who has been touring the intricate East in a motor car, accompanied by his family for almost three weeks. He did not pay any attention to business affairs in the cities he visited. His route was by steamer to Buffalo, thence over the highways to Boston, down to New York and all the way home by motor, following generally the New York Central's course.

The Strasburg Co. is still balked in its plans for an extension of space, and Mr. Strasburg is worrying somewhat over the outlook. His present quarters were entirely inadequate to take care of the holiday trade of last year. The people who have the lease on the stores on both sides of the Strasburg corner know this, and apparently figure that as a matter of absolute necessity the Victrola shop will have to come to their terms. Mr. Strasburg would like to extend his holdings on both sides, thus retaining the desirable advantages of a corner location, with large frontage on two streets and light from all sides. But there is a limit to the value of even the best of locations, and Mr. Strasburg may be compelled to open a separate store somewhere. The present corner is too valuable to relinquish, and besides the lease has nine more years to run anyway. It is quite likely that there is room for still another big talking machine store.

Another home-comer was Mr. North, of the Victor Co., who has charge of the Victrola sales in Michigan. Mr. North does not reside here, but the Victrola business keeps him in Michigan so constantly that his resumption of activities September 1 was more like a home-coming than anything else. The Victor people all were glad to see him—Strasburg, Farrand, Doran and Grinnell Bros., the latter the largest Victor jobbers in the State. Manager Harry Rupp, of Grinnell

Bros., has himself just come back from a vacation.

Grinnell Bros. have joined the Canadian Talking Machine Association, an organization whose purposes are to advance the talking machine business in the Dominion. This step is taken because of the prominence of the Grinnell stores in Windsor, Chatham and Sarnia. The latter store is a new addition to the Grinnell string of branches, being No. 27 on the list. A full line of Victors is carried in all of the twenty-seven branch stores.

Talking machine dealers are speculating as to exactly what kept the summer business up almost to high water mark all through the months that ordinarily are dull. Generally they hold the weather responsible. Summer did not begin in Michigan this year until August 30. Since then the weather has been what usually is handed out in July. The coolness and the rain of June, July and August kept people in the city, instead of urging them to depart. Being home, they purchased talking machines and records for their entertainment.

Money which under ordinary conditions would have gone into the coffers of the steamship companies and into the cash tills of summer resort souvenir sellers and lunch rooms has been diverted largely to the bank deposits of the talking machine houses. The reasonableness of this theory is attested by the figures of the excursion steamship companies, the managers of those institutions setting forth that they carried a quarter of a million fewer passengers than they did last year.

Anyway, the talking machine folks got the business, and it does not seem that it was a discounting of the future either, for there is no let-up.

OUR FOREIGN CUSTOMERS.

Amount and Value of Talking Machines Shipped Abroad from the Port of New York for the Past Four Weeks.

(Special to The Talking Machine World.)

Washington, D. C., Sept. 6, 1912.

Manufacturers and dealers in talking machines will doubtless be interested in the figures showing the exports of talking machines for the past four weeks from the port of New York:

Aug. 17.

Antwerp, 2 pkgs., \$100; Barbadoes, 8 pkgs., \$290; Barranquilla, 20 pkgs., \$118; Berlin, 57 pkgs., \$1,473; Buenos Aires, 72 pkgs., \$7,593; Callac, 9 pkgs., \$112; Colon, 2 pkgs., \$143; Hamburg, 8 pkgs., \$408; Heilbronn, 4 pkgs., \$144; Iquique, 2 pkgs., \$112; 10 pkgs., \$665; Kingston, 9 pkgs., \$645; Kobe, 36 pkgs., \$1,332; Limon, 8 pkgs., \$221; London, 69 pkgs., \$3,118; 94 pkgs., \$1,158; Para, 26 pkgs., \$1,392; Rio de Janeiro, 69 pkgs., \$3,722; Shanghai, 7 pkgs., \$631; Trinidad, 7 pkgs., \$117; Vera Cruz, 43 pkgs., \$2,779.

Aug. 24.

Berlin, 16 pkgs., \$743; Callao, 5 pkgs., \$179; Cape Town, 40 pkgs., \$1,356; Dublin, 13 pkgs., \$566; Havana, 15 pkgs., \$463; 13 pkgs., \$472; La Paz, 6 pkgs., \$350; 8 pkgs., \$242; Liverpool, 68 pkgs., \$7,600; London, 47 pkgs., \$2,615; 54 pkgs., \$2,754; Maracaibo, 14 pkgs., \$1,437; Natal, 3 pkgs., \$229; Para, 35 pkgs., \$3,265; Porto Barrios, 2 pkgs., \$120; Vera Cruz, 158 pkgs., \$5,404.

Aug. 31.

Antwerp, 3 pkgs., \$1,405; Callao, 3 pkgs., \$164; Chemulpo, 8 pkgs., \$596; Cape Town, 93 pkgs., \$3,235; Etten, 28 pkgs., \$471; Guantanamo, 8 pkgs., \$207; Guayaquil, 3 pkgs., \$214; Havana, 7 pkgs., \$490; Havre, 16 pkgs., \$388; Iquique, 14 pkgs., \$839; La Paz, 8 pkgs., \$373; Limon, 4 pkgs., \$259; Montevideo, 8 pkgs., \$583; Rio De Janeiro, 43 pkgs., \$2,953; Shanghai, 10 pkgs., \$450; Tampico, 12 pkgs., \$203; 7 pkgs., \$286; Vera Cruz, 297 pkgs., \$8,227.

September 7.

Autofagasta, 7 pkgs., \$250; Batavia, 128 pkgs., \$1,003; Berlin, 6 pkgs., \$116; Buenos Aires, 14 pkgs., \$1,592; Callao, 6 pkgs., \$195; Guayaquil, 3 pkgs., \$364; Iquitos, 10 pkgs., \$135; London, 1 pkg., \$150; 273 pkgs., \$11,994; 64 pkgs., \$74,419; Maracaibo, 4 pkgs., \$102; Montevideo, 132 pkgs., \$14,665; Para, 24 pkgs., \$731; Port of Spain, 6 pkgs., \$313; Port Limon, 10 pkgs., \$528; St. Johns, 3 pkgs., \$112.

ENLARGES VICTOR DEPARTMENT.

Davis, Burkham, Tyler Co., Wheeling, W. Va., Remodels Main Floor of Building to Make Room for Additional Demonstrating Booths.

(Special to The Talking Machine World.)

Wheeling, W. Va., Sept. 9, 1912.

The Davis, Burkham, Tyler Co., of this city, which has met with great success in retailing Victor talking machines and records, has recently been compelled to remodel the first floor of its store in order to make room for several more demonstrating booths.

In redecorating the store the interior was finished in mahogany with white beading around the plate glass partitions, which gives a very attractive appearance. The interior of each room is finished and furnished differently. One is all white enamel, another golden oak, another mahogany, etc. The appearance of these rooms is causing a great deal of favorable comment from customers.

The rooms are connected by swinging doors, which enable a salesman to attend to the customers in one or more rooms at the same time.

This enterprising company has inaugurated a big advertising campaign for fall business, and with its splendidly equipped sales force and complete department expects to do a rushing business.

ANENT MISLEADING ADVERTISING.

The Effects of Such Publicity Pointed Out In Current Issue of the Voice of the Victor.

Under the caption, "Misleading Advertising which Helps No One and Hurts Your Victor Business," two pages in the September number of the "Voice of the Victor" are devoted to a discussion of the many evils that grow out of misleading advertising. In emphasizing the arguments advanced there is shown a copy of an advertisement in which a 50 per cent. reduction in the prices of record cabinets is so featured as to make it appear that the reduction also applies to the Victrolas illustrated and described in the lower section of the ad. It is pointed out how the reader is confused regarding the prices and how the price maintenance policy of the Victor Co., which has been largely responsible for the success of its business as well as the business of the dealers, is thus undermined in the eyes of the public.

The Victor Co. watches all the advertising of its dealers very carefully and calls attention to all apparently misleading advertisements at once, even when it is apparent that the motive is all right. A sample letter, commenting upon the specimen advertisement, is also published in the "Voice of the Victor."

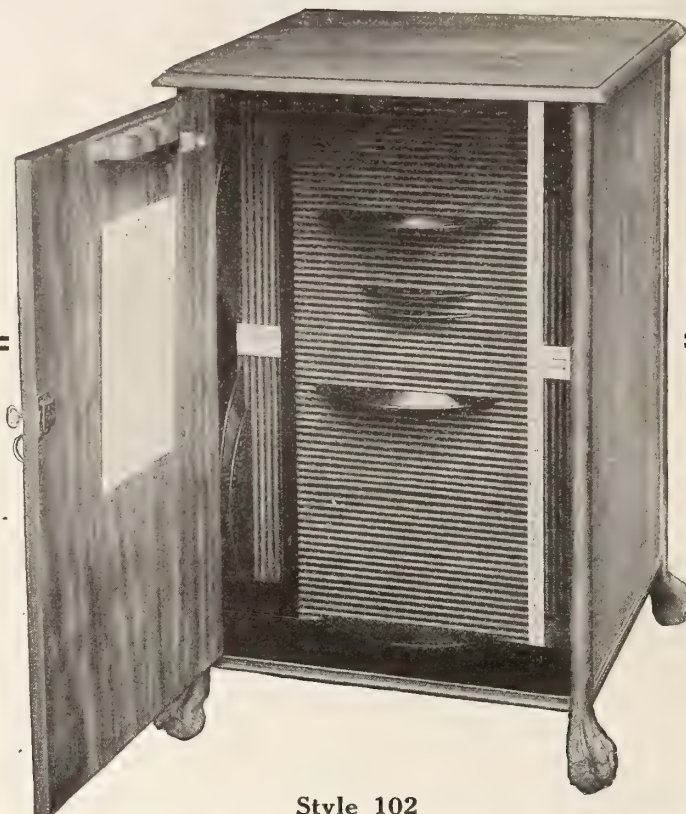
AT THE SUMMIT OF THE ANDES.

Where a Traveler in Peru Finds a Talking Machine in Action.

Travelers bring back strange tales as to where they have heard the Victor, but one of the most vivid is that of an American mining engineer who lately visited the mountain hamlet of Poto in Peru, near the summit of the Andes. Said he:

"While convalescing from malarial fever contracted in lower altitudes, I passed the time in listening to a Victor talking machine which was the property of some of the American miners employed there, and without which they said they would hardly undertake to stay there at all. The Caruso selections were specially fine. I wondered what the famous tenor would have said if he could have heard his voice three miles up in the air, where, on account of the rarified atmosphere, he himself could not have sung a note!"—The Voice of the Victor.

Educate those under you to make the best of their time and allow them to take a rest when you can, for they will return clear-headed and do their duty better. The deep, hard thinker is usually the best worker.



Style 102

THIS picture will give you a faint idea of the attractiveness of *this* talking machine record cabinet. If we literally filled the page with cuts we would succeed only in giving a partial idea of our line. So we want to confine ourselves to a talk about one cabinet, this Style 102, because it is a beauty and is representative of our whole stock.

Did you ever try to run a warped record on a talking machine? Then you will appreciate one of the good points of Style 102. The shelves are arranged horizontally and records lying in them *can't* warp.

Did you ever try to cram four or five records into one compartment with the result that you scratched all the records, probably split some of the compartment shelves, and lost your temper to boot? With Style 102 you wouldn't have tried that. *One* shelf is made for *one* record; each shelf is numbered and you know where each particular record goes. Furthermore *every compartment is felt lined, and felt cannot scratch.*

Notice our large needle box on door, which has a separate cup for loud, medium and soft tone needles, also extra holder for used needles. Very convenient.

You cannot get a neater, more compact, or better made cabinet than the Salter Style 102. It is a handsome piece of furniture.

And, Mr. Merchant! If these good points in a cabinet appeal to you they will appeal to *your* customers. Remember that.

Salter products are not limited to talking machine record cabinets. The new catalogue will show talking machine record cabinets, sheet music cabinets, combinations of sheet music and player roll cabinets, in half a hundred different styles, all of the latest design and up to the Salter standard of quality. Write for catalogue.

"It's hard to find the equal of the Salter."

SALTER MANUFACTURING CO.

337-343 NORTH OAKLEY AVENUE

CHICAGO, ILLINOIS

RECORDING VIBRATIONS.

Rev. F. C. Odenbach, of Cleveland, an Inventor of Note, Discusses His Latest Apparatus for The Audible Recording of Material Vibrations.

(Special to The Talking Machine World.)

Cleveland, O., Sept. 12, 1912.

Somewhat along the line of the possibilities and productions of the phonograph are the inventions of the Rev. Frederick L. Odenbach, director of the meteorological and seismological observatory of St. Ignatius' College, of Cleveland. He is a scientist and astronomer of more than local note, who has invented a number of instruments which accurately diagnose terrestrial phenomena. Philosophy, theology, the natural sciences, chemistry, insect study, clock-work and mechanics generally, in fact, anything puzzling, have been his constant and welcome studies and investigatory tasks. At present he is evolving an apparatus for the audible recording of material vibrations. In an interview he said: "I am now engaged in the construction of an instrument that may enable my ear to tell me more about the identity of vibrations than my eye tells me at present. This instrument in brief consists of a platinum contact pressing against the diaphragm of a microphone, constructed on the style of that used in modern telephony, and having a battery and telephone receiver in circuit. At present we can record every sort of vibration on sheets of smoked paper. The undulating lines show the variation of these vibrations as well as their frequency and length and shift. We know the vibration is going on somewhere, but as to its identity—exactly what it is—we cannot definitely determine.

"Now, I suspect that many of the vibrations that our present instruments record are caused by the breaking of waves on the lake shore. There is a certain rhythm and similarity of lines on the smoked paper record that suggests the surf coming in at regular intervals. When my instrument is finished I will listen through the telephone re-

ceiver at the same time the smoked paper shows a recurring vibration. Calling up the harbor master I will ask him to time by seconds the break of the waves. They may—as I suspect—exactly correspond with the beats of my receiver and the marks on the record paper. If this experiment proves correct, when an exactly similar record is shown on the paper again and through the receiver, I can be reasonably sure that it is the waves rolling in on the lake shore.

"Then, by the same method, the sound of certain trains passing certain points can be positively identified. For instance, suppose I get the time tables of various roads. Their vibrations come at a certain time. My record paper shows exactly what their vibrations are. My new instrument will identify it beyond all reasonable doubt. Eventually I would thus be able to tell by the quality of the sound that such and such a train was causing the vibration, even though I had no time table to verify the particular hour, and could thus locate it, although at a considerable distance."

CO-OPERATION AND ITS VALUE.

Where Conflicting Elements in a Trade Are Brought Together All Have Greater Prospect for Success—Value of Trade Association.

Trade associations have made possible the bringing together of conflicting elements, where these subjects which are so vital to our individual prosperity may be discussed in a most friendly and impartial way, wholly for the purpose of benefiting all alike. It is really remarkable sitting in one of these trade conventions to note the interest that each takes in the welfare of his competitor, and the co-operative effort that is exerted for the betterment of general trade conditions. Each is apparently most anxious to contribute something gained through his own experience that will make for the general good. We have learned that co-operation is the password to success—not necessarily in the maintenance of prices, but co-opera-

tion in establishing more cordial relations; co-operation in discarding that which is harmful and developing that which is good, co-operation in developing friendships, and eliminating strife, co-operation in establishing those higher ideals which are so essential to the general welfare and permanent success.

It is most pleasing to note that the manufacturers are also included in this national movement for co-operative effort. As the movement gains force, and purposes are better understood, members will increase more rapidly, and collectively we will exert a most potent effort in establishing and maintaining an era of long-continued prosperity.—W. M. Pattison in the Dodge Idea.

RECORD A WELCOME MESSENGER.

California Mute, Learning to Talk Under Direction of St. Louis Teacher, Makes Record of His Voice to Acquaint Parents With Progress Made—Message of Hope and Joy.

(Special to The Talking Machine World.)

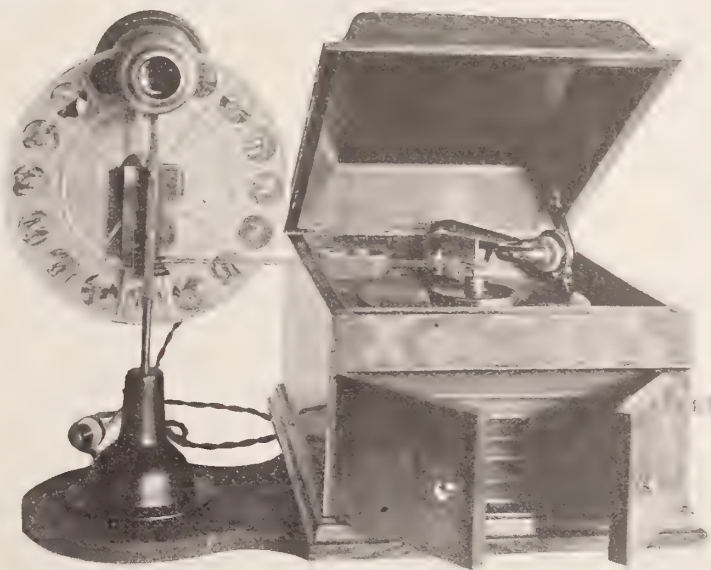
St. Louis, Mo., Sept. 10, 1912.

Mark Silverstone, president of the Silverstone Talking Machine Co., made a record for a visitor to the store a few days ago that carried a message of hope and joy to a certain home in Los Angeles, Cal. Mrs. Beatrice Henderson, who conducts a "special school for special needs" in Kirkwood, a St. Louis suburb, came to the store accompanied by a 12-year-old boy, called Joe, who had been under her care for a year. This boy, she explained, was entirely unable to talk when he was sent to her and that she had learned his trouble and by careful training had him so that he could read ordinary words and she wished him to make a record so that his parents could hear his voice for the first time in their lives. Joe was a bit nervous for this important undertaking, but with some care on the part of Mr. Silverstone he soon made, under the circumstances, an exceedingly creditable record, and one, which those who heard it repeated declare, was a very natural one.

THE ADAPTOR

Attach it to
any Disc
Talking Machine
in one second by
one move of the
hand.

It automatically
illustrates the
record being
played.



You need this
Illustrator.

Entertain and
amuse your trade.

It's New.

We will tell you
about it.

Use It 3 Ways

1 { Talking Machine Illustrator
See the pictures in the song

2 { Show-Window Advertiser
Present changing pictures of the great artists

3 { Home Stereopticon
Project your vacation views life size

PICTURE-DISC COMPANY

Los Angeles, Cal.



Whatever business the Columbia "Favorite" at \$50 is too expensive to meet, can certainly be met by the Columbia "Eclipse" at \$20. You make a good profit on either, and satisfy your customer in the bargain.



**Columbia Phonograph Co., Gen'l
Tribune Building, New York**

KEEP UP THE FIGHT AGAINST THE OLDFIELD BILL.

Now That Congress Has Adjourned, Without Any Action Being Taken, It Is Time to Bombard Congressmen and Senators with Facts and Figures Why the Bill Would Be a Menace if Enacted Into Law—Strong Letter Being Sent to Legislators.

It is a source of gratification to the talking machine trade, and indeed to every merchant in the United States that Congress has adjourned without any definite action being taken on the Oldfield Bill, which threatened to undermine the present one-price system of selling goods and demoralize merchandising conditions generally.

The Oldfield Bill, however, is still a "live issue," and between now and the next session of Congress, dealers must keep up a live cannonading of their Congressmen and Senators, to the end that they may be fully informed of the unjust provisions of this Bill. There is ample time not only to write them, but to talk with them in person, and thus point out how every business may be injured by the proposed Oldfield amendments.

If this educational campaign is kept up during the recess of Congress, and every dealer does his share, there is no reason in the world why this bill should not be finally rejected.

We understand that within a week or so, a copy of an article on this subject, entitled, "Price Cutting a Restraint of Trade," which has been prepared by Eldridge R. Johnson, President of the Victor Talking Machine Co., will be sent to every Congressman and Senator; to every editor, publisher, and business manager of every important publication in the United States, as well as to every manufacturer who advertises his goods, and to every Victor dealer.

A very excellent letter entitled, "Price Regulation and the Consumer," is now reaching members of the House and Senate. It covers a phase of the patent situation which is illuminating and which must prove a source of information and education to our legislators. It reads as follows:

Dear Sir:—In compliance with your desire for the fullest information on the subject of the proposed revision of the patent laws, the writer would respectfully ask consideration, at your convenience, of two of the many sides of this question.

It is proposed in the bill (23417), reported by the Committee on Patents, to deprive owners of patents of the right thereunder to regulate resale or retail prices.

The Supreme Court of the United States in its recent decision in the case of Dick vs. Henry, affirmed such right under the patent grant by the government.

One purpose of the proposed legislation is to nullify that decision and leave to patent owners no other recourse than an action under the law of contracts.

The purpose of this communication to you is to emphasize two points: First—That the committee's contention that those manufacturers who are acknowledged by them to have justified price control will be safeguarded under the law of contracts, is untenable and, Second—That the existing system, both of necessity under changing trade conditions, is the consuming public's best weapon of protection against mendacious advertising and the swindling methods of a large and increasing class of department stores.

The inefficacy of the law of contracts in many cases will be conceded if we take, as an illustration, the Ingersoll Dollar Watch.

The manufacturers of this article have 61,000 retail dealers selling these watches. The impracticability of attempting to supervise and have legally executed in all parts of

the world 61,000 individual contracts is almost self-evident; or, granting that such a system is possible, a suit for damages must necessarily be based on a specific violation of a contract; that is, in the case of this article, on the sale of one Ingersoll watch for more or less than one dollar. The damages that could be proved from each violation would naturally be insignificant as compared with the expense which each suit would involve.

In the determination of this question it must be recognized that it is a trade condition and not an economic theory that confronts Congress; a trade condition which is the result of precisely the same tendency that has produced the trusts.

The modern department store is in effect a retail trust and in so far as it is uncontrolled employs the same tool, ruinous price cutting, to build its business and to destroy its smaller and weaker competitors.

As a result, distribution is confined to fewer hands, the manufacturer's output is lowered, thereby raising his cost, the small dealer is crushed, and the consumer is injured by lessened opportunity to purchase and by eventual increase of prices or reduction of quality necessitated by the smaller production.

As a practical illustration of the way price regulation benefits the consumer, let us take as naturally as we may a hypothetical case.

You have a young son who greets you some evening with the glad tidings that his birthday is on the morrow and that when Johnnie Jones had his, his pa gave him a watch and a new baseball. You know the kind of watch he wants, but you ask him about the baseball and he promptly says "Spalding, dollar and a quarter." He knows. You immediately "dig down" and produce two dollars and a quarter, cautioning him to be sure to get an Ingersoll watch and, as he goes racing down the street, you settle down to your evening paper confident that he'll get your money's worth because you know the prices and you trust the manufacturer.

Pretty soon he comes back with a long face and says that the Soakem-Good Company is just out of both Ingersoll watches and Spalding baseballs, but they say they've got some other makes better for less money. You don't say: "That's good, go and get them." Oh, no! You lay down your paper and put on your hat and say you guess you'll go along with him. Why? Because you don't trust the dealer.

In this case you are the consumer. As long as your boy was going to buy at fixed prices you knew they couldn't swindle him, but the moment you found he was up against unknown goods at unfixed prices you thought you'd better watch the game.

Is it or is it not a good system for the consumer?

How many of the wage-earners of this country know any more about values than your boy? I am, Yours faithfully,

P. S.—It is important to consider the character and conscienceless methods of the only class of concerns that favor this legislation and for your information I enclose a reprint of a statement made to the committee by the writer on May 24, last. "PRICE REGULATION PREVENTS EXTORTIONATE PROFITS."

This campaign of education will be kept up for some time to come, and dealers should also be on the alert to every opportunity that presents itself so as to head off this unwise bill becoming a law at any future session of Congress.

It's well enough sometimes to let a customer have his last word; he'll think over his victory, pro and con, and often see his mistake.

THE PHONOGRAPH ATTRACTS FISH.

Skill of a Brooklyn Disciple of Walton Revealed Through Suit Brought by the Game Protector of Sullivan County, N. Y., in Which the Phonograph Plays the Star Role.

(Special to The Talking Machine World.)

Monticello, N. Y., Sept. 9, 1912.

Being of a purely original turn of mind, John Read, who once was an assemblyman from Brooklyn, saw its possibilities as soon as the idea occurred to him. That is why the first phonograph salesman who happened by Mr. Read's estate on the shore of Sackett Lake, a short distance from here, found his commissions unexpectedly increased, and that is also why Mr. Read gave vent to some perfectly good oratorical explosions tonight when he learned that his hitherto undiscovered scheme had resulted in making him the defendant in a unique suit, started, according to Mr. Read, by the most unsportsmanlike sportsmen who ever have invaded Sullivan county.

As everybody knows who is acquainted with that territory, no better bass pond than Sackett Lake ever existed in New York State. But when the big idea came to Mr. Read, chagrin, disappointment, empty baskets and other unpleasant things developed for fishermen who had sung the praises of Sackett Lake for so long they could recite their commendatory orations backward. Day after day they sought to learn the reason for their inability to lure any of the funny inhabitants of the placid lake within two miles of their choicest flies. Cast or troll, the result was the same.

Then, out across the waters of the lake there came to the receptive ears of the fishless fishermen the vibrant notes of an operatic selection. The lure was too great to be resisted and as their boats drifted on toward the spot from which the music was pouring in ever increasing volume they made no effort to coax the bass from their hiding places.

Then, suddenly, the secret was out. Straight across the lake the fishermen saw the unperturbed Mr. Read cast, draw in his line, then cast again. At each return of the Read hook another fine specimen of the bass family landed safely on the bottom of Mr. Read's fishing craft.

The irate fishermen looked at Mr. Read and then at one another. They said things not thoroughly appreciated by Mr. Read. Then they hurried to the home of Isaac Stevens, game protector, and lodged a complaint against Mr. Read.

"I couldn't hire an orchestra," explained Mr. Read to-night, "so I bought a phonograph, placed it on the porch of my bungalow and let it play. Visitors were made happy and the bass were hypnotized. I and my friends never needed to cast twice while the phonograph was playing. Why can't those fellows get a phonograph of their own or else be sports and go where the fishing's good? I'll go to the United States Supreme Court to prove that the phonograph does not constitute an unlawful advantage."

Then he placed the phonograph in his boat house, directly above the water.

LANDAY BROS. TO HANDLE PLAYERS.

The Prominent Victor Distributors in New York Become the Representatives of the American Piano Co., and Will Handle Rythmodik Player Rolls and Player-Pianos—A Chat with Mr. Landay, and His Plans.

One of the most interesting agency appointments which has been made in some time in the music trade was announced this week, when Landay Bros., Inc., of New York city, were selected as representatives of the Rythmodik player rolls. The concern will also handle player-pianos made by the American Piano Co.

Landay Bros., Inc., are among the best-known Victor distributors in the United States, and now operate four stores where Victor goods are handled exclusively.

In order to give the Rythmodik player roll its proper representation Landay Bros., Inc., have rented an additional store next door to their warehouses at Fifth avenue and 46th street, wherein the American Piano Co.'s product will be shown exclusively. The said store is now being fitted up in a manner that will be a credit to the lines represented therein.

Landay Bros., Inc., is the first talking machine house of importance to make a feature of music rolls and player-pianos. In chatting with The World, Max Landay, of Landay Bros., Inc., said:

"I have been interested in the music roll situation for some time, and, after investigating the various player rolls on the market, have decided upon the Rythmodik, which was drawn to my attention by B. Feinberg, special representative of the Rythmodik player roll.

"One objection to the music roll business heretofore has been the uncertainty of prices, and abuses have crept in, such as cut-rate fights, etc. In looking over the music roll situation one of the important features was not to handle any roll that did not have a fixed price.

"The success of the Victor talking machine business has largely grown out of the fact that the dealer knew exactly where he was at and that a strict one-price has been maintained, enabling him to get a reasonable profit. The talking machine companies have protected the dealer, and as soon as the music roll manufacturers will do the same there will be unquestionably a larger number of music rolls sold.

"We are assured that Rythmodik player roll prices will not be subject to fluctuation and that a fixed price will prevail. This, as stated above, was one of the important reasons for deciding upon the Rythmodik, but, among the other important reasons was the fact that it reproduced the playing of a piece of music as perfectly as if the artist himself was there to play it. It has none of the objectionable mechanical reproductions which are so evident and noticeable in many player rolls."

ALLEGES PATENT INFRINGEMENT.

Victor Co. Makes Public Letter Sent by Horace Pettit, the Company's Attorney, to Keen-o-phone Co.—Reply of Latter Company.

The Victor Talking Machine Co., Camden, N. J., has just sent out to the trade a copy of a notice served by its counsel, Horace Pettit, upon the Keen-o-phone Co., of Philadelphia, Pa., alleging infringement of various patents controlled by the Victor Co. Special attention is called to the large cabinet machines having enclosed horn construction, motors and sound boxes. Ten patents held by the Victor Co. are specifically mentioned in the matter, eight of which are claimed to cover products of the Keen-o-phone Co., already advertised and on the market, and two to cover the manufacture of disc records.

The Keen-O-Phone Co., Philadelphia, Pa., in replying to the letter recently sent to the trade by the Victor Talking Machine Co., charging the former company with infringing various patents owned and controlled by the Victor Co., denies in an open letter that its machines infringe the Victor patents in any particular and claims that the

Keen-O-Phone machines are constructed along original lines and are covered by patents and pending applications controlled by the manufacturers. The company also states that it will defend any action brought against it for patent infringement.

SINGING FOR TALKING MACHINES.

An Odd and Interesting Occupation in Which Women May Make "Good Money."

How many of those who on a summer evening listen idly to the music of the phonograph reeled off so easily and carelessly ever stop to think how those records were made or to wonder what were the emotions of the musician who poured sweet sounds into inanimate ears, without any of the inspiration of lights, flowers, beautiful clothes and an applauding audience?

Although it doesn't bring so much glory as singing at the Metropolitan Opera House, this business of singing for records is a very lucrative one. Caruso is said to make \$150,000 a year in this humble fashion, and stars of lesser magnitude may count on \$2,000 annually, which means much more than it would if gained behind the footlights, because the phonograph does not demand that its entertainers keep up with the latest caprices of fashion. In the beginning, however, it is rather trying.

"Stage fright is nothing to the feeling with which one confronts that awful horn," testifies a young woman who is now singing for these silent audiences, "and afterward, when the record is played and one hears every false note, every clearing of one's throat, even an audible swallow, it is a wonder anyone ever has the courage to try again. Yet it is a wonderful experience, and one realizes as one never could otherwise how truly marvelous is the talking machine.

"The room where we make our records is an absolutely bare, barnlike place, with a board partition at one end, dividing the room proper from the small space where the recording instrument is placed. The horn into which one sings is suspended from the ceiling, and protrudes through an opening in the partition. Grouped around it are the musicians of the orchestra, seated on elevated chairs, their music hung in front of them on strings and weighted so as not to swing too much in any chance breeze. The instruments themselves are the strangest looking things, the violins having, instead of the regular body, a hollow tube affair, in which are arranged the strings. The 'cellos are skeleton in construction—no sides and very slight wooden supports separating the top and bottom of the body. And to every instrument is attached an aluminum horn, directed toward the large horn in the wall, to concentrate the sound waves.

"The singer is placed on a little platform directly in front of the large receiver, then when all is in readiness he or she slips down out of the way of the sound waves. A light gives the signal and the conductor, who is perched even higher than the musicians, starts the orchestra. At the side of the soloist is an assistant, who, when the orchestra begins, puts into the mouth of the horn a large extension, so as to catch more of the sound, and when the introduction is finished quickly removes it. Then the soloist, rising and standing quite close to the horn, sings. It is rather distracting, for one hears one's voice become at once concentrated and more vibrant than usual, and one must remember those dreadful little sounds which an audience would scarcely notice, but which the horn records relentlessly.

"On finishing the verse one steps down below the level of the horn. The assistant once more puts on the extension and keeps it in place until the second verse starts. This assistant is a most useful person for those new to making records, for he sways one first forward when one is using the middle or low register, then back for the high notes. If the singer makes a mistake he stops. If anything goes wrong with the recording instrument a bell rings and all stop, to begin over again at a given signal.

"After the song is finished the record is played. One listens to see where it can be improved. Perhaps in places the orchestra is scratchy. If so, they rehearse the weak spots once or twice; then again they take their positions, await the red starting signal and try once more.

"The wax discs on which the records are actually made are behind the partition, and all about is a mass of what at first looks like fuzz or fluff, but is in reality wax spun off by the needle. These wax imprints are sent to the factory—about four or five are made of each song—where a metal impression is taken from them. From this pattern the hard black records are manufactured."—New York Tribune.

MILNOR SUCCEEDS BRUSHABER

As Head of the Dictaphone Department of the Columbia Co.'s Chamber Street Store—Mr. Brushaber Engages in Business in Newark.

O. Brushaber, for a long time the manager of the Dictaphone department of the Columbia Phonograph Co. store at 89 Chambers street, New York, has resigned that position and removed to Newark, N. J., where he will operate a Dictaphone salesroom for himself. The Dictaphone out-



N. F. Milnor.

look in Newark is of the best and there is little doubt that Mr. Brushaber will be hugely successful.

N. F. Milnor will fill the vacancy as Dictaphone manager at the New York store. Mr. Milnor has been for the past five years connected with the Oliver Typewriter Co. as manager of the branch at Memphis, Tenn., and as superintendent of sales in New York. He is equipped with a business knowledge which is suited to his new vocation and is already producing results with the Columbia Co.

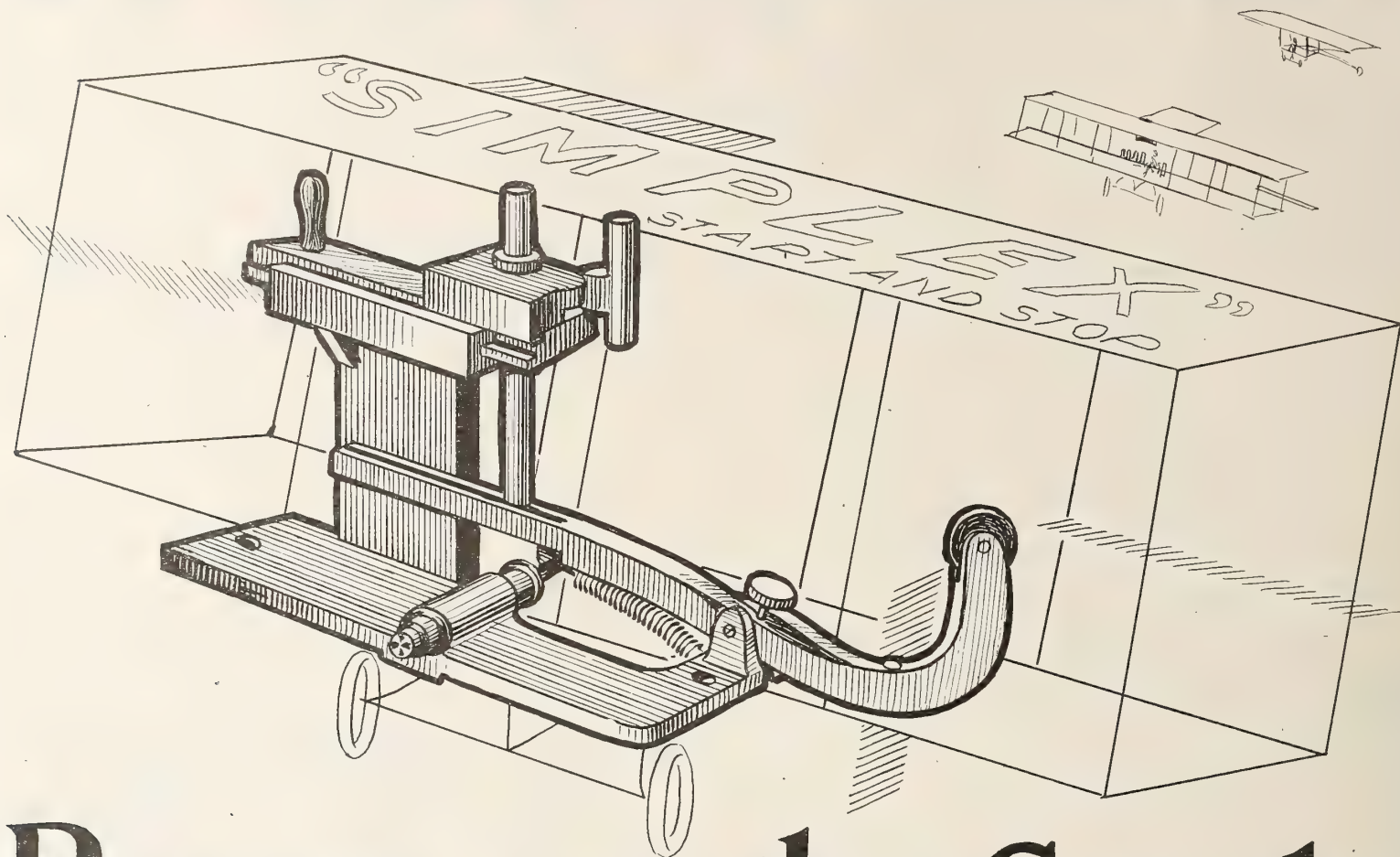
Write To-Day**The ELECTROVA COMPANY**

117-125 Cypress Ave., :: New York

for their new illustrated booklet, "The Money Magnet," describing the most perfect and satisfactorily Coin-operated Electric Player on the market. 88 note, with automatic expression device and mandolin attachment.

Just the player for the better class of places

IT'S A WINNER



Because the Goods Are Good!

Manufactured by

STANDARD GRAMOPHONE APPLIANCE CO.

173 Lafayette Street, New York

Sales Agents: Talking Machine Supply Co.

563 5th Avenue, NEW YORK, N. Y.

Leading Jobbers Handling the SIMPLEX

Baltimore, Md. Cohen & Hughes, Inc.
 Birmingham, Ala. E. E. Forbes Co.
 Boston, Mass. Oliver Ditson Co.
 Brooklyn, N. Y. American Talking Machine Co.
 Buffalo, N. Y. Neal, Clark & Neal Co.
 Cincinnati, O. The Rudolph Wurlitzer Co.
 Cleveland, O. The Eclipse Musical Co.
 Columbus, O. Perry B. Whitsit Co.
 Des Moines, Ia. Harger & Blish, Inc.
 Dubuque, Ia. Harger & Blish, Inc.
 El Paso, Tex. W. G. Walz Co.
 Houston, Tex. Houston Phonograph Co.
 Kansas City, Mo. Schmelzer Arms Co.
 Little Rock, Ark. O. K. Houck Piano Co.
 Los Angeles, Cal. Southern California Music Co.
 Memphis, Tenn. O. K. Houck Piano Co.
 Nashville, Tenn. O. K. Houck Piano Co.
 New Orleans, La. Philip Werlein, Ltd.

New York, N. Y. Blackman Talking Machine Co.;
 S. Bloom, Inc.; Emanuel Blout;
 I. Davega, Jr., Inc.; S. B. Davega
 Co.; Greenhut-Siegel Cooper
 Co.; Landay Bros., Inc.; Silas
 E. Pearsall Co.; John Wana-
 maker.
 Omaha, Neb. Nebraska Cycle Co.
 Peoria, Ill. Putnam-Page Co., Inc.
 Philadelphia, Pa. Penn Phonograph Co., Inc.; The
 Talking Machine Co.; H. A.
 Weymann & Son, Inc.
 Pittsburgh, Pa. Standard Talking Machine Co.
 Providence, R. I. Manufacturers' Outlet Co.
 Richmond, Va. The Corley Co., Inc.
 St. Louis, Mo. The Aeolian Company of Mis-
 souri; Koerber-Brenner Music
 Co.
 St. Paul, Minn. W. J. Dyer & Bro.; Koehler &
 Hinrichs.
 Washington, D. C. Robert C. Rogers Co.

L. J. GERSON ENTERTAINS STAFF.

Manager of the Talking Machine Department of the John Wanamaker Store Acts As Host for the Employees of the New York Department on Labor Day at His Farm Near Palisades, N. Y.—Have Enjoyable Time.

The staff of the talking machine department of John Wanamaker's New York store had a thoroughly delightful outing on Labor Day, when the members were entertained by Mr. and Mrs. Louis

cept at Brookdale, where, nevertheless, it was cloudy and threatening, and as a necessity the outdoor entertainment originally planned was curtailed. However, the day was spent almost wholly out of doors, and the "boys and girls" helped themselves to such sports as tennis, baseball, croquet, riding and walks through the woods and fields. In the middle of the day an old fashioned country chicken dinner was served in the house, covers being spread for twenty-one.

The crowd returned to the city about 7 p. m. looking tired but quite happy and thoroughly ap-



Employees of Wanamaker's Talking Machine Department at Mr. Gerson's Farm.

Jay Gerson, at their country place, "Brookdale," in Rockland County near the town of Palisades, N. Y. When the party reached the railroad station at Sparkhill automobiles were in waiting to take them the two and one-half miles to the farm, which is on the State line and about half a mile from the Hudson River.

Labor Day was chosen for the outing for it was a legal holiday and coming at what is practically the end of the summer provided a fitting close for the vacation season.

It rained almost everywhere on Labor Day ex-

preciative of the generosity of Mr. and Mrs. Gerson.

Among those invited were: Alexander Russell, H. B. Bertine, Martin B. Lynch, Edward J. Kierman, Alice M. Dillon, Anna C. Deady, Yetta Klinger, Charlotte S. Conroy, Helen L. Slade, Bertha C. Johnson, Geo. M. Boyce, James G. Martin and wife, J. H. D. Rehberger, Chas. J. Collins, James Bratherton, Sadie Davidson, John P. Rice, Joseph Fonte and wife, Howard Arnold, Nelson Hartford, Samuel Terry, Rose Flavin, James Livingston, Rebecca Morton and Mr. Van Wulven.

GRINNELL BROS.' EXPANSION.

Talking Machine Departments of the Grinnell Business to Be Benefited by Recent Incorporation of the Concern with Capital Stock of \$3,750,000—Employees Become Interested in the Business.

(Special to The Talking Machine World.)

Detroit, Mich., Sept. 10, 1912.

The talking machine department of the various stores of Grinnell Bros. are destined to share in the advancement which is sure to accrue through the incorporation last month of this, the largest retailing and manufacturing establishment in the music trade in this city, and which controls twenty-six branch stores in Michigan and Ontario, Province of Quebec. The capital stock of the new company is \$3,750,000, all paid in, and the officers include the three Grinnell brothers, Clayton, Ira L. and Albert A. Grinnell, Clinton I. Nye, head of the financial department, and Seward E. Clark, general manager of the branch stores department and of the big store in this city.

Two million dollars of the stock is common and \$1,750,000 is preferred, which is subject to redemption at par thirty years hence at a par value of \$100 per share and carries interest at 7 per cent., payable quarterly, cumulative and payable before any dividend shall be set aside or paid on the common stock, thus offering full protection to the holders of the preferred.

The assets of the company include \$216,500 in cash, stocks and interests in Detroit, Kalamazoo, Lansing, Flint, Ypsilanti and Hancock valued at

\$790,315.26, including a lease for ninety-nine years on the real estate occupied by the Grinnell Bros.' Detroit building at 243-245-247 Woodward avenue, copyrights on forty-one sheet music compositions valued at \$100,000 and three patents on player-pianos.

The stock of the corporation is divided into 37,500 shares, of which Clayton A. Grinnell holds 6,250 shares of preferred and the same of common, Ira L. Grinnell holds similar amounts of each kind of stock, Albert A. Grinnell five hundred of preferred and five hundred of common, Clinton I. Nye a hundred and fifty shares of each kind and S. E. Clark fifty of each kind.

Grinnell Bros. have been in business here for more than a quarter of a century, but always as a partnership. They have advanced from a small beginning to a position of influence throughout the State, having a branch store with a resident manager in every city of more than 10,000 population in Michigan, with the exception of Grand Rapids.

The firm also has a manufacturing plant in Detroit which compares favorably with a big proportion of those in the country, and a smaller one in Windsor, from which their Canadian trade is supplied. Grinnell Bros. have long handled Victor talking machines and records with great success.

"Have you ever read the article on how to tell a bad egg?" asked the Inquisitive One at the hotel table. "No, I haven't," replied the Traveling Salesman, "but my advice would be, if you have anything to tell a bad egg, why, break it gently."

THIRTY YEARS OF ELECTRIC LIGHT.

It Was on September 4, 1882, That Thomas A. Edison Started the World's First Central Station in New York City—An Interesting Description of the Event.

Thirty years ago, or to be more precise, on September 4, 1882, Thomas A. Edison started in operation the world's first central station for the supply of incandescent electric lighting for commercial purposes.

It was 3 o'clock in the afternoon of that day, in an old brick building, a converted warehouse, in lower Pearl street, New York, that steam was turned into a single dynamo and current was sent through underground cables into about 400 lamps that had been distributed through a territory about a mile square.

The newspaper accounts of the demonstration read curiously in this day. While it was generally admitted that the exhibition had been a success so far as proving that the incandescent bulbs gave light, there was a dubious feeling running through the reports as to whether the invention could be made commercially successful.

In the Sun's report Edison's appearance on that occasion was thus described: "He wore a white high crowned derby hat and collarless shirt," and in an interview which followed Mr. Edison was quoted: "I have accomplished all that I promised. We have a greater demand for light than we can supply at present, owing to the insufficiency of men to put down the wires."

Since that day thirty years ago, this city has had electric lighting with only two interruptions, the second and most serious one of which was in 1890, when the old Pearl street station was destroyed by fire.

On this occasion before the flames even had been routed, new dynamos were ordered. In less than four hours' time service had been re-established in other quarters. One of the old "Jumbo" dynamos, designed by Edison himself, was saved from the fire, and is now treasured as a relic of the old days.

Thirty years ago fifteen miles of underground cable sufficed to connect all the installations. Now 1,400 miles of "underground" sends current to 5,250,000 lamps, while the bills are ticked off by 159,000 meters.

The first electric motor was put on the lines in 1884. For six months previously it lay upon the shelf before any one could be found who was willing to experiment with this novel apparatus. Today in New York City 337,000 horsepower is used in motors.

Instead of the old reconstructed brick building at 257 Pearl street that housed the six "Jumbos," as the old time generators were called, there are now two Bastille-like structures covering two city blocks.

LOST MOTION AVOIDABLE.

Lack of System in Shipping and Handling Goods a Big Factor in Costs.

There are too many merchants—not only retailers but wholesalers—there is too much lost motion in selling and reselling, shipping and re-shipping, and every time the goods are handled, on goes an extra to the price, which does not add to the value of the article to the consumer. Ask any merchant if there are not too many in the distributing market; he is sure to say yes. Of course, it is always the other fellows that ought to get out—but that does not alter the fact that the excess of shopkeepers is recognized. The problem is to eliminate waste or reduce its sting.

A great howl goes up about mail-order houses. I do not care to defile or defend them. I do say that there must be some reason for this great development in business, and it strikes at a part of our distributing methods that needs attention.—M. W. Mix.

The man who loafs on his job soon discovers that every day in the year is Friday the 13th.



For four \$5 bills

A genuine Columbia—

To our good friends, those talking machine dealers who still, for one reason or another, are missing a mighty good thing, and needn't miss it, and ought not to:

This advertisement, in the Saturday Evening Post this week, marks the opening of the Columbia fall campaign with the greatest money's worth of musical instruments ever built.

Get the size of this instrument in your mind—15 $\frac{5}{8}$ inches square! Gather the significance of such an instrument in quartered oak, well finished and equipped with that astonishingly attractive feature, the Columbia tone-control shutters!

This same "Eclipse" in mahogany will list at \$25. And all it needs is a comparison against all comers. Anything in the world at \$25, set up alongside the mahogany "Eclipse," is discounted at first glance—the only mahogany machine on the market under \$40.

Sum up this offer—and what it means to your business:

1—A machine at \$20 bigger and better than anything on the market at near the price.

2—Furnished in mahogany at \$25—the only machine on the market in mahogany under \$40.

3—Offered at terms that are easy for you and for your customers.

4—A Columbia Demonstration Record free—to you, and from you to your customers.

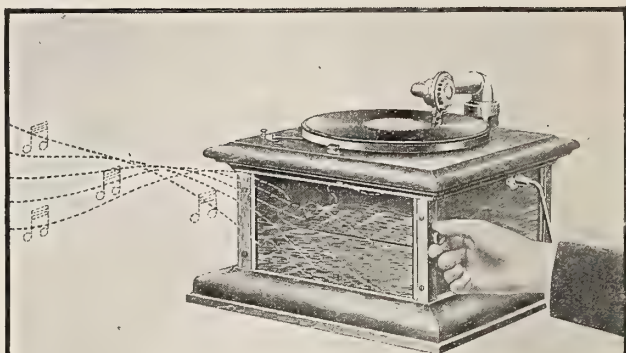
5—A signed guarantee with every machine.

Don't be caught "without the goods"!

COLUMBIA

PHONOGRAPH CO.

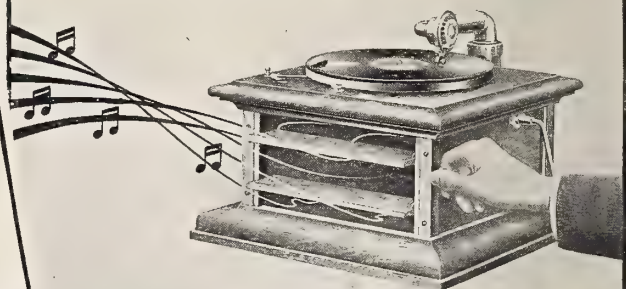
Tribune Building, New York



With the Columbia tone-control shutters **closed**, the volume of music is very soft, yet round and natural.



With the Columbia tone-control shutters **partly open**, the music is brought nearer, with its resonance somewhat less restrained, yet with no loss of definite detail.



With the Columbia tone-control shutters **wide open**, the full, brilliant, vibrant notes of the singer's voice, and the unconfined music of the band or orchestra, pour flooding out.

COLUMBIA

one a month) on free trial —full size and complete

FREE

With each instrument delivered within thirty days, this Columbia Demonstration Double-Disc Record.

The "Eclipse" measures 15 $\frac{5}{8}$ inches square. Like all Columbias, regardless of price and in contrast to others, this instrument has a **continuous** tone-chamber, with the motor-mechanism separated and insulated. See the diagram below.

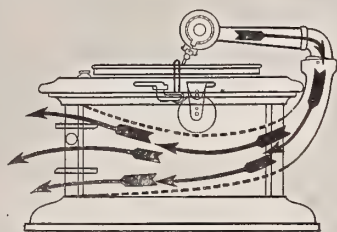


Diagram showing the continuous tone-chamber.

Every money-making reason for carrying the Columbia line gets a fifty per cent. increase of strength by the adding of this new 1913 model. Not too cheap to be perfectly satisfactory to your customers, nor to be unprofitable to you, yet not so expensive that anyone need to think twice before buying—and just as good a record-selling medium as our \$200 Grafonola, because, absolutely, the tone-quality is there.

'ECLIPSE' HORNLESS GRAPHOPHONE



REVIEW OF THE TRADE SITUATION IN NEW YORK.

Summer Business Makes Satisfactory Showing—Fall Opens Up with Demand for Better Grade of Machines and Records—Collections Show Improvement—Politics Not Hurting Business—Opinions of Some of New York's Leading Distributors Are Optimistic.

There is a feeling of general satisfaction throughout the talking machine trade in and around New York. The manner in which business has held up during the hot season and the briskness with which the fall is breaking in is the best indication of what the New York jobbers say will be by far the largest year in the history of the industry.

There is a decided tendency prevailing toward a higher grade of machines and records, and this in itself is one of the best signs possible in any line. Many new machines from the different manufacturers are on the market, machines in which are incorporated the popular features of last year's models as well as additional features destined to make the new machines factors in the coming year's business. To the dealers as well as the manufacturers this is important, and adds just so much more to the prospects ahead.

According to general opinion the quickness of collections is in advance of last season. Cash sales are more frequent and there is a general underlying strength to business which is a gratifying argument in itself. Politics is so far making little or no difference in the trade. It is getting close to actual election time, and the fact that no effect has been noticed up to the present time is enough to warrant the future as safe so far as the political situation is concerned.

Following are published brief interviews with G. T. Williams, general manager of the New York Talking Machine Co., Victor distributors; R. F. Bolton, manager of the Columbia Phonograph Co. store on Chambers street; J. Newcomb Blackman, president of the Blackman Talking Machine Co., and Max Landay, of Landay Bros., Inc., of New York City.

Said Mr. Williams: "We are perfectly contented with the result of the past summer and with the prospects for the fall and winter. August was more than a satisfactory month. I have not the figures for comparison with last August, but there is no doubt that it was well in advance. I am confident that this, the fall of 1912, will be the largest in the annals of the industry. The new line of Victor-Victrolas which the Victor Co. has just announced will insure the dealers their biggest fall trade. The machines are just what was needed to round out the comprehensive Victor line, and there is little doubt but what

they will enjoy an unprecedented demand. Reports from outside of New York in the talking machine trade and in general commercial lines are of the best. The railroads the country over are showing better earnings and are bemoaning a shortage of cars; this, of course, means that shipments are active, and active shipments mean brisk business. We are prepared for an enormous season, and in my opinion it is assured."

Said Mr. Bolton: "Truly, business with us is so good that I am actually afraid to tell you just how good, for fear of injuring my reputation as a truthful man. I have been posted here for fifteen years and I have never seen a season to compare, or even begin to compare, with the present one, or never a time when the prospects were so good for the future. The increase of July and August of this year over July and August of last was, respectively, 84 per cent. for July and 90 per cent. for August. I appreciate the fact that those are strong figures, but they are nevertheless true. The Columbia factory at Bridgeport has been running to capacity both night and day since the first of July, and present conditions indicate that this will be necessary for the balance of the season. The two new Columbia machines just announced are bound to prove winners from the start and will afford an extra stimulus to the already tremendous demand for Columbia goods."

J. Newcomb Blackman, president of the Blackman Talking Machine Co., 97 Chambers street, New York, during a brief talk with The Talking Machine World regarding the business outlook, said: "You can quote me as being thoroughly optimistic. We are preparing for the heaviest fall and winter business in our history, and I am confident that I shall not be disappointed in the outcome. I believe that the basic prosperity of the country lies in the crops, that the crops in a large measure control the high cost of living. This year, according to reports, the crops will be the largest in the history of the country; that can mean nothing less than the reduction of living expenses and is bound to increase business generally. So far as politics are concerned I do not anticipate that they will cause any detrimental effect to business. All three of the candidates have more or less worthy platforms, and considering the condition of the country it is doubtful if they will create much disturbance

commercially. Personally, I have a strong leaning toward the progressive movement."

"In view of the present bright status of the country," commented Max Landay, of Landay Bros., Inc., Victor distributors, "I have every belief that the ensuing four months' business will assume magnificent proportions. Crops were never larger; manufacturing industries of all kinds are flourishing, and there is an optimistic feeling throughout the country that is very bright. No! I do not believe that the Presidential election will have any detrimental effect as in past elections, the present election seeming not to arouse any too much interest anywhere."

RECORDS BY KATHLEEN PARLOW.

The Famous Violinist Making Records for the Columbia Phonograph Co.—Talented Artist.

The first violin records by Kathleen Parlow, the famous woman violiniste, have just been announced by the Columbia Phonograph Co., General, New York. Miss Parlow is a native of Calgary, Alberta, but much of her childhood was passed in California, and her first violin instruction was received in San Francisco, where she appeared in public at the age of six years. In 1905 she went to London, and in November of that year played with the London Symphony Orchestra. Tours of northern Europe followed shortly after this, in course of which Miss Parlow aroused extraordinary enthusiasm, more especially in Berlin, where her first recital was the sensation of the musical season.

She has appeared in recital in all of the principal cities of the United States, where she has won notable triumphs for her art, and during 1911-12 she was chosen as soloist for the entire fall tour of the Boston Symphony Orchestra, appearing more than sixteen times with that orchestra, an enviable reputation for any artist.

REPORTS AN EXCELLENT BUSINESS.

(Special to The Talking Machine World.)

Cincinnati, O., Sept. 11, 1912.

The Victor department of the Aeolian Co. reports a nice business for the month of August, having trebled its record sales, as well as machine sales, over the corresponding period of last year. This increased volume of business will necessitate augmenting our force in this department. The outlook for the ensuing month is exceedingly bright. With the new style Victrolas, which will be put on sale September 15, they expect to have a "record breaking" month.

A VISITOR FROM TURKEY.

Old timers in the talking machine trade were delighted to meet J. O. Prescott, who was in the metropolis recently on "a buying trip" from Turkey.

Since the old days of the American Record Co. Mr. Prescott has been in Japan, where he built up a very successful talking machine business, and a year or more ago went to Constantinople owing to a very liberal offer made him to manage a record making business in that city.

Mr. Prescott has changed but little. He seems as young and active as in the olden days, and was given a very cordial greeting by hundreds of friends, who were delighted to meet him.

Mr. Prescott's visit to New York is largely to buy machinery for the talking machine company with which he is connected in Constantinople, and as soon as that is accomplished, which will be early in September, he expects to return.

On September 12 the Thos. A. Edison Co. will ship to jobbers four records made by Theodore Roosevelt, giving the Progressive leader's views upon the great questions of the day.

The Eilers Music House, of Seattle, Wash., is doing some effective publicity work by means of sacred concerts in the churches, for which invitations are sent out.



No. 415 Cabinet for Disc Records

Quartered oak front and sides. Any Victor finish. Mahogany front and sides. Holds 272-10 or 12 inch disc records.

A Good Cabinet For You To Buy

A beautiful and comprehensive New Catalog is ready for you. Shown between its covers is a splendid line of Cabinets and Table Cabinets for Disc Records and Cabinets for Cylinder Records.

The point is just this; that we make attractive designs that are properly priced: then we guarantee the workmanship and finish. Because of a heavy demand all styles are cut in large quantities which is your assurance of prompt shipment.

The necessity for a cabinet to file your customers records in is unquestioned.

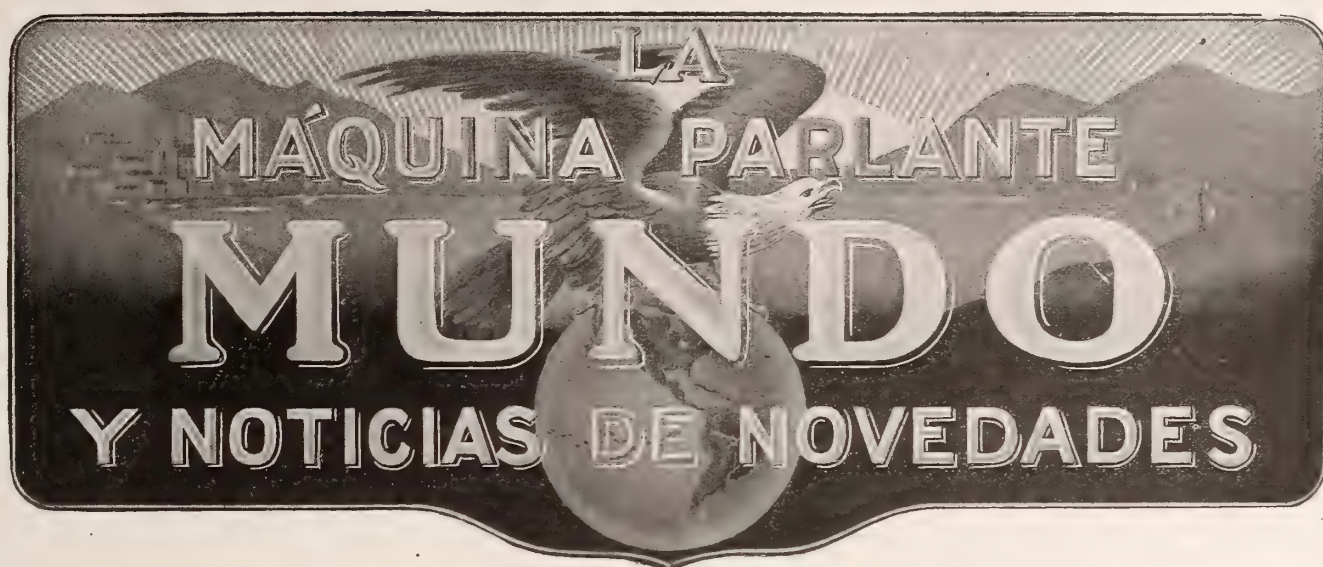
It only remains for you to sell that customer the best in a cabinet that you can buy.

So get Udell Cabinet Catalog No. 41 by dropping a line to

Catalog Department

THE UDELL WORKS

INDIANAPOLIS
INDIANA



Some of the largest talking machine men in Latin America have written letters to the publisher congratulating him upon his new publication La Máquina Parlante Mundo.

This Spanish paper has created widespread interest in business circles in the countries which lie south of us and the first edition, which was a very large one, has resulted in calling the attention of thousands of merchants in all lines to this new publication.

Our business plans have been further perfected and we have associated with us Mr. Luis G. Rocha whose long experience in export matters connected with the talking machine trade make him an extremely valuable addition to the staff of our Spanish publication.

We, therefore, are in a better position than ever before to cater to the interests of manufacturers in all lines who desire to be brought into close business alliance with merchants in the southern countries.

EDWARD LYMAN BILL, Editor and Publisher

LUIS G. ROCHA, Business Manager

Main Offices, 373 Fourth Avenue, New York

CHICAGO, 37 So. Wabash Avenue, E. P. VAN HARLINGEN, Manager

LONDON, 1 Gresham Building, Basinghall Street
W. LIONEL STURDY, Manager.

GERMANY, 72 Ritterstrasse
KARL E. DIESING, Manager

PLANS OF THE PHONOGRAPH CO.

The Company, Recently Incorporated Under the Above Heading in Chicago, Will Conduct a Wholesale and Retail Business in Edison Phonographs and Supplies—Its Headquarters Will Be at 227 South Wabash Avenue, Chicago—Those Interested.

(Special to The Talking Machine World.)

Chicago, Ill., Sept. 10, 1912.

Clyde E. Shorey, the attorney of 137 South LaSalle street, who appeared as one of the incorporators of The Phonograph Co., recently incorporated, with a capital stock of \$50,000, to-day made the first statement as to the plans of the company. It is as follows:

"The Phonograph Co. is an Illinois corporation with a capital stock of \$50,000, which is fully paid. It expects to conduct its business at 227 South Wabash avenue, Chicago. The company expects to conduct a wholesale and retail business in Edison phonographs and supplies. The company is fully organized and a certified copy of all the papers is filed in the office of the Secretary of State and filed for record in the recorder's office of Cook county."

The records in the office of the recorder give the charter by which the company is authorized to "manufacture, buy, sell and deal in phonographs, phonographic supplies, moving picture machines and supplies, merchandise and personal property of every kind and description." The directors are given as follows, together with their stock holdings: Clyde E. Shorey, 137 South LaSalle street, \$49,600; A. W. Armstrong, Oaklawn, \$100; Wm. J. Fenton, 137 South La Salle street, \$100; Morris Cohen, 137 South LaSalle street, \$100; John E. Gorin, 137 South LaSalle street, \$100.

The building at 227 South Wabash avenue is a four-story structure and it is understood will be extensively improved and a new front constructed.

OCCUPY NEW FACTORY.

The Standard Gramophone Appliance Co. Has Well Equipped Quarters at 173 Lafayette Street, New York.

The Standard Gramophone Appliance Co., manufacturers of the Simplex "start and stop," is now located in its new factory at 173 Lafayette street, New York. Modern in equipment and in policy, it ranks high in the estimation of manufacturing experts. Visitors are cordially invited to inspect the making of Simplex devices, and a guide will be placed at the disposal of any talking machine man who comes to the factory. Orders are piling up for the Simplex start-stops, and a rush working schedule is in force at the factory in an attempt to cope with the order situation.

SOME STRONG ARGUMENTS

Against Interfering with the Manufacturer's Right to Regulate Prices at Which His Goods May Be Sold, Presented in Eldridge R. Johnson's Volume on "Price-Cutting."

Just as we close the last pages of The World for the month we are in receipt of a most important booklet entitled, "Price Cutting—A Restraint of Trade," written by Eldridge R. Johnson, president of the Victor Talking Machine Co., and which in brief is an argument against any legislation that contemplates interference with the manufacturer's right to regulate the price at which his goods may be sold. As might be expected, the argument is forceful and convincing and appeals to the reason of thinking, practical men. The introductory to the volume is in part as follows:

"A number of new bills, most dangerous to general business interests, have been introduced in Congress. The purposes of these bills are to prevent the regulation of prices by manufacturers either through the patent laws or any other method whatsoever. They are based on the erroneous theory that the manufacturer has no rights, interest or responsibility in goods after they leave the hands of the original producer. These bills are aimed at the so-called trust monopolies. No doubt their authors are acting in good faith, but they do not understand the true situation. These bills will not only fail to accomplish the object intended, but will foster certain classes of monopolies based on price-cutting conspiracies from which the public as well as honest manufacturers and merchants are already sadly in need of protection."

Next month we shall take pleasure in reviewing this volume at greater length.

TRADE-MARKS IN CHINA.

Shanghai Chamber of Commerce Requests a Uniform System of Trade-Mark Registration—The Present Situation Summarized.

A Reuter dispatch from Peking states that the Government is considering a telegram received from the Chinese Chamber of Commerce in Shanghai, requesting the promulgation of a uniform system of registration of trade-marks. The present status of trade-mark protection is summarized as follows by Vice-Consul-General W. Roderick Dorsey, of Shanghai:

Although the commercial treaty between the United States and China of 1903 contemplated the protection of trade-marks, patents and copyrights to citizens and (or) subjects of those countries, no patent laws have as yet been enacted and no patent office has as yet been established in China.

Provisional registration bureaus for trade-marks have been opened at the Shanghai and Tientsin offices of the Chinese maritime customs.

A registration is first effected in the consulate of the country of applicant, and is then sent on to the commissioner of customs for registration in the provisional bureau. The result is merely a provisional registration giving tangible evidence of priority of claim of ownership to be considered when trade-mark, patent and copyright laws come into effect in China and application is made for actual registration under those laws. No actual protection from infringement results, hence the importance of action.

BLUE AMBEROL RECORDS

To Be Shipped by the Thos. A. Edison, Inc., the First Week of October.

At a meeting of the operating heads of Thos. A. Edison, Inc., it was decided that shipments of the first 55 Blue Amberol records would go forward some time during the first week of October, taking the place of the November wax list. Fifty of these Blue Amberol will be regular records, while five of them will be concert. With these also will be shipped the diamond reproducers and the combination attachments for the four-minute records. The Blue Amberol records are the first of the new indestructible Edison cylinder records.

1866

1912

NYOIL

FOR

Talking Machines, Typewriters, Phonographs, Dictaphones, Adding Machines, Cash Registers, Guns and Tools, and on all Polished Instruments. The finest Oil Made. You can see it's better at a glance and when you have once tried it you know that it has no equal.

For polishing varnished wood work it is extremely satisfactory. No oil is so clean

NYOIL

Absolutely Prevents Rust

Sold Everywhere in Hardware Stores and other Progressive Places

WILLIAM F. NYE
NEW BEDFORD, MASS.



INCREASING SALES EFFICIENCY.

A department where a number of sales people are employed should be as harmonious and quiet as a well-ordered household. Work is greatly hindered and impaired by petty strife among employees. Competition there must be, and personal effort to excel, and it is too much to expect of human nature that there should be no friction at all, but it should never be displayed before the customers.

Sales people should not argue with each other over their respective duties within hearing of people in front of the counter; such matters can always be settled when there are no listeners about. Ts the Dry Goods Economist well says: "The customer wants to be properly served, and any distraction delays her purchase by turning a part of her attention from what she is doing to what is going on."

If there is an unfriendly feeling among sales people it may easily bring about actual damage to the interest of the firm. Many a time a fault-finding customer will complain to a salesman of the treatment he or she has received at the hands of some other salesman. If the former has a little grudge against the latter he will sympathize so heartily with the customer as to tacitly admit that his business associate is really an inefficient person. Such an admission reflects immediately upon the firm, carrying the impression that it is not employing capable people.

Customers who believe that the shop, the goods and the sales people are the best to be found will not want to trade anywhere else. This impression should be made stronger with each visit. The slightest hint of criticism from an employee creates uncertainty in their minds.

A department where orders are quietly given and executed, where sales people are attentive and courteous, attracts custom, for everybody knows that a smooth-running machine does efficient work.

Talking Machine Business for Sale.

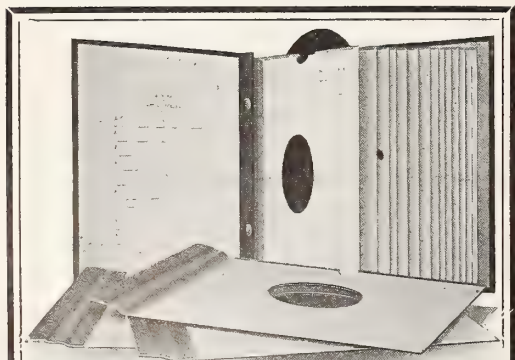
FOR SALE.—Talking machine business on West Side of New York City; established 7 years. Address "Victor," care The Talking Machine World, 373 Fourth Ave., New York City.

Will Buy Established Store.

WILL BUY an established store, in or near New York, handling the Victor line; state full particulars and location. Address "Business Wanted," care The Talking Machine World, 373 Fourth Ave., New York City.

Young Lady Wants Position.

YOUNG LADY thoroughly competent in music, can prepare and give concert programmes, etc., wants position in retail Talking Machine Department. Address "D. R.," care The Talking Machine World, 373 Fourth Ave., New York City.



PATENT APPLIED FOR.

Standard Loose Leaf Holders for Disc Records

Each leaf affords a separate compartment for the perfect protection and preservation of the record. By our loose leaf method records can be arranged to suit the user, making them easy and quick to find. Leaves can be added at any time, and in any quantity desired. Name of record read at a glance. Write for dealers' terms and discounts.

Adams, Cushing & Foster
168 Devonshire Street BOSTON, MASS.

PARCELS POST READY BY JANUARY.

Talking Machines and Records Not Exceeding 11 Pounds Weight and Limited in Size May Be Mailed—Charges Fixed by Zones—Act Also Authorizes Commission to Investigate Subject of a General Parcels Post for All Packages—Details of New Law Will Interest.

(Special to The Talking Machine World.)

Washington, D. C., Sept. 12, 1912.

Postmaster General Hitchcock let it be known to-day that the proposed parcels post plan enacted into law when President Taft signed the new post office appropriation bill would be put into effect as soon as possible. The Bourne-Lewis parcels post plan goes into effect Jan. 1, 1913, so far as the establishment of the parcels post rates and zones are concerned, and Mr. Hitchcock will endeavor to have the details worked out by that time.

Under this legislation it is provided that hereafter fourth-class mail matter shall embrace all other matter, including farm and factory products, not now embraced by law in either the first, second or third class, not exceeding eleven pounds in weight nor greater in size than seventy-two inches in length and girth combined, nor in form likely to injure the person of any postal employee or damage the mail equipment or other mail matter, and not of a character perishable within a period reasonably required for transportation and delivery.

For parcels post purposes the United States and its territories, including Alaska but excepting the Philippines, is to be divided into units of area thirty minutes square, identical with a quarter of the area formed by the intersecting parallels of latitude and meridians of longitude, represented on appropriate postal maps, and these units of area are to be the basis of eight postal zones, as follows:

The first zone will include all territory within such quadrangle, in conjunction with every contiguous quadrangle, representing an area having a mean radial distance of approximately fifty miles from the center of any given unit of area.

The second zone will include all units of area outside the first zone, lying in whole or in part within a radius of approximately 150 miles from the center of a given unit of area.

The third zone will include all units of area outside the second zone, lying in whole or in part within a radius of approximately 300 miles from the center of any given unit of area.

The fourth zone will include all units of area outside the third zone, lying in whole or in part within a radius of approximately 600 miles from the center of any given unit of area.

The fifth zone will include all units of area outside the fourth zone, lying in whole or in part within a radius of approximately 1,000 miles from the center of any given unit of area.

The sixth zone will include all units of area outside the fifth zone, lying in whole or in part within a radius of approximately 1,400 miles from the center of any given unit of area.

The seventh zone will include all units of area outside the sixth zone, lying in whole or in part within a radius of approximately 1,800 miles from the center of a given unit of area.

The eighth zone will include all units of area outside the seventh zone.

The rate on fourth class matter weighing not more than four ounces is to be 1 cent for each ounce or fraction and on matter in excess of four ounces weight the rate is to be by the pound, the postage in all cases to be prepaid by distinctive postage stamps affixed. Except as provided above the postage on matter of the fourth class, which is to be admitted to the parcels post, is to be prepaid at the following rates:

On all parcels post matter mailed at the post office from which a rural route starts, for delivery on such route, or mailed at any point on such route for delivery at any other point thereon or at the office from which the route starts, or on any rural route starting therefrom, and on all matter mailed at a city carrier office or at any point within its delivery limits, for delivery by carriers from that office, or at any office for local delivery, five cents

for the first pound or fraction of a pound, and one cent for each additional pound or fraction of a pound.

For delivery within the first zone, except as above, five cents for the first pound or fraction of a pound and three cents for each additional pound or fraction of a pound.

For delivery within the second zone, six cents for the first pound or fraction of a pound, and four cents for each additional pound or fraction of a pound.

For delivery within the third zone, seven cents for the first pound or fraction of a pound, and five cents for each additional pound or fraction of a pound.

For delivery in the fourth zone, eight cents for the first pound or fraction of a pound, and six cents for each additional pound or fraction of a pound.

For delivery within the fifth zone, nine cents for the first pound or fraction of a pound, and seven cents for each additional pound or fraction of a pound.

For delivery within the sixth zone, ten cents for the first pound or fraction of a pound, and nine cents for each additional pound or fraction of a pound.

For delivery within the seventh zone, eleven cents for the first pound or fraction of a pound, and ten cents for each additional pound or fraction of a pound.

For delivery within the eighth zone and between

the Philippine Islands and any part of the United States, including the District of Columbia and the several Territories and possessions, twelve cents for the first pound or fraction of a pound and twelve cents for each additional pound or fraction of a pound.

Postmaster General Hitchcock, as required by the new parcels post law, will provide such special equipment, maps, stamps, directories, and printed instructions as are necessary to administer the parcels post, and to hire teams and drivers. He will be allowed to draw on a special appropriation of \$750,000 made in the post office appropriation act.

The Postmaster General is also required to provide by regulation for the indemnification of shippers using the parcels post for shipments injured or lost, by insurance or otherwise, and, when desired, for the collection on delivery of the postage and price of the article shipped, fixing such charges as may be necessary to pay the cost of those additional services.

The act also authorizes the President to appoint a joint commission of six members of Congress to make a further inquiry into the subject of a general parcels post. Three members of this commission will be Senators and three will be Representatives. An appropriation of \$25,000 is made available for the expenses of this commission.

Ideas, somehow or other, seem to strike the busy man—not the idle one.

INSURE YOUR HOLIDAY PROFIT

YOU CARRY FIRE INSURANCE—DON'T YOU?

☞ Most people do, and yet they don't expect or want a fire.

THE NEW VICTROLAS MAKE GOOD HOLIDAY BUSINESS CERTAIN

☞ Are you INSURED against losing GOOD PROFITS through not being able to get these Victrolas?

EXPERIENCE—THOUGH EXPENSIVE—IS THE BEST TEACHER.

☞ You can't afford to forget the EXPERIENCE of those Dealers last year who did not properly PREPARE for HOLIDAY NEEDS, when the low-priced Victrolas were announced.

☞ This is also true in the case of records. PREPARE NOW.

ARE YOUR EGGS ALL IN ONE BASKET?

☞ The "basket" represents your jobber, the "eggs" your orders. Will the "basket" stand the strain of Holiday requirements? If not, who suffers?

YOU MAY NEED TWO POLICIES.

☞ That will depend on "past performances" and the reputation of the "basket" to meet such requirements.

NOW TO THE POINT. THESE ARE FACTS.

☞ You cannot place "additional insurance after the fire has started and collect your Insurance." Can you expect to call on an extra jobber AT THE LAST MINUTE and be sure of getting the goods?

INSURE WITH BLACKMAN NOW AND BE PROTECTED.

☞ We cannot recall a single case where a "Blackman dealer" lost a "real sale" last year, because we could not deliver the goods. When we say a "regular dealer" that doesn't mean the fellow who came to us at the last moment after FAILING to get the goods from his "regular jobber."

BE A "REGULAR BLACKMAN DEALER" NOW.

☞ That means we will PREPARE FOR YOU, as we do for "OUR DEALERS." Call on us at the last minute, if necessary, and we will do the best we can, but the "Blackman policy" is to recognize the obligation to fill the requirements of REGULAR DEALERS FIRST. We call this "fair dealing" and it is appreciated by our dealers.

NOW IS THE TIME TO TAKE OUT THAT POLICY.

☞ Start giving, at least a share of your business, to Blackman and you will feel easy about your Holiday profits.

THE PLACE TO GET THE GOODS—EDISON AND VICTOR



97 CHAMBERS ST. NEW YORK
EVERYTHING FOR EDISON OR VICTOR WHOLESALE OR RETAIL

¶Pioneers in selling Victors and Edisons, today our system is far better than the ordinary methods.

There is real help all along the line for live dealers in getting in touch with us. Especially do we aim to assist those dealers who are desirous of achieving supremacy in their local territory.

Three things you find here:

The largest stocks.

The quickest service.

The most courteous attention.

A request from a dealer will result in placing his name at once on our rapid-fire mailing list

World's Largest
MUSIC HOUSE

Lyon & Healy

Chicago

FROM OUR CHICAGO HEADQUARTERS

ROOM 806, NO. 37 SOUTH WABASH AVENUE, E. P. VAN HARLINGEN, MANAGER.

(Special to The Talking Machine World.)

Chicago, Ill., Sept. 12, 1912.

In spite of the fact that there was a good deal of "waiting" on the part of dealers during August on account of new models of machines the appearance of which was scheduled for September, the month is generally referred to by jobbers as having shown a material increase over the corresponding month of last year. Advance orders of goodly volume were placed, however, and it is generally believed that September, notwithstanding the extremely hot weather so far, will make a very fair showing indeed. Business is expected to open up quite briskly about the middle of the month and increase in a steady crescendo up to the holidays.

"We are looking for a big fall business," said L. C. Wiswell, manager of the talking machine department of Lyon & Healy. The farmers are loosening up and are buying liberally. This report we get from our dealers everywhere. They are in good condition now, this year's crops fill them with confidence in the future, and the fact that the big bulk of the crops will not be marketed until next spring means that the farmer is going to have plenty of money in his jeans for months to come at least. Dealers writing in say very emphatically we are going to do business this fall. They don't say that when they have any doubt of it. The advance orders for the new Victor machines have been surprisingly large. The Victor XI, the new \$100 machine, is going to be a phenomenal seller. Although the other new types are being given their full share of attention machine sales are naturally somewhat slack in the summer months, but have been more than up to the average, while our summer record business has been in all respects exceptional."

Arthur D. Giessler, general manager of the Talking Machine Co., says that August showed an increase over every similar month since 1907. The advance orders on all of the new Victor types has been phenomenal. An encouraging feature has been the demand for the new XVIs, showing that while the attractive models at lower figures are being eagerly taken hold of that the dealers are energetically after the highest class of trade in their sections and getting it. The company have their large warehouse facilities crowded to the utmost preparation for the large trade they anticipate this fall.

W. C. Fuhri, district manager for the Columbia Co., said: "We have had an unusual summer business, the total figures for the Chicago office, including local retail, dictaphone and wholesale, running ahead during the entire period and exhibiting a gain of something like sixty per cent. over last year. The business of the Chicago office has grown so rapidly that we will be obliged to increase our warehouse facilities in the near future. I was in New York last week and learned while there that the output at the factory had been greatly increased and that they had been able to lay in a large stock of the popular selling machines at the factory that will enable them to fill orders promptly this fall."

C. E. Baer, manager of the Columbia's Chicago office, is jubilant over the manner in which the fall trade is opening up. He reports the establishing of several sizable new Columbia dealers since the first of the month.

With the Wurlitzer house talking machine business is opening up in good shape both in wholesale and retail. Assistant Manager Fred A. Simon says that material increases have been made in both branches, although there is a feeling that

dealers are holding off to some extent until the new Victor styles are put on sale. He says, though, that while the new Victors will probably be very popular, there is still a demand for the old styles and that it is hard to supply the demand for them.

The talking machine department of the Aeolian company reports a good prospect for fall business. Demand for machines has been rather spirited with the beginning of September, despite the June-like days that ushered in the month.

The Talking Machine Shops in the Steger building also report a considerable picking up of trade during the last of August and the first week in September.

Roscoe M. Breeden, of the Breeden Office Supply Co., of Salt Lake City, Utah, and dictaphone representatives in that city, was a Chicago visitor this week.

Col. F. B. T. Hollenberg, of the Hollenberg Music Co., Little Rock, Ark., was a Chicago visitor.

W. C. Fuhri, district manager for the Columbia Phonograph Co., leaves this week on a trip to Omaha, Kansas City and St. Louis.

Mr. Carmine, representing the Pooley Furniture Co., was in the city a few days ago. He had with him two new styles of the Pooley talking machine cabinet, selling at \$18 and \$25. Jobbers here say the new cabinets will certainly prove heavy sellers.

Good Dictaphone Month.

August was one of the biggest months of the Columbia Co.'s Chicago dictaphone department. W. W. Parsons is jubilant over some especially good installations, among them being the Illinois Steel Co., American Radiator Co., and International Harvester Co.

Novel "Bird" Window.

The Columbia Phonograph Co. are preparing an exceptionally attractive window in celebration of the aviation meet on the Lake Front. An aeroplane model will be the essential feature, and the window will be filled with the Columbia Aeroplane Glide records, which contain on the reverse side a popular number entitled, "Waiting for the Robert E. Lee."

O. M. Kiess, manager of the talking machine department of Wooley & Co., Peoria, Ill., was a recent caller in Chicago.

Makes Talking Machine Exhibit.

One of the most attractive flats in the parade of the Woodlawn Business Men's Association, which was a part of the association's annual field day and athletic meet, Aug. 21, was that of Miller's Grafonola Shop, 1126 E. 63d street. Mr. Miller's automobile was gaily decorated with flags, pennants and bunting, and on a platform built over the wind shield reposed a Columbia horn machine. It was kept playing throughout the journey of the parade and was surrounded by crowds of eager listeners who followed it for blocks.

The Wade Cutter.

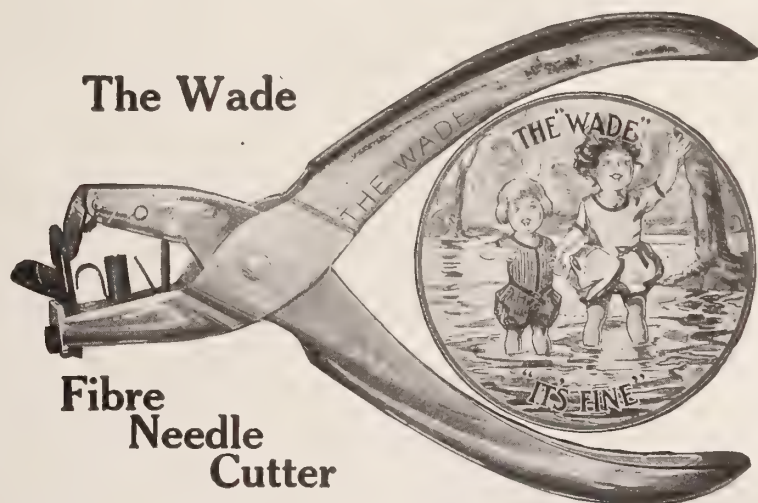
S. O. Wade, of Wade & Wade, manufacturers of the Wade Fibre Needle Cutter, says that business has shown a marked increase with them the past few weeks. They are now filling some of the largest individual orders they have ever received from their wholesale customers.

The Salter Cabinets.

The Salter Manufacturing Co. is not only getting an excellent business on the Salter felt-lined shelf record cabinets, but is also having a nice trade on the new style of sheet music and combination music and player role cabinets which they lately put on the market. The two lines go together in many instances. Dealers would do well to write for both record and music cabinet catalogs.

Favors Music in the Schools.

In connection with the progress of introducing
(Continued on page 34.)



The Wade

Fibre
Needle
Cutter

THE WADE FIBRE NEEDLE CUTTER trims the needle at the proper angle, and the needle can be re-pointed from ten to twelve times, thus giving more tunes per needle than any other cutter made. This cutter is provided with a self-acting stop, which prevents cutting away more than enough to make a new point.

The WADE CUTTER has an upper and a lower blade, the upper blade being loosely pivoted and pressed against the lower blade by means of a spring, making a perfect contact. These blades are made from the best Swedish Tool Steel and are scientifically hardened by electricity, giving the most lasting and finest cutting edge that it is possible to produce, and seldom ever needs sharpening.

Order from your regular Distributer—we sell to Jobbers only.

List Price, \$1.50

WE GIVE OUR ABSOLUTE GUARANTEE WITH EVERY CUTTER SOLD

WADE & WADE, 1227 East 46th Street
CHICAGO, ILL.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 33).

music in the schools by talking machine, upon which the large talking machine companies are now making extensive campaigns, a statement recently made by Anton Foerster, one of the foremost teachers of music in Chicago, will be of interest. "Music in the schools is the basis for development in other branches of study," says Mr. Foerster. "The educational force of music," he said, "is not generally recognized. The child's first work in all the arts should be creative rather than imitative. Study of music should begin in the lower grades." Mr. Foerster does not advocate compulsory music work except in the lower grades.

A Political Record.

"Sir: The best record Mr. Taft ever made was for a phonograph company four years ago, in which he tells how the Republican party stands by Theodore Roosevelt and in which he promises a continuation of 'his policies.' We tried one on our standpat dad the other evening. The effect was wonderful. If we were the Victor people, we'd push that record as the funniest little piece of monologue in stock. L. B. M."

The foregoing from Lyne-o-type-or-two in Chicago Tribune is respectfully submitted to the Victor Co.

Wurlitzer Improvements.

When the improvements now under headway at the Chicago Wurlitzer store have been completed the space devoted to talking machines will be more than doubled. It is expected that the alterations will be completed in about two weeks.

The annex, one door south of the present entrance to the store, will be devoted to a concert room in front, while in the rear will be a number of display rooms for the machine, the repair shop and the shipping department. In the past this part of the building has been occupied by the wholesale piano stock, which has now been moved to new quarters farther south on the Wabash. Entrance to the annex will be through a large door to be opened in the wall between the two rooms at the front of the building and immediately to the left of the present entrance. The stairway on the right side of the main room leading to the mezzanine floor will be closed, as will be the door now opening from the foot of the stairway into the annex. Toward the rear and middle of the building several doors will be cut between the annex and the main room.

A change will also be made in the arrangement of the talking machine record stock and display rooms on the first floor of the main building. Instead of following the isle which runs straight down the center of the building, between the display rooms, as they are located at present, customers will go through the demonstrating room at the left and pass down a corridor on the left side of the building. The present middle isle will be fitted as quarters for the employes of the talking machine department, where the record stock will be handled.

Visitors and Personals.

Will A. Young, known as "The Music Man" of Fort Wayne, Ind., was in Chicago the other day placing orders for talkers and other musical goods preparatory for the fall trade. Mrs. Young accompanied him.

Bert Chaffee, of Young & Chaffee, furniture and talking machine dealers of Grand Rapids, Mich., was in the city last week demonstrating to the Chicago trade the new Vitaphone, in which he is interested.

Harry B. Hopkins, assistant to L. C. Wiswell in the wholesale talker department of Lyon & Healy, is on vacation. He is making his headquarters at his home in Ferndale, but is making daily runs into the surrounding country in his newly purchased American Roadster. At last reports both Hopkins and the auto were reported safe and sound.

Opening of Gram's New Building.

Paul A. Seeger, who will be the manager of the new Victor department which the Edmund Gram Co., of Milwaukee, is establishing, coincident with his removal to the new Gram building, was in the

city the other day. The formal opening occurs this week. The talker department will occupy commodious and elegantly fitted-up quarters in the basement, consisting of three booths, reception room and stock, and there will also be space on the first floor for display purposes. Mr. Seeger has been with the House of Gram for several years and those in the trade who know him say that he is pre-eminently the man for the place.

Add to Sales Force.

The Talking Machine Co. has just made two notable additions to its sales force. Both are bright, clean-cut young men and college graduates and give promise of success in their respective fields. H. L. Flentye, who owns the University of Wisconsin as his alma mater, will visit the Chicago city trade and has gone through a preparatory course in the shipping, stock and repair departments.

Elmer H. Dittmer, a University of Kansas man, will preach the Talking Machine Co. Victor service gospel in Illinois and Iowa, and is now engaged with Sales Manager Keith in arranging for itinerary of his first missionary journey.

Miss Pauline Tishler, the well-known and hustling little saleslady of the Talking Machine Shop, has just returned to the city after a month's vacation spent in the East. She visited Niagara, Cleveland, New York, and other Eastern cities.

Chandler Gets Coast Territory.

A. V. Chandler, for many years traveler for Illinois, has been promoted and will hereafter make Coast territory for the company. He said good-by last week and headed for the Golden Gate, followed by the choicest benedictions of hosts of friends in the Chicago trade. Mr. Chandler succeeds Mr. Voltz, who left Lyon & Healy a year ago to join the Edison forces.

GEISSLER ON COAST CONDITIONS.

General Manager of the Talking Machine Co., Chicago, Returns from Annual Visit to Pacific Coast, and Discourses Interestingly on Conditions as He Observed Them—Enjoyable Feature of His Stay Was His Visit to the Ranch of L. F. Douglass.

(Special to The Talking Machine World.)

Chicago, Ill., Sept. 11, 1912.

Arthur D. Geissler, general manager of the Talking Machine Co., of this city, returned the latter part of last week from his annual combined business and pleasure trip to the Pacific Coast.

He was accompanied by Mrs. Geissler and their small daughter, the two boys having now reached an age when they can stay at home and bring additional furrows to the brows of their temporary guardians.

"In spite of the fact that there has been something of a slump in general business on the Coast, the talking machine business has kept up remark-

ably well," said Mr. Geissler. "Everywhere I went I found the talking machine dealers enthusiastic about business and prospects and tangible evidences of prosperity in the form of new buildings and extended departments on every hand. In Frisco Sherman, Clay & Co. have just let the contracts for four additional stories to their building, which will enable them to greatly increase their Victor department. At Los Angeles the Southern California Music Co. has nearly as much money invested in talking machines as in pianos and is doing a really remarkable business. The George J. Birkel Co., of which my uncle, Edward Geissler, is vice-president, is now thoroughly settled in its new building on Broadway, where it has one of the finest Victor departments on the Coast. The Musical Record Co., of which W. E. Allen is president and Albert Wayne is manager, has opened an exclusive Victor shop, embodying features which it would be impossible to duplicate anywhere except in a climate like that of California. The store itself is attractive, but there is a Japanese tea garden in the rear, where tropical plants and a pond stocked with gold fish gives distinctly the Oriental flavor. Here Victor concerts are given every afternoon and silent-footed Japanese serve tea. At Santa Monica I found Van Sant & Raynor doing a nice business in an exquisitely fitted up store. Mr. Raynor, by the way, was formerly one of the directors of the Southern California Music Co."

Incidentally, it should be said that the Talking



Arthur D. Geissler Enjoying Ranch Life.

Machine Co. enjoys a big business on the Coast, the joint result of the up-to-date service of the Talking Machine Co. and Mr. Geissler's wide acquaintance and popularity with the trade there. As usual, he brought back with him orders from his friends for Victor machines and records amounting to an imposing figure.

A most enjoyable feature of Mr. Geissler's stay in California was his visit to the recently purchased ranch of Leon F. Douglass, in the Geyserville district, in the mountains a hundred miles north of San Francisco. The property comprises a tract of 2,500 acres, part of it heavily wooded, has a trout filled stream running through it and is prolific of farm products and cattle by the hundred head. There is a fine shooting lodge containing eight or nine rooms with baths, running water and all the conveniences of city life and a commodious keeper's lodge. About thirty deer were sighted by Messrs. Douglass and Geissler and the latter succeeded in bringing down a fine three-pronged buck, which weighed dressed a hundred and twenty pounds. Ocular evidence of the capture of the buck is presented in photos here presented and which were taken on the spot.

BOOSTING ONE'S HOME TOWN.

There should be a natural desire on the part of everyone to boost his own town, his own community; for by building up the place in which you live you are providing for yourself a guarantee for future prosperity, says a Westerner of wide experience.

This should apply universally to purchasing your necessities; to banking and making your investments. Many will be loud in denouncing the consumer for spending his money with mail order houses and then turn around and buy a supply from distant points while he could have done just as well at home.

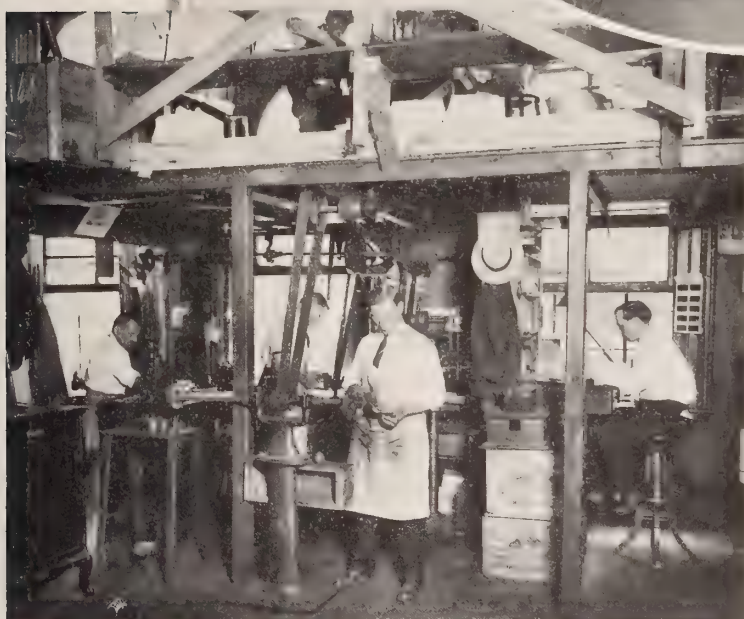
Again, many get a living out of one community and then invest their profits in some enterprise at some distant point, while their immediate neighborhood is badly in need of many improvements for lack of local interest and finally "slumps" to such an extent that it becomes an impossible business center.



A. D. Geissler as a Deer Hunter.

ably well," said Mr. Geissler. "Everywhere I went I found the talking machine dealers enthusiastic about business and prospects and tangible evidences of prosperity in the form of new buildings and extended departments on every hand. In Frisco Sherman, Clay & Co. have just let the contracts for four additional stories to their building, which will enable them to greatly increase their Victor department. At Los Angeles the Southern California Music Co. has nearly as much money

Another Proof of our Ability to Serve You



Our Repair Department

is the largest and best equipped in the country. It is in keeping with our stock and our methods of Selling Co-operation.

Skilled Mechanics turn out expert work, at a minimum charge for perfect workmanship, in the least possible time.

We solicit your repair work on all kinds of Talking Machines.

THE TALKING MACHINE COMPANY
 137 North Wabash Avenue : : : : : CHICAGO

THE QUAKER CITY SITUATION.

Business Keeps Up to Marks Set by Former Years and Many are Waiting to See the New Machines Before Going Ahead Rapidly—New Houses in the Local Field—Columbia Trade Makes Distinct Advance Over That of Last Year—Improvements Made in Local Columbia Store—What the Various Jobbers and Dealers Have to Report—Recent Trade Visitors of Record.

(Special to The Talking Machine World.)

Philadelphia, Pa., Sept. 6, 1912.

While the talking machine business in Philadelphia during August has given the dealers general satisfaction, it was the only month of the year thus far that they have not run considerably ahead of last year. Business was about the same as last year, but the bulk of it was for records and not machines, and this is due to the fact that everybody seems to be waiting to see what the new Victor machines are going to be like, as well as the new Edison disc phonographs—that is, everybody but those who are buying the Columbia.

Those who are buying the Columbia have been legion and the handlers of that machine in Philadelphia report a big increase for the past month of August over last year. The moving shutter of the Columbia seems to be one of its prime qualifications as a seller, and there is no discounting its advantage, for the operator of the Columbia is able to get some wonderful effects out of some of the fine operatic arias by the way he manipulates this shutter, the same idea as the man who is interpreting a composition on the player-piano.

The dealers will only have a very few days longer to wait before they will get the new Victor machines, which will be shipped on the 10th. It is only three weeks off before the Edison disc machine will be on the market. There is much speculation as to what is going to be done. I cannot learn of any of the jobbers who will handle the Edison machine and company may have to get independent men to sell it. Frank K. Dolbeer, general sales manager of Thos. A. Edison, Inc., was in Philadelphia this week, and it is thought that he was looking over the conditions here to see what his firm could do. I believe he gave the dealers to understand that the Edison were going to have instruments of all grades and prices to compare with those of their competitors. There is no doubt going to be a lively talking machine trade all over the country between this and the

ONE OF THE ESTEY COMPANY'S TALKING MACHINE ROOMS.



An Illustration of One of the Several Hearing Rooms in the New Talking Machine Department, Just Installed, in the Estey House at 12th and Walnut Streets, Philadelphia, Pa., Where the Columbia Line Is Handled.

first of the year, or until the new machine question will regulate itself.

I understand that during the past month there were a number of applications for stock to open new talking machine houses in this city, all of which were turned down owing to the exacting conditions now prevalent if anyone wants to go in the business. New dealers started during the month, however, at 6018 Market street—Walter Trepte & Sons, who are piano dealers at that address and who have added an extensive talking machine department to their business. They have a very complete lot of machines and records. The department was opened on August 30. They have been in the piano business for a number of years.

The talking machine business at the Heppes house has been most satisfactory. W. J. Elwell, the manager, went away the latter part of August on a vacation and does not expect to return to work until the 9th of this month. He is spending most of his time on a hunting trip in Delaware County. Among the out-of-town visitors to this department recently were Jerry Charles, a dealer of Selinsgrove, Pa.; Harry F. Cake, dealer of Pottsville, Pa., and Harry Holt, a dealer of Mt. Holly, N. J.

As to records, the Heppes report that the demand for popular songs during August was phenomenal and attribute the reason to the fact that

the month was unusually cool and that people remained at home and entertained themselves in this way. E. H. Bruchl, of the talking machine department, has resigned to go to Buffalo, N. Y., in a similar business, and his place has been taken by William Elton. Frank Schallar also resigned to accept a position with Kretschman & Co., and Frederick Neally is at present taking care of the wholesale department. M. R. Matrott, of the selling force, was married during the month to Miss Soby.

As noted above, the talking machine business with the Columbia Co. was way ahead of last year. It has been making extensive improvements in its wareroom. It has changed the offices about and has brought its cashiers down stairs and has built a little office for the selling of Metropolitan Opera House tickets. It has painted and repapered the place throughout and it now presents a most attractive appearance. It has brought all its record stock to the first floor and has arranged shelves for it at the rear of the hearing rooms. It has conceived an excellent idea, and has placed two boys in charge of these records. There are little windows at the back of these hearing rooms, and when the salesmen are waiting on customers any records they may desire are handed to them from the shelves nearby by these boys. This will allow the men to devote all of their time to the selling. It has also installed in all of its hearing rooms very attractive and large alabaster lights. It has been receiving a number of the company's latest machines, the \$20 Eclipse, and Mr. Dorian says he believes it has anything beaten that has heretofore been out up to \$50. The Regal \$40 machine, Chipendale style, is also being received with much favor. The firm has an attractive September list of new music, and the Kathleen Parlow records have just been received. George W. Lyle, general manager of the Columbia, was in town last week.

The report of Joseph Murphy's having eloped during his vacation it would seem was premature. He did not elope, nor is he married, and Joe says the fellows around the Columbia are not going to hustle him off until he gets doggone good and ready. No proposals by telephone in his, and he winked at the Metropolitan box office man who had a little romance all by himself last winter, which has never been placed in grand opera.

Manager Harry Hovey, of the talking machine department at Lit Bros., says that business was a little quiet in August, but they have an unusually large number of prospects for the fall and he believes they are going to have a fine business. They are getting everything to shape to that end.

Manager Doerr, of the Weymann department, says that August was great and the entire summer was good. "There is no kick on this summer's business," he says, and he believes when the new machines come out that they are going to have the largest business they have ever experienced. They



Sell the New Bell-Hood Needle

Use it for demonstrations;
you will sell more ma-

chines and records.

After people get a taste of the new tone
they dislike to go back.

25 and 50 cents per box

Write for sample and discounts
giving name of your jobber

THE BELL-HOOD NEEDLE CO.

777 Chapel Street

New Haven, Conn.



are arranging to put up a great many additional racks for the accommodation of almost double the number of records they have previously carried.

Louis Buehn notes that their business was this year about the same as last year in the number of instruments sold, but they jumped way ahead on records. Buehn & Bro. have already on hand a great many orders for the new Victor machines, and they expect that they will have a lively September business. In their Pittsburgh store about the same conditions prevail. But in their business phonograph department they have more than doubled over last year, and they have a number of the biggest firms in the city in line for these machines this fall and they believe it is going to be a very big percentage of their business.

Gimbel Bros.' department looks unusually attrac-

tive at present. They have fixed it up for the fall business and are showing all lines of instruments they handle most tastefully displayed. An artistic eye has done the decorating, for nothing more attractive is to be seen in Philadelphia. They were in hopes that they would be able to have two new hearing rooms by this time, but thus far they have not been started. They are very much handicapped, especially since their business has been more than doubled over last year. Two Victor men called at the department the past week, Mr. Bennett and Morley Somers. The firm carries four times the stock it did at this time last year. Emmett Stewart, who was connected with the department for about a year, has gone to Easton to accept a similar position in a big talking machine store in that city.

open up several branch stores throughout Orange and Los Angeles counties, all being equipped with a talking machine department.

Scott T. Allured, the new manager of the talking machine department of the Wiley B. Allen Co., of San Diego, was in Los Angeles for a few days and placed a large order for Victor goods to be ready for the fall season. Mr. Allured takes special pride in his department and takes his men to dinner occasionally at Sargent's Grill, where they discuss the welfare of the department.

A. Graham Cook, who had charge of the talking machine department of the Geo. J. Birkel Music Co. for many years, has just returned from a three months' trip East, visiting many points of interest, including the Victor factory at Camden. What he enjoyed most was the visit to the old Boston home. Mr. Cook is very well pleased with the talking machine business of the West, stating that the Western dealer is just as well equipped to handle the trade as the Eastern dealer.

F. M. Martell, who was formerly connected with the talking machine department of Wanamaker's, of New York city, has recently joined the sales force of the same department of the Wiley B. Allen Co., of this city. Mr. Martell has already had splendid success selling talkers and records in his new location.

SOUTHERN CALIFORNIA TRADE LOOKS FOR RECORD FALL.

Improvement in Business for Past Month Presages Great Activity for the Future—Many Changes Among the Various Houses—Wm. Hobbs Richardson Married—Temporary Quarters for Fitzgerald Music Co.—Woman Manager Makes Good—Other News.

(Special to The Talking Machine World.)

Los Angeles, Cal., Aug. 31, 1912.

Los Angeles and vicinity has enjoyed a very excellent trade in the talking machine lines within the past thirty days. Dealers throughout the country are looking forward to the most promising fall trade that this section has ever had. Owing to the fact that many new styles of instruments are being placed upon the market there is every prospect of a good business for the coming season.

Chas. S. Ruggles, local manager of Sherman, Clay & Co., Victor distributors, has recently returned from his vacation at Camp Baldy, where he had a most delightful time. Mr. Ruggles is expecting a record-breaking fall business.

A great surprise came to the friends and associates of William Hobbs Richardson when news was received of his recent marriage to Mrs. L. Russ. The couple are very well known in southern California, especially Mr. Richardson, who has been connected with the Southern California Music Co. for many years, being manager of the talking machine department. Mr. and Mrs. Richardson will spend a few weeks visiting cities along the coast as far north as Vancouver, B. C.

Geo. J. Birkel, of the Geo. J. Birkel Music Co., has recently returned from a trip to San Francisco, where he had been visiting friends and relatives.

The Southern California Music Co., of Riverside, Cal., has moved into its new quarters, 924 Main street. Morris Griffin, manager of the store, states that the new location will be more of a trade center than before.

L. M. Hay, 5438 Central avenue, has recently taken on the Columbia line and has already been classed as a successful dealer.

August is the closing month of a very successful year for the Geo. J. Birkel Co. Now with new energy the company looks forward to still a

greater year, with prospects of a good beginning with the fall business.

W. F. Stidham, local manager of the Columbia Phonograph Co., is well pleased with the past business and the outlook for the future is so good that he has procured a several years' lease of the entire third floor of the Winsel block, 420-422 South Broadway, thus giving them more than double the capacity than before. Mr. Stidham reports a strong increase in demand for the two new types of Grafonolas, the Regal and Eclipse.

Everybody's Drug Store, Mesa, Ariz., reports a successful season with the Edison line and expects good returns from the coming line of disc machines.

Harold Jackson, the new road man for the Southern California Music Co., is making his first trip over his territory. To Mr. Jackson's line is added the Wood filing cabinet, of which the Southern California Music Co. has just received the jobbing agency.

Max Shireson, 367 North Main street, is very much pleased with the big increase in business in his section of the city. Mr. Shireson is a strong Edison man and is making a record with this line.

H. B. Hinman, manager of the talking machine department of the J. B. Brown Music Co., accompanied by his wife, returned from a trip to San Francisco. This trip was rather a unique one, being made entirely by tandem motorcycle, and Mr. Hinman boasts that they did not have a breakdown on their entire trip.

The Musical Record Co., although a short time in business, has been doing its share of the talking machine business. A. D. Wayne, the manager, predicts a tremendous fall trade and says he is in the position to handle all that comes his way.

Miss Bernice Roby, who has charge of the talking machine department of the Thearles Music Co., of San Diego, has proven herself worthy of the position by the many recent sales.

Guy S. Pooler, salesman for the Southern California Music Co., has returned from Avalon, Catalina Island, where he has spent several weeks' vacation. Mr. Pooler is a live salesman in every sense of the word, proving it by the recent sales.

W. S. Gray, coast manager of the Columbia Phonograph Co., was in this city for a few days combining business with pleasure while calling upon dealers of the city and vicinity.

V. B. Chatten, of the J. B. Brown Music Co., has been showing a splendid selling record of late by making a number of high-priced deals.

The Fitzgerald Music Co. is erecting a new building for temporary quarters at 947-949 South Broadway. It expects to be located in its new home in a very short time. Miss A. Brown, manager of the talking machine department, and her sister returned from a trip to the northern part of the State, where they spent several days.

Whittier Music House, Whittier, Cal., will soon

LOUISVILLE'S TRADE HAPPENINGS.

Ray Bros. Expansion—Dictaphones for L. & N. R. R. Co.—Cerf to Push Columbia Disc Line—Display at Kentucky State Fair—E. B. Walthall Returns from Visit to New York.

(Special to The Talking Machine World.)

Louisville, Ky., Sept. 9, 1912.

E. B. Walthall, local manager of the Columbia Phonograph Co., has just returned from a visit to New York and the Columbia factory at Bridgeport.

Ray Bros., Edison and Victor dealers, are making some extensive improvements in their retail store on Jefferson street.

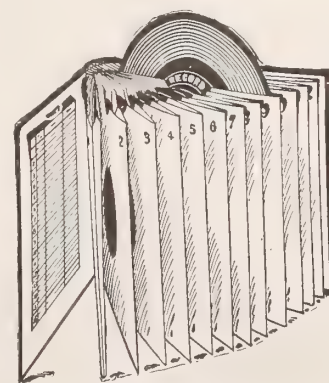
The Dictaphone department of the Columbia Phonograph Co. has just closed an extensive deal with the L. & N. R. R. Co., whose general offices are located here.

Henry Cerf, of 209 Pearl street, New Albany, Ind., in the future will push the Columbia disc line.

The Victor and Edison dealers and the Columbia Co. all report a good August business, with good collections.

The Columbia Phonograph Co. had an extensive display, in charge of Local Manager Walthall and his able assistant, Mr. Reid, at the Kentucky State Fair, held at the State Fair grounds in Louisville, September 9 to 14, inclusive. This was good advertising, as the crowd for the week was estimated at 250,000.

Retails for a Dollar, with 80 Per Cent. Profit to You



\$1.00 Retail

Our new "Viennese Imitation Leather" is the strongest and only absolutely guaranteed bound record album made. Why use the usual cloth bound albums when you can get an album with a binding 1,000% stronger than any of the cloth bindings now made by our competitors. Bindings in our new albums are guaranteed indestructible, price the same as the cloth albums, but 1,000% stronger in the wearing qualities. Gold Plated Rings in the back of the same. Not the usual brass rings, and are made to match the metal finish on all Victor and Columbia Cabinets. Let us send you one sample album and be convinced.

THE SCHAFFORD ALBUM CO., 26-28 Lispenard St., NEW YORK

The Most Profitable Record Album on the Market :: ::

SEE THE NEW

Schafford

Record Album

in the New and Strongest Binding on the Market :: :: ::

Die Sprechmaschine

the most extensively circulated talking machine paper in Germany. Berlin, S. W. 68. Subscription price per year is eight marks. Specimen numbers free. Orders for advertising can be placed with The Talking Machine World, No. 373 Fourth Avenue, New York.

SIDE LIGHTS ON SUCCESSFUL HOME RECORD MAKING.

Hints Regarding a Fascinating Pastime That Should Prove Valuable to the Dealer Desirous of Increasing His Business—Home Recording Has Its Practical as Well as Its Amusing Side—Making the Talking Machine Supplement the Camera.

Just how far, Mr. Dealer, have you encouraged your customers along the line of home record making? Have you asked them to realize what great fun it is to record the vocal or instrumental talents of a friend? If not, now is the psychological moment!

Long before the postman lays the magazine containing this story upon your desk, a new recording outfit will have been born into the world of talkerdom. It is a wonderful contrivance, this latest Edison recorder, for it makes the amateur four-minute record a practical reality, and, further than that, the shaving machine which accompanies it should eliminate the last shred of objection from the mind of your customer who has failed to become the owner of a recorder in the past, owing to the inconvenience attending the shaving of records. I know by sad experience, the best of teachers, that very often when one is upon the verge of a recordfest, the talent assembled, the repertoire satisfactorily arranged, all seems well. Then a glance at the box of wax cylinders dissolves this state of self-satisfaction into thin air. There are no blanks! This would be an encouraging state of affairs in a prize drawing contest, but applying, as it does, to a recording festival, it is a grim joke. One indulges in exclamatory paragraphs, for which in his saner moments he will be sorry, and marathons to the nearest dealer. All this takes time and money, besides destroying at least in a measure, the success of the occasion.

But when one has a thoroughly dependable device at hand, and with a few turns of a mandrel, can bring forth upon the cylinders to be shaved as smooth and glossy a surface as his dealer, with his far more elaborate paraphernalia, ever dared produce, the situation is saved without the painful necessity of indulging in a marathon or the expenditure of a single copper.

And again, Mr. Dealer, think what this four-minute recorder means to your patrons from the standpoint of old Father Time. I will venture in all sincerity to make the statement that in every household which shelters a talking machine there is a song, a poem, an essay, or what not, recalling some beloved event in the long ago, laid reverently away between the pages of the family Bible or in some other sacred place.

Why not suggest, through whatever medium of advertising suits you best, that these gems from the past be brought to light and engraved upon the new four-minute cylinders?

I hear you answer me: "I have suggested this same scheme to my customers in the days that are gone, and it proved entirely impracticable."

Very good, Mr. Dealer, but why? I will be only too glad to tell you. Until now you have had nothing but a two-minute recording zone to offer them, and that was not sufficient. They have tried to the best of their ability to obtain a satisfactory record of something dear to them upon the old style blank, and failed dismally because it was impossible to record without mutilation. No song is so sweet, and no oration so masterful that can not be ruined by "cutting."

Go back to these fellows, my friend, with the good things you have to say concerning the new outfit. Ask them to bring that abandoned selection once more into the light of day and engrave it, in its entirety, upon a four-minute cylinder.

The lecturers, clergymen and all those who make a living through their voices, should welcome this new recorder with open arms. There are a number of these gentlemen among your customers, Mr. Dealer. Why don't you prepare an attractive little booklet telling in an interesting way just what the new outfit will do for them? (Methinks I hear you mutter: "There's that time-worn booklet crack again.") They have talking machines, but for amusement purposes alone, and could not in all probability, even if its merits were pointed out to them, afford to invest in a commercial phonograph, but when you demonstrated in this brochure you are going to send them that they can get

practically "commercial" results from the machine they now own plus the four-minute Edison recording outfit, you take it from me, they will be eager to talk business with you.

* * *

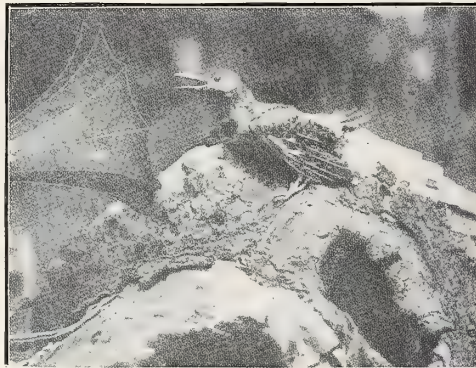
There is a certain exhilaration to be experienced from an indulgence in amateur photography, just as there is from the recording of human voices. But when one deserts the beaten paths, worn smooth by the multitude of snapshotters who know nothing



Getting Bro. Squirrel's Opinions.

ing of picture making aside from the loading of plate holders and the squeezing of the rubber bulb; fleeing also from those phonographic experts whose exploits in the world of recording are more noisy than melodious, and wanders far afield among God's creatures, photographing them in their own habitat, and making records of their voices as well; then, and then only, is he enjoying to the full his camera and his talking machine.

To those among your customers, Mr. Dealer, who are also interested in photography, I submit



Johnnie Flicker's First Conversation.

the following, trusting I may be able to widen their field of pleasure:

When next you take your kodak to the fields or woods in quest of a nature picture, include the talker also. Will it not prove eminently more satisfying when you return home from a successful hunt, to have not only your film roll loaded with



Still Another Little Record Maker.

negatives of the images of birds and animals, but your record case filled with their voices as well? This sounds fantastic, does it not? However, it can be done, and in some cases very easily.

It is not at all difficult to obtain an oration from Mr. Chick R. E. Squirrel. He is a curious little rascal, a great glutton and a loud talker. Therefore, by arousing his curiosity, and supplying an appetizing feast, you can induce him to pose for his portrait, and tell you the story of his life at the same time. You must be patient, however, as he will misjudge your intentions at first, but after he is convinced that the piece of wood you have nailed to the trunk of his favorite tree is for his especial benefit—dedicated to his use as a declaiming platform—and that the luncheon of walnuts placed in tempting array along its top is also for His Squirrelship, he will draw near, loudly chattering his thanks, but still a little afraid of the queer looking funnel and the hooded black box with its three long legs.

Eventually he grows very daring, and with a flirt of his plumed tail, and much high-pitched jabbering, steals a walnut, retreating with it to a near-by branch. But there are more sweetmeats to be consumed, and he is still quite unharmed; therefore, his next call is a more deliberate one. He is quite assured by this time that all is well, and upon his third visit settles down to enjoy himself, munching and talking.

At the click of the shutter he is off, but in the meantime your camera and talker are not idle.

Young birds make fine "photo-phono" subjects also. The young gentleman in the accompanying illustration is Master Johnnie Flicker. He, too, has a voracious appetite and is also an accomplished conversationalist. He is making his first pilgrimage into the world, having left his home (the hole to be seen at the lower right hand corner of the photograph) for the purpose of notifying the world at large that he is now open for hole boring and worm exterminating contracts at a surprisingly low figure.

Now, Mr. Dealer, bring the subject of phonography before your patrons this autumn. It will take them out into the parks, the forests and the country lanes at the time when the paint brush of nature is dripping with the most gorgeous colors of the whole year, and whether or not they return with game bags heavily laden, they will have gained clear complexions and improved digestions, besides an entirely new understanding of the doings of the wood folk.

To those of you who believe in side lines, it seems to me that the promoting of phono-photography among your customers should create a demand for cameras also.

HOWARD TAYLOR MIDDLETON.

PROFITING BY MISTAKES.

Looking for What to Avoid Rather Than What to Copy in Competitor's Business.

"I find that most business men when they visit other establishments in their own or a similar line, keep their eyes open for things to copy," said the owner and manager of a large factory in the Middle West. "When I go around, however, I look for their mistakes, and then avoid the same ones in my own place. In this way I believe that I can keep ahead of the game, because I keep away from imitating."

"I believe that so long as you are looking to the other fellow for inspiration, you are a follower, not a leader. If you should lead, you must break away from the beaten track—be a pioneer. Look to the other man to profit by his mistakes—but not to do your thinking for you."

Because her slumbers were disturbed by the cries of a baby next door, Miss Sarah Davenport, a wealthy and eccentric woman of South Norwalk, Conn., is reported to have purchased the loudest talking machine she could get and hired a man to keep it running from 10 p. m. to 3 a. m. every night, playing the same piece continually. The father of the child threatens to have the woman arrested for maintaining an intentional nuisance.



Another Columbia triumph—records from that wonderful Stradivarius of Kathleen Parlow, the one greatest of all women violinists.



**Columbia Phonograph Co., Gen'l
Tribune Building, New York**

CLOSE A BUSY SUMMER SEASON.

The Talking Machine Trade in Cleveland Well Pleased with Summer Business, and Are Now Preparing for a Lively Campaign During the Fall and Winter—U-S Phonograph Co. Reports Increasing Output—Wm. Taylor, Son & Co. Take on the Victor Talking Machine—L. H. Lucker Places Big Orders for Edison Disc Phonographs and Records—Leading Dealers Make Optimistic Reports.

(Special to The Talking Machine World.)

Cleveland, O., Sept. 11, 1912.

The vacation season, political State and national agitation and the weather interfered somewhat with the talking machine trade during August, but in the aggregate an unusually large volume of business was done, while the month, usually one of the most inactive of the year, was very quiet. September has ushered in more activity and trade is materially improving. Dealers are now turning their attention to an expected large fall trade, and judging from their optimistic talk a decided improvement is already manifest.

The summer season as a whole was very satisfactory to the trade generally. The demand covered the entire range from the lowest to the highest priced machines and records. Local reports, as well as from outside territory, are of a general tenor regarding a favorable fall trade, and extensive preparations are being made by the distributors to meet it.

A. W. Roos, auditor of the Columbia Co., spent several days at the store of the company here the first of this month.

J. O. Hanna, formerly district manager of the Edison business phonograph, has joined the forces of the Dictaphone in Cleveland. He has had a number of years' experience in the business.

Wm. Taylor Son & Co., a large dry goods and notion store, is installing a talking machine department and evidently intend to do an extensive business in this line. The company's initial order was for \$7,000 worth of Victor goods.

Business is reported moving along at a lively pace at the factory of the U-S Phonograph Co. Mr. Nisbitt, sales manager, said that conditions continued favorable and that he anticipated a good fall trade.

"The Dictaphone business is very good," said G. J. Prebeck, manager, "and the prospects are very flattering."

The same prosperous conditions that existed at the store of the Eclipse Musical Co. during July prevailed during the month of August. "We are just as busy as we can be in the wholesale department," said P. J. Towell. "About the only thing that is worrying us is our inability to get the goods from the factory as promptly as de-

sired. We have booked a number of orders for the new style of machines from retail dealers and are getting in large quantities in hopes of being able to meet the demand which unquestionably will be large. Business is moving along fine in the retail department. Sales of both machines and records are good."

The situation is very satisfactory at McMillin's and everything is said to be booming. "Trade in both machines and records is very good in both the Victor and Edison lines," said O. E. Ke'logg. "We have placed advance orders for a large shipment of the new Victrolas for October 15 delivery, for which we expect there will be an excellent demand. A party recently came in here and purchased \$27 worth of Spanish records. His home is in Rochester, N. Y., and he was on his vacation. He said he wanted to hear some Spanish records, naming some selections, with which he was accommodated. He said he had tried a number of places in Chicago, Detroit and other cities and two other stores in Cleveland before finding them. He struck the right place here, for McMillin's specialize on foreign records and are working up a fine business in them.

Conditions at the Edison distributing store of L. H. Lucker are of the most satisfactory character, judging from the highly elated expressions of Mr. Peterson, manager, over the results of summer trade and future prospects. Mr. Peterson had just returned from a visit to the exhibit in New York of the new styles of Edison disc machines and the new models of the cylinder type. "From what I had heard and read of the new disc machine," he said, "I expected to see and hear a wonderfully improved talking machine, and I was disappointed in that it was far superior to what I had anticipated. In every particular, both as to the machines and records, it is a very long step forward in the perfection of the phonograph. As an evidence of the opinion of Mr. Lusker, whom I accompanied on the visit, as well as myself, we placed an order of \$15,000 for the new machines and 10,000 records. I am now booking a large number of orders for the different styles of these phonographs, and am preparing to meet an expected big demand for them, as well as for the new improved models of the cylinder machines and adamant cylinder records.

Although the activity manifest at the store of the Collister & Sayle Co. is more largely in the sporting goods line, the talking machine department is a close second in the volume of business transacted. Trade was said to be fairly good—about normal in both the retail and wholesale departments.

Business in the talking machine department of the Caldwell Piano Co. is reported seasonably good. A number of sales of Victrolas were made

during the month, and the record trade was said to be excellent and increasing. R. W. Schirring, a young man of considerable experience in the music trade, has been appointed manager of the department.

R. Svchla, proprietor of the West Side Columbia store, is building up a large business, especially in the foreign record line. "I am quite well satisfied with conditions," he said. "Business is very good considering the season. I have a good steady trade in both machines and records and other musical instruments." Mr. Svchla has opened a branch store on Broadway, and is sanguine of doing a prosperous business there.

The W. H. Buescher & Sons Co. report the most satisfactory conditions. "Business for August," said Mr. Roberts, "was exceptionally good, but as the shipments from the factory were slow by reason of the new models coming out, deliveries of sales could not be made complete. Our new auto truck, on the sides of which is the large, beautiful oil painting of the 'Victor dog,' is attracting universal attention. When our new model Victrolas arrive and the store is filled with instruments a formal opening will be held."

The talking machine department of the Dreher Bros. Co. is a busy place. Mr. Guion said he was making daily sales of machines and that the record trade was fine and constantly increasing. "We are having numerous inquiries, indicating a prosperous fall trade," he said.

A prosperous, satisfactory business is being done in the talking machine department of the Bailey Co.'s store. "We are making large sales of machines," said Miss Sarah Shulman, the able assistant of Mr. Friedlander, "and our record trade runs into the thousands monthly. Our August business was more than double that of the same month last year. We expect a largely increased trade when the new model Victrolas are received."

The May Co. reports business in the talking machine line excellent, both in Victor machines and records. Miss Ethel M. Volk, manager of the department, is away on her vacation, which accounts for the brevity of this notice.

The Bailey Co. and the Caldwell Piano Co. have secured the representation of the Edison home kinetoscope and films for Cleveland. Judging from the optimistic expressions and the energetic way the dealers are pushing the new invention, it is destined to prove an eminent success.

WINS FIGHT FOR LOWER DUTY.

The United States Board of General Appraisers upheld the Columbia Phonograph Co., General, recently in its contention that wax master records should be assessed at 25 per cent. under Par. 462 of the tariff, instead of at 45 per cent. under Par. 468.

The cash value of proper lighting cannot be over-estimated. The well-lighted store is the store that attracts trade. Under the influence of good and sufficient light the employees work more efficiently, are more responsive, maintain better health, are more cheerful and give better service to customers.

CHEMISCHE
FABRIK

E. SAUERLANDT

FLURSTEDT
bei Apolda i. Th., Germany

The largest manufacturing plant in the world devoted exclusively to the manufacture of Master-Waxes and Master-Blanks for

Gramophone and Phonograph Recording

Sole Manufacturer of **Wax "P,"** the best recording material for Berliner-cut.

FROM OUR EUROPEAN HEADQUARTERS

1 GRESHAM BUILDINGS, BASINGHALL STREET, LONDON, E. C., W. LIONEL STURDY, MANAGER.

Despite Weather Conditions Talking Machine Dealers Are Looking Forward to an Excellent Autumn and Winter Trade—The Public Has Awakened to the Vast Possibilities of the Talking Machine as a Means of Enjoyment in the Home—Gramophone Records in Future Will Be Double Sided—Hitherto Only Single Records Were Issued—Important Odeon Changes and Developments—S. B. Turner, Formerly of Pathé Frères, Starts in Business on His Own Account—Records of the Voice of the Commander-in-Chief of the Salvation Army—New Records Announced and More Coming—The Large Fees Earned by Opera Singers—Some of the Many Interesting Records Issued by the Various Companies During the Past Month—New Amberola Style Announced by the Edison Co.—Other Items of the Month.

(Special to The Talking Machine World.)

London, E. C., Sept. 5, 1912.

Reports from the different centers of trade activity indicate in no uncertain measure the probability of an early commencement of the season's business, and unanimous opinion prevails that the hustling time is not far ahead. And there is good ground for this belief. Partly due, perhaps, to the unsavory weather conditions of late, trade shows a steady increase each week, and many large record orders have been booked for delivery over a period. Dealers, too, are experiencing a better time. Interest in the latest record issues is keen, and the public seem to have awakened to the vast possibilities of home talking machine enjoyment rather than a "damping" holiday at the seaside. Many new machine models are in course of preparation for the season's trade and, with improvements in other styles, dealers have a voluminous and attractive range from which to choose at prices ranging from 12s. 6d. upwards. The leading houses have commenced operation in earnest by opening up stock rooms in the chief cities throughout the country, and sales reports are exceedingly satisfactory.

Announce Double-Sided Gramophone Records.

Under the simple words "an announcement," Sidney W. Dixon, sales director of the Gramophone Co., Ltd., tendered a startling item of news to "H. M. V." dealers this month, which, in effect, made known that a certain category of gramophone records will in future be double-sided. Hitherto only single records were issued, and the gramophone company is practically the last to adopt the two-in-one disc. Such a radical departure calls for exceedingly careful handling, having in view the extensive character of the single-side record repertoire. The change, therefore, will be very gradual at first, and applies only to band and instrumental impressions, a list of which has been sent to the trade. Prices for the double records are the same as for single, i. e., 10-inch, 3s. 6d.; 12-inch, 5s. 6d.; which really represents a very substantial reduction in price. The initial double-sided issue of titles is thoroughly representative and forms a lengthy list. To ease dealers' stocks the company gives advice of a generous exchange plan, but only certain records, particulars of which were given on a separate sheet, may be returned for exchange, these numbers having now been deleted from its catalog. A certain quantity of new double-sided records will be issued each month in future. Trade prices remain unaltered.

In addition to the enormous extra expense involved by this change, the company announced they will back it up with an expenditure of £20,000 this season on newspaper publicity.

The various changes which have and are taking place in this industry, must exert a powerful influence in the direction of increased popularity for

mechanical music, but so keen is competition becoming that the market is liable to be overtaxed and trade stability threatened. And what with the new records promised this season, there is already close upon thirty different makes, things would appear to look very lively. It is possible to have too much of a good thing!

Odeon Developments and Changes.

An important item of news this month is the announcement relative to vital changes in the Odeon business here. Perhaps the most sensational aspect of the new move is the price reduction from 4s. to 3s., and in the case of 12-inch records from 6s. to 5s. Hitherto 10½ inches in diameter, the future size of the 3s. double record will be 10 inches, although for some little time ahead the monthly issues will include a few of the 10¼-inch size. There is to be a practically "all English" list of titles, comprising the pick of the old 10¼-inch catalog embodied with current 10 and 12-inch impressions. In this list only two prices prevail—3s. and 5s. Mainly composed of operatic and foreign titles, a separate list of what is called "Royalty" records is issued, and the prices of these will vary according to the value and standing of the artistes.

In order to counterbalance the depreciation of stock which the price reductions entail, Messrs. Barnett, Samuel & Sons, Ltd., who control the Odeon output here, have adopted a very generous rebate plan, of which their dealers have taken full advantage.

A choice selection of 150 titles appears in the Odeon "Popular" record catalog, and the "Royalty" series consists of some 500 titles by artists of the very highest rank, including Mme. Emmy Destinn, John McCormack, Walter Hyde and H. M. Grenadier Guards Band, to mention only a few, some of whom also figure in the "Popular" catalog.

This new departure has very naturally aroused a great amount of interest in trade circles, where it is regarded as a further manifestation of the kaleidoscopic-like nature of this industry. Received, however, with the utmost favor by dealers, it will doubtless prove a wonderful sales stimulant, insuring an exceptionally fine harvest this season for all live Odeon dealers. As an additional means to that end it may be mentioned that Messrs. Barnett, Samuels have planned an extensive advertising campaign throughout the country.

S. P. Turner Resigns from Pathé Frères.

S. P. Turner, who has been connected with Messrs. Pathé Frères, London, as manager for the last few years, has just resigned, with the object of starting in business on his own account early in October. Negotiations are proceeding for the rental of spacious premises, consisting of six floors in the neighborhood of Cheapside.

Having acquired a new patent tone arm in which he puts very great faith, Mr. Turner will start an extensive advertising campaign to make known the ingenuity and excellent properties of the invention, which, by the way, has been patented in all important countries.

In this new business Mr. Turner will have his own style of instruments, and will trade in all makes of records. Through the medium of The Talking Machine World Mr. Turner wishes to thank all those with whom he has come into contact during his 11 years' connection with the talking machine trade for the courtesy and good fellowship that has been extended to him. More anon when everything is ready.

Records of Commander Booth's Voice.

With the passing of the venerable Commander-in-Chief of the Salvation Army, it is interesting to recall that the only records in existence made by General Booth are two listed by the Columbia Co., the titles being "Don't Forget" and "Rope

Wanted." They are well recorded and furnish excellent examples of the general's unrivaled declamatory power and oratorical fire. Both are single-sided 10-inch records priced at 4s. each. Part of the proceeds of each sale is credited to the Salvation Army fund for reclaiming the criminal and assisting the unemployed.

Meeting of Russell & Co. Creditors.

A meeting of the creditors of F. M. Russell & Co., Ltd., was recently held at the company's registered office, Junction Works, Hythe Road, Willesden. This firm, it will be remembered, was the manufacturer of the "Russell" disc record, but little was heard of it, and after a few months' precarious existence and a five days' law action, now some three or four years back, it died a natural death.

New Records in the Field.

Since last season several new records have seen the light of day and, according to dame rumor, others may be expected shortly!

"His Master's Voice" Titles for September.

In the following list of "His Master's Voice" titles for September, special attention is drawn to the first issue of double-sided records by some of the most renowned performers of the day. Particulars will be found elsewhere as to this new departure, and I may here mention that it has caught on to an amazing extent, which, despite the company's huge output facilities, bids fair to tax the resources of the factory to the utmost. Some idea of the magnificent fare provided this month may be gleaned from the list hereunder:

His Master's Voice, 10-inch records—"Minuet" (Beethoven), Miss Marie Hall (violinist); "I Know of Two Bright Eyes" (Chelsam), John McCormack; "Haste to the Fair" (Kennedy Russell), Thorpe Bates; "Autumn Winds Are Sighing" (Klem), Herbert Heyner; "That Hypnotising Man" (Von Tilzer), American Quartet; "Carmena—Vocal Waltz" (H. Lane Wilson), Lyric Quartet, and "Berceuse" (Jarnefeldt), Renard Trio. Twelve-inch records—"Unfinished Symphony," Part I of first movement (Schubert), new Symphony Orchestra; "Unfinished Symphony," Part II of first movement (Schubert), New Symphony Orchestra; "Like Stars Above" (W. H. Squire), John McCormack; "When the King Went Forth to War" (Koenemann), Robert Radford; "Sincerity" (Emilie Clarke), Peter Dawson; "The Vale of Dreams" (Baer and Schmid), Florence Smithson; "Come to Town, Miss Brown" (Sterndale Bennett), Margaret Cooper; "Gems from 'The Sunshine Girl,'" Part I (Rubens and Wimperis), the Light Opera Company; "Gems from 'The Sunshine Girl,'" Part II (Rubens and Wimperis), the Light Opera Company; "Little Girl, Little Girl," "Sunshine Girl" (Rubens), Georgè Grossmith; "The Night When the Old Cow Died" (a song of the impossible) (H. Montague), Tom Clare, and "E Can't Take the Roise Out of Oi" (West), Albert Chevalier.

His Master's Voice Celebrity Records—"Voce di Donna o d'angelo" ("La Gioconda") (Ponchielli), Mme. Kirkby Lunn; "The Lost Chord" (in English) (Sullivan), Caruso; "The Swallows" (in English) (Cowen), Tetrizzini; "Pescator, Afonda l'esca" ("La Gioconda") (Ponchielli), Amato; "Ge Sal Solle Drude" ("Norma") (Bellini), Schaliapin. Two new records by Mme. Clara Butt are also to be issued this week. The titles are "My Ain Folk" and "Daddy."

His Master's Voice new double-sided records—"Come Sing to Me" (Thompson) (assisted by Frank Winterbottom), (cornet solo by Corporal W. Bright) and "Gypsy Love Waltz" (Lehar), band of H. M. Coldstream Guards; "The Geisha," Selection I and Selection II (Sidney Jones), band of H. M. Coldstream Guards; "Sunshine Girl," Selection I and Selection II (Rubens), band of H. M.

FROM OUR LONDON HEADQUARTERS— (Continued from page 40).

Coldstream Guards; "Mystic Beauty," intermezzo (Finck), and "Rosemary," intermezzo, Elliott; "Princess Caprice," Selection I and II (Leo Fall), by Mayfair Orchestra; "Lisclotte" and "Lancelot" (Leon Adams), by Bohemian Orchestra.

Fees Earned by Opera Singers.

A contemporary gives some interesting notes of the immense fees paid to some of our leading singers. It is announced that Caruso has just signed a contract to appear at the National Opera House in Buenos Ayres at twelve performances, for which he is to receive £1,400 each. Madame Patti often received £1,000 for each appearance, and during one season at New Orleans the diva was paid \$1,200 a night, plus a percentage of the receipts above a certain amount, besides all traveling expenses for herself and her staff.

One Order for 125,000 Records.

It is reported that the London branch of the Favorite Record Co. recently secured an order for no less than 125,000 records at full trade price. For this time of year it is regarded as a "record" contract, and I congratulate Karl Harth on his success. Certainly, under his guidance, the Favorite record business has increased wonderfully.

Records Now Made by New Process.

J. E. Hough, Ltd., announces that as all its phonograph records are now made on the "new process" system, the distinctive letters "E. B." and "N. P." will no longer be used.

Speaking of Edison Bell records, it may be mentioned that the disc sales for this year show an increase of something like 50 per cent. over last year, a fact which suggests eloquent appreciation of Edison Bell quality.

Planning Big Advertising Campaign.

The Gramophone Co., Ltd., has advised its dealers of plans for a big advertising campaign this season which will involve them in an expenditure of £20,000! A truly record amount this—at any rate, in the talking machine business.

Concert Tours by Record Artists.

"His Master's Voice" Co. issues particulars of an unique undertaking in the shape of concerts at which prominent talking machine artistes will be presented. These concerts are booked for various dates in October at Glasgow, Edinburgh, Manchester, Liverpool and Birmingham. Among the performers we notice the New Symphony Orchestra (70 musicians), conducted by Landon Ronald, who is also principal of the Guildhall School of Music; Miss Irene Scharrer, described as the greatest English pianiste, and Evan Williams, who, we are told, is making a special 3,500 mile trip from his home in Akron purely to gratify the clamorous demand of those who have heard his records and wish to hear and actually see this wonderful tenor in the flesh.

It is obvious that "His Master's Voice" tour will prove one of the big musical events of the season.

New Columbia Record List.

Among the recent scoops announced by the Columbia Co. we notice "The Two Bobs" (Adams and Alden), two genial comedians—with their piano—who came to this country from the States some few months ago with some of their best ragtime hits, two of which may now be obtained on Columbia-Rena records. Nel'a Webb is another exclusive Columbia acquisition, whose appearance at leading London music halls won for her a lasting place in the hearts of Londoners. She has been described as a "very pretty parcel of good looks and glad glances." Her first records will be found in the current Columbia list, which also includes the following excellent numbers:

Columbia 12-inch records—"I Have a Song to Sing, O" (from "Yeoman of the Guard") (Sullivan), Walter Passmore and Miss Hilda Francis, and "Like a Ghost H's Vigil Keeping" (from "Yeoman of the Guard") (Sullivan), Walter Passmore and Robert Howe, and "Festival Overture"

(E. Lassen), and "Sleeping Beauty Waltz" (Tchaikowsky), Russian Symphony Orchestra. Ten-inch records—"Cavalleria Rusticana," selections (Mascagni) (organ solo), J. J. McClellan, and "The Gondoliers," from "A Day in Venice" (Nevin) (organ solo), J. J. McClellan; "Gipsy Love" selections, Part I and Part II (Franz Lehar), regimental band of H. M. Scots Guards; "Patricia" (Maurice Scott), and "We Must Have a Song About the Isle of Man" (C. W. Murphy), Stanley Kirkby; "Cigarette Papers," Part I and Part II (Jack O'Connor), comic sketch by Jack and Evelyn; "In the Land of Harmony" and "Stop, Stop, Stop" (Ted Snyder), and "Dill Pickles Rag" (C. L. Johnson), accordion solos by Guido Deiro, and "Viva la Jota March" (P. Marquina), and "El Albanico March" (arranged by Ord Hume), regimental band of H. M. Scots Guards.

Now "Thomas A. Edison, Inc."

The names of the National Phonograph Co., Ltd., and Edison Manufacturing Co., Ltd., have now been dropped in favor of Thos. A. Edison, Ltd., under which name the company will in future be known. An excellent move, truly.

New Beka Record Exchange Scheme.

During September the Beka Record Co. has a live exchange scheme running and no more appropriate time could have been chosen to relieve dealers of old stock and put in new goods for the season. The firm itemized over twenty different makes of records which they are prepared to accept in exchange for new Bekas on liberal terms.

Reduction in Telephone Rates.

The Postmaster General announces particulars of a reduction in the telephone rates for trunk calls, details of which may be obtained from any post office.

Improved Protection Against Fire.

The recent terrible fire in London, which involved such a heavy sacrifice of life, has stimulated

(Continued on page 42.)



To T. M. the KING and QUEEN OF SPAIN



To H. M. the KING OF SWEDEN



To H. H. the KHEWIVE OF EGYPT



To H. M. the KING OF ITALY

'His Master's Voice'

Trade Mark is recognized
the world over as the

Hall Mark of Quality



To H. M. the SHAH OF PERSIA



BY APPOINTMENT
To H. M. QUEEN ALEXANDRA

AUSTRIA: Oesterr. Grammophon-Gesellschaft, m. b. H., 8, Krugerstrasse, Vienna.
BELGIUM: Cie. Française du Gramophone, 51, Avenue de la Porte de Hal, Brussels.
DENMARK: Skandinavisk Grammophon-Aktieselskab, Frihavnen, Copenhagen.
FRANCE: Cie. Française du Gramophone, 15, Rue Bleue, Paris.
GERMANY: Deutsche Grammophon-Aktiengesellschaft, 35, Ritterstrasse, Berlin, S42.
HOLLAND: American Import Co., 22a, Amsterd, Veerkade, The Hague.
HUNGARY: The Gramophone Co., Ltd., IV. Kossuth Lajos Utcza 8, Budapest.
ITALY: Compagnia Italiana del Gramofono, 5, Via S. Prospero, Milan.
SPAIN: Cia. Francesa del Gramophone, 56, Balmes, Barcelona.

RUSSIA: The Gramophone Co., Ltd., 33, Alexanderstrasse, Riga; 58, Fontanka, St. Petersburg; 9, Golovinsky Prospekt, Tiflis; Warsaw.
SWEDEN: Skandinaviska Grammophon-Aktiebolaget, 52, Appelbergsgatan, Stockholm.
EGYPT: The Gramophone Co., Ltd., 13, Rue Stamboul, Alexandria; Rue Mousky, Cairo.
EAST AFRICA: Bayley & Co., Lourenço Marques, 8 Beira.
SOUTH AFRICA: Darter & Sons, Adderley St., Cape Town; Mackay Bros., Rissik St., Johannesburg; Mackay Bros. & McMahon, 443 West Street, Durban; Ivan H. Haarbarger, Maitland street, Bloemfontein.
INDIA: The Gramophone Co., Ltd., 139, Balliaghata Road, Calcutta; 7, Bell Lane, Fort, Bombay.
AUSTRALIA: The Gramophone Co., Ltd., Hoffnungs Chambers, Pitt Street, Sydney.
GREAT BRITAIN: The Gramophone Co., Ltd., 21, City Road, E. C.

GREAT BRITAIN

The Gramophone Co., Ltd. - 21 CITY ROAD

LONDON, E. C.





The Columbia Hornless Graphophone "Eclipse" is not too cheap to be more than satisfactory to your customers, nor too cheap to be profitable for you to handle—yet not so expensive that anybody needs to think twice before buying it. And a record seller as good as the best—for absolutely the tone quality is *there*!



**Columbia Phonograph Co., Gen'l
Tribune Building, New York**

FROM OUR LONDON HEADQUARTERS—(Continued from page 41).

lated many firms to overhaul and reorganize existing methods of protection against and in the event of fire. The basic principle underlying schemes of this nature is, of course, to insure the utmost safety for employes, and doubtless with this idea in the forefront additional protective measures against a possible outbreak have been recently installed by the Gramophone Co. Hand hydrants and buckets will be kept ready for instant use should occasion arise, and on every landing and in other prominent positions are to be found large red-lettered notices indicating the nearest exits and giving clear instructions as to course of procedure in the event of fire. The whole arrangements are in the hands of a thoroughly efficient man, whose duties will entail, among other things, a weekly visit of inspection. Although the best laid plans, etc., do sometimes fail, it is evident that the Gramophone Co. can justly claim to have utilized the best possible means of minimizing the danger accompanying an outbreak of fire.

Many Standard Records Withdrawn.

Accompanying its October list of records, which, by the way, contains an exceptionally pleasing selection of titles, is an announcement from the Edison Co. notifying the trade that something like 250 "Standard" records will be withdrawn from sale. The various pieces are itemized and dealers are urged to closely study the list and order at once any titles they may require, as when the present supply becomes exhausted the moulds will be destroyed.

The current list contains two specially fine Amberol concert records, in addition to the usual quantity of Amberol, but it is to be noticed that the "Standard" titles diminish in numbers each month. The complete list is as follows:

Edison Amberol Concert Records—"O Happy Day, O Day So Dear" (C. Götz), Miss Margaret Keyes, and "Nocturne E Flat" (Chopin) (violin solo), Miss Kathleen Parlow.

Edison Amberol Records—"Battle March of Delhi" (Pridham), National Military Band; "Its Nice When You Love a Wee Lassie" (Lauder), Harry Lauder; "Money Talks" (Terry, Pelham and Wallis), George D'Albert; "The Lady with the Glad Eye" (A. Allen), Miss Florrie Forde; "I Feel So Lonely" (Bert Lee), Stanley Kirkby; "Les Sirens Waltz" (Waldteufel) (concertina solo), Alexander Prince; "Here's to All the Girls" (Jones and Martyn), Jack Charman; "The Wolf" (Shield), Peter Dawson; "The Hundred Pipers" (Lady Nairne), William Davidson; "Gae Bring to Me a Pint o' Wine" (Robert Burns) (traditional), Archie Anderson; "I Want a Girl" (Harry Von Tilzer), Walter Van Brunt and chorus; "Drifting" (W. R. Williams), Miss Elsie Baker and James F. Harrison; (a) "Silver Threads Among the Gold" and (b) "Cordelia Polka" (xylophone solos), William Dorn; "Because I Love You, Dear," Charles W. Harrison; "Scarf Dance" (C.

Chaminade) (piano solo), Karel Bondam; "With All Her Faults I Love Her Still" (M. H. Rosenfeld), Will Oakland; "By the Old Cathedral Door" (A. Solman), Cathedral Choir; "The Last Hope" (L. Gottschalk), Edison Concert Band; "Pastel—Minuet" (H. Paradis), the Tol'efsen Trio; "Mysterious Moon" (N. D. Ayer), Miss Ada Jones and Billy Murray; "When the Old Folks Were Young Folks" (A. Solman), Manuel Romain and chorus, and "Hear That Orchestra Rag" (J. Hollander), Peerless Quartet.

Edison Standard Records—"Bonne Bouche Polka" (Waldteufel) (concertina solo), Alexander Prince; "God Will Take Care of You" (Martin), Wm. McEwan, and "Will You Come Home With Me?" (Irish bagpipe solo), W. N. Andrews.

Book on Music Refers to Records.

I am in receipt of a valuable little work entitled "Recueil de Chants," compiled by D. L. Savory, professor of French and of Roman philology, Belfast University. It contains the text, in French, of some of the gems from the works of Gounod, Bizet, Meyerbeer, Schumann and other popular authors, but the interesting point is that all these pieces are obtainable on "His Master's Voice" records (by such artistes as Caruso, Plancon, Calve, Journet, etc.), the index numbers of which are given in the book. The usefulness of such a handy work to the gramophone enthusiast is obvious. Professor Savory strongly favors the use of both gramophone and phonograph as aids to the teaching of foreign languages, and has adopted this

means at the college. All the records mentioned in this excellent publication, by the way, may be obtained from Thos. Edens Osborne, of Belfast.

Billy Whitlock Now Recording Expert.

Chancing across that famous humorous singer, Billy Whitlock, whose chief aim would seem to be to invest the world with mirth, I learned that he has secured the responsible position of recording expert to the Favorite Record Co. A good man in a good place. Congratulations!

September List of Zon-o-phone Records.

Up-to-date in every respect, the September list of Zonophone records reveals a striking example of quality and popular prices. It is a fact that the Zonophone offerings become increasingly interesting and more enjoyable each month, and if any evidence of this be required it is certainly to be found upon perusal of the following choice examples:

Zonophone 10-inch records—"I Bring My Roses" (A. Von Ahn Carse), and "Pack Clouds Away" (Macfarren), Mdme. E. Jones-Hudson; "Hush-a-Bye Baby" (yodling song), C. P. Watson, and "Roll on Silver Moon," Pete la Mar; "Shadows of the Night" (cello solo), Van Biene, and "The Deep Blue Sea" (Piccolo), Miss W. Hudson; "Nearer My God to Thee" and "Fierce Raged the Tempest" (Dykes), Besses o' the Barn Band; "Hush, Little One" and "I Want to Be Your Nightingale" (Max Erard), Zono Vevey, and "Motoring" and "Fishing," by Harry Tate.

New Edison Concealed Horn Machine.

A new concealed horn phonograph, to be known under the title of Amberola III, is announced by the Edison Co. The cabinet, measuring 44 inches high, is made of mahogany, and in all respects the finish and construction of this model is of the highest technical and artistic merit. It will play only 4-minute records and five of these without rewinding. Special features are: Movable mandrel, stationary reproducer arm, an ingenious automatic stopping device and a combination starting lever and reproducer lift which releases the feed nut and raises the sapphire for the return of mandrel and removal of record. Lowering this lever places the sapphire in contact with the record and starts the motor. The operator, it would seem, has little to do but listen. That is mechanical efficiency undreamt of a few years ago. Amberola III will retail at 25 guineas.

Another Edison departure is a new 4-minute home recording outfit consisting of shaving machine, three blanks and recorder. With the many trade-winning schemes initiated by the Edison Co. this last few months, dealers should experience a real bumper season.

The man who *never* makes mistakes, *never* makes anything else.

Anybody can cut prices, but it takes brains to make a better article.

STROH VIOLS

VIOLIN, VIOLA, ETC.

The mellow and matured tone of these instruments, which are constructed largely of aluminum, yet possess *none* of the characteristics of the gramophone or wind instrument, is only one of its many points which are fully set out in an illustrated booklet which will be mailed free on request to the sole makers.



String Fiddle



Violin

GEO. EVANS & CO.

94 Albany St. London, Eng.

OR

in U. S. A. to their sole representatives

OLIVER DITSON Co.

150 Tremont Street BOSTON

NEW YORK and PHILADELPHIA

BIG SEASON IN BALTIMORE.

Dealers Close Great Trade in August—Victor-Victrola Used for Dancing at Swimming Club—A. Thomas Gordon Married—Peabody Piano Co. Takes the Columbia Line—Growth of Business with E. F. Droop & Sons Co.—Dealers Handling Columbia Line Make Encouraging Reports—Other News.

(Special to The Talking Machine World.)

Baltimore, Md., Sept. 9, 1912.

Dealers here closed one of the best Augusts in the talking machine business that they have experienced. This is a gist of statements given out at all the stores, and those engaged in the trade declare that they have no fear of the Presidential year having any detrimental effect upon the trade whatever. They are all preparing for a big season and believe that it will compare favorably with any previous year.

While many novelties have been introduced from time to time with talking machines, the latest in this section is the use of a Victor Victrola for dancing music. This stunt has been introduced by members of the Maryland Swimming Club at their spacious club rooms at Dundalk, Md. Of course, the use of the Victrola for dance music is only impromptu and takes place on nights other than the regular dance evening, when an orchestra is in attendance. While the members of this club for the most part are athletes, they are always ready for a good social session in the evening, with the result that the Victrola is kept busy furnishing waltz and two-step music while the dancers skip merrily over the floor. The Victor Victrola which the swimmers use was purchased from the Gordon Phonograph Co. Mr. Gordon says the selection of a Victrola by the swimmers speaks well for the Victrola, and he is delighted to get in with such good company.

Manager Denison, of the Columbia Phonograph Co.'s branch in this city, announces that he has placed the Columbia line with the Peabody Piano Co., of this city. Mr. Denison says that this has been the biggest August he has had and that everything points to a big fall trade. This is both the case with the retail trade and the wholesale trade, as he has most roseate reports from his traveling representatives in the various sections covered by the local office.

A. Thomas Gordon, proprietor of the Gordon Talking Machine Co., is now a benedict. He became one on August 12 when he eloped to Philadelphia with Miss Mary O. Ostendorf, daughter of Lieutenant Frank Ostendorf, of the Police Department, and Mrs. Ostendorf, while the parents of the young lady were quietly enjoying a vacation at Ocean City, Md. They were married in Philadelphia by Rev. Father Schuler of the Cathedral, Logan square, Philadelphia.

Joseph Fink, of the Gordon Talking Machine Co., has made several good sales of large machines since returning from his vacation the first part of August.

After a most enjoyable stay in Atlantic City and up the Hudson, Manager W. C. Roberts, of the E. F. Droop & Sons Co., is back on the job ready for a big fall business. He says that he has no doubt that the fall of 1912 will be a banner one for both his Baltimore and Washington stores, and he is making every arrangement with this idea in view.

Hammann-Levin & Co. report a fine month for Victors. In fact, Mr. Levin said that figures for the close of the firm's fifth year show up excellently in every branch of the music trade, the figures for the fifth year doubling those for the fourth.

Cohen & Hughes announce that August has been as good as could be looked for, while September and fall prospects are fine.

H. R. Eisenbrandt Sons are enjoying a big Victor trade, according to Manager Strahan, who is just back from a vacation which he spent in short trips out of Baltimore.

The Columbia line has also been in good demand in a retail way, according to the reports of many of the local dealers. Such statements are



SOLID WOOD (NOT VENEERED)

Mr. Dealer !

**MUSIC
MASTER**
Solid Wood Horn



Trade Mark
on
Every Horn

Once again your attention is called to the tone shadings from a

Music Master Solid Wood Horn.

It being the heart of harmony to own a Music Master, it is accepted among the world's greatest artists as proof of best tone judgment.

The tone from the Music Master appeals to those who demand the best.

Only Horn Guaranteed.

If your jobber cannot supply you, write us

SHEIP & VANDEGRIFT, Inc.
PHILADELPHIA, PA.

made by the William Knabe & Co. branch of the American Piano Co., the Hub Piano Co., Rosenstein Piano Co. and Sanders & Stayman. Manager Albert B. Widen, of the talking machine department of Sanders & Stayman, has just returned from a two weeks' trip to Atlantic City.

SELF-CONFIDENCE HELPS TO WIN.

No Man Can Succeed at Calling Regarding Which He Feels Apologetic.

The man who has confidence in himself and his wares has an easy battle with the competitor who lacks self-confidence and who is not sure of the value of his proposition. No man can hope for respect from others unless he has it for himself; he cannot readily win others to his cause unless he has first convinced himself. No man can do himself justice in a calling which makes him feel apologetic and neither can he successfully advocate a cause for which he feels called upon to apologize. The remarkable effectiveness of such phrases as "The kind you'll eventually buy" is to

be found in this spirit of unbounding confidence which the promoter displays in his commodity.

CURE FOR BUSINESS ILLS.

Hustling and Advertising Sure Remedies for Business Stagnation.

If anybody asked us for a sovereign remedy guaranteed to cure all business ills, we should simply say, "Hustle, my boy, hustle. Also advertise and again advertise." The prescription is simple, and in its very simplicity lies much of its efficacy. But advertising, for instance, means necessarily in our business good advertising. The player, trade has spent uncounted thousands already in bad advertising, which has brought next to nothing in the way of returns. That is a condition which no longer can be permitted to exist. We must have greater efficiency in all departments of our great business, and in none is the tonic needed more than in that of advertising. Good advertising will be the remedy for any slow player business this winter.



**We are going to pull things wide open
this Fall and we want you to have a
hand in it. You have been missing good
money that you may just as well have!**



**Columbia Phonograph Co., Gen'l
Tribune Building, New York**

DECIDED ACTIVITY APPARENT IN SAN FRANCISCO.

General Conditions Point to a Large Fall and Winter Business in the Talking Machine Trade—Much Interest in New Styles of Machines—Girard Co. Expansion—A. G. McCarthy Honored—Columbia Co. in New Quarters in Los Angeles—Babson Bros. Enlarge Establishment—The News of the Month Worth Recording.

(Special to The Talking Machine World.)

San Francisco, Cal., Sept. 7, 1912.

The talking machine dealers here have been predicting a lively fall business all during the dull summer season, and it seems they are not to be disappointed in their anticipations, as already a decided activity is beginning to make itself felt at the various houses. What new goods have been received have at first showing been enthusiastically pronounced a decided improvement over the old, and for that reason, together with the fact that general conditions are better than in a number of years, fall business will probably surpass any previous record.

Waiting for New Edison Disc Phonographs.

At the Pacific Phonograph Co., Manager Pommer, who has been indisposed for some time, is back at his desk feeling almost himself again and is glad to resume the responsibilities of business. Mr. McCracken, who has been in charge lately, says business has shown a marked improvement in the last two weeks, although the new disc Edison phonographs, which promise to stimulate trade, have not yet arrived. Advance orders have been placed for the new product in a very gratifying manner. Further shipments of the new Edison home kinetoscope are also awaited somewhat anxiously, as a large business is expected with them. So far only a small shipment has been received from the factory, and they could not be pushed as much as the company would have liked.

Preparing for Increase in Business.

At the San Francisco branch of Babson Bros., Chicago, which does a large mail order business in Edison machines, two new demonstration rooms are soon to be installed in view of increased business when the new disc machines arrive. J. S. Bailey, manager of the local store, thinks these will be a great factor in the local trade. He reports very good success with the new model Amberola, which he says is the finest Edison machine yet placed on the market. The first shipment of the new four-minute Edison recorders is expected in San Francisco most any time now. A number of orders have already been placed for them. F. K. Babson, of the main office at Chicago, paid the store here an inspection call not long ago.

New Quarters for Columbia Co. in Los Angeles.

The Los Angeles headquarters of the Columbia Phonograph Co., General, have been moved from their former location on Broadway a few doors farther up the street. The move was necessitated by the building which it had been occupying being re-leased, and besides the company needed more room as the business in the southern part of the State has grown very rapidly of late. W. S. Gray,

Pacific Coast manager, with headquarters here, has just returned from Los Angeles, where he went to see that arrangements for the new location were satisfactorily adjusted.

New Columbia Machines Well Received.

The principal feature of interest at the local office of the Columbia Phonograph Co., General, is the arrival by express of samples of the new Regal and Eclipse machines. Mr. Gray says that dealers to whom they have been shown are very enthusiastic over the instruments, as evidenced by their expressions of praise, backed by good substantial orders for as early delivery as possible. Fred R. Ang'emier, manager of the wholesale department, has just returned from a month's vacation in the San Joaquin valley.

Dictaphone Department Growing.

Geo. S. Murray, manager of the Columbia dictaphone department, says that the closing of August marks the closing of a glorious month in his department, although no very notable single orders have been taken, still general business has been exceedingly good and promises to be better as the season advances.

Trade Visitors of the Month.

H. L. Hill, manager of the talking machine department of Kirk, Geary & Co. at Sacramento, Cal., who are distributing agents for the Columbia machines, spent a few days last week at the San Francisco headquarters of the Columbia Phonograph Co.

J. T. Stitt, a director and the advertising manager of the Southern California Music Co., Los Angeles, who is a talking machine enthusiast, has been spending a few days in San Francisco and vicinity.

With Sherman, Clay & Co. a Quarter Century.

During the month A. G. McCarthy, treasurer of Sherman, Clay & Co. and manager of the talking machine department, celebrated his twenty-fifth anniversary with the firm, or, rather, the firm celebrated the event. The employees of the company presented him with a handsome silver service, and the directors gave a dinner at the St. Francis Hotel in his honor, at which time he was presented with a silver loving cup.

August Business Proves Excellent.

In speaking of business, Mr. McCarthy reports the sales of this August in the talking machine department ahead of the same month last year. The first part of the month was rather slow, but business has been better toward the end, easily making the sales exceed what they did last year. The revival is attributed largely to the fact that the vacation season is practically over and also to the showing of new style Victrolas, which are

creating a decided sensation on the Coast. Chas. C. Skinner, of the department, who has been visiting the northern branches of Sherman, Clay & Co. for the past month, is expected home within a few days. Work on the remodeling of the Sherman, Clay & Co. building, which will give the talking machine department the entire fourth floor, is progressing nicely, but owing to the extent of the alterations the fourth floor will not be ready for occupancy much before the end of September.

A. D. Geissler on Douglas Ranch.

Arthur D. Geissler, of the Talking Machine Co., Chicago, who has been visiting the Pacific Coast distributors of Victor goods for the past month, is about to leave for home after a week's hunting and fishing at the Douglas branch in Sonoma County. Mr. Douglas is also connected with the Victor Talking Machine Co.

Girard Piano Co. Activities.

The branching out of the Girard Piano Co., of Oakland, into new fields promises to give that city a much improved talking machine department. The company has purchased the lease, stock and fixtures of the Busey-Mihan Furniture Co. and is now operating under the name of Girard's at the former furniture store location. George H. Barnes, who for the past three years has been manager of the Fitzgerald Music Co., of Los Angeles, has given up that position to become vice-president and general manager of Girard's, and it is his intention to give the talking machine department special prominence. As soon as arrangements can be completed, it will be installed on the first floor, which will be the first instance in Oakland of a talking machine department occupying space on the main floor of a music establishment.

Advertising Campaign Makes Good.

Geo. R. Hughes, assistant manager of the Wiley B. Allen Co., says their advertising campaign in talking machines has met with a great deal of success. The members of the force have all returned from their vacations and preparations are under way for fall business, which, from all indications, Mr. Black, manager of the department, says, will be an improvement over that of a year ago. The new Victrolas, he thinks, will stimulate trade, as there is a growing demand for the machine and the cabinet all in one. The Oakland branch, under the management of Mr. Dougherty, formerly with the Victor Talking Machine Co., is doing a nice business.

Bacigalupi on Hunting Trip.

Peter Bacigalupi, Jr., manager of the phonograph department of Peter Bacigalupi & Son, has just returned from a hunting and fishing trip in southern Oregon extending over the past month. The hunting, from reports, was especially good, as the party of six killed twenty deer.

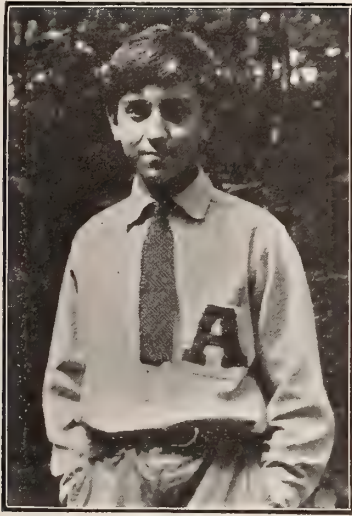
"Business," says a very wise observer, "is like friendship. 'Tis sensitive. It goes only where invited, and stays only where well treated."

We are not measured so much by what we do as by what we get done.

A CHIP OF THE OLD BLOCK.

Tosti Russell, Son of Henry Russell, Director of the Boston Opera House, Writes Interestingly About His Efforts in the Operatic and Musical Field—Emphasizes the Value of the Columbia Phonograph as an Aid in His Miniature Opera Productions.

The following letter from Tosti Russell, son of Henry Russell, director of the Boston Opera House, to the Columbia Phonograph Co., General, New York, is reproduced in full. It ex-



Tosti Russell.

plains itself and effectually demonstrates what a lot of pleasure and knowledge an ingenious youth can derive from a useful Christmas gift. The letter was under date of July 24, 1912, at Camp Algonquin, Holderness, N. H.

"For our Christmas present on December 25, 1910, father gave us a theater; a model of the Boston Opera House. The stage had footlights and two border lights, connected with 12 batteries and a switchboard. Immediately I set to work and painted some scenery, regardless of the fact that I already had some very artistic scenery painted at the opera house by an expert.

"From the start my aim was to render the theater worthy of the name I had given it: 'The Boston Miniature Opera House.' In other words, I wished it to be not only a very high class toy (which it was), but also an extremely interesting 'piece of workmanship.' Several months after this, and about

two weeks before the time my brother and I were told to get ready to go home (to Paris), father got us a phonograph through the courtesy of the director of the Columbia Phonograph Co., General. With the phonograph came many of the Columbia Co.'s best records. Owing to the shortness of the time during the first season of the Boston Miniature Opera Co. I had time only to execute very few of my very numerous plans. In fact, during six months while I was abroad I saw nothing at all of my theater. When I came home in October I started to do some serious work on the stage of my theater. I removed the foot and border lights that came with the theater and made some myself. It seems a shame to do away with the original electric fittings, but I was not satisfied with them for the reason that the footlights had 18 lamps; 6 white, 6 blue and 6 red. I could not turn on less than six lamps at one time. Of course, that made any change of color in the lighting extremely sudden. Therefore you can see why I thought I should make some foot and border lights of my own. The latter included two switchboards, which enable me to turn on the lamps two by two. I have mounted an opera (The Golden of the Golden West). I have fixed up a fan behind the stage, which when I switch on the current starts blowing paper snow through Minnie's log cabin door. The stage includes three curtains: asbestos, drapery and a drop curtain.

"I have fixed up my stage so that it should work exactly the same way as the Boston opera stage does. That is to say, that the scenery works by weights. Next year I intend to fix up hydraulic pressure for the curtains. You may be sure that I owe a great part of my success to the excellent Columbia phonograph that I have."

EMPHASIZING SCHOOL CAMPAIGN.

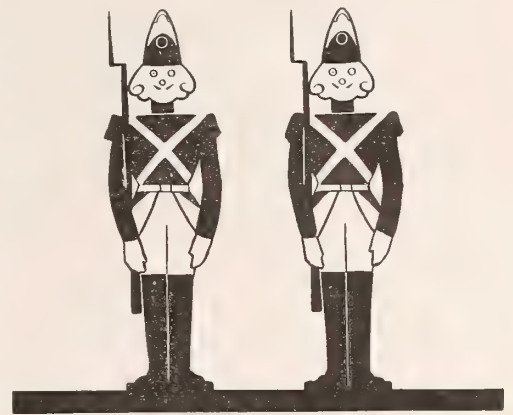
Circular Letter Sent to Victor Dealers Shows What Has Already Been Done in That Direction and What May Be Accomplished.

Mrs. Frances E. Clark, director of the public school educational department of the Victor Talking Machine Co., has just sent out to the Victor dealers some interesting printed matter regarding the Victor in the schools, together with suggestions for the dealer who desires to get business in that field. One of the new features mentioned in the letter to the dealers is a series of two double faced twelve-inch records giving the tone, color and quality of each instrument in the modern orchestra and their grouping into families and sections, with combinations of each group. These records have been perfected after a year's work.

Attention is also called to the advertising, which will be run in twenty of the leading educational magazines beginning September, of the special types of Victors and Victrolas most desirable for school use. Dealers are also furnished with a copy of the circular letter sent out to supervisors of music all over the country, with the various booklets relating to the Victor in the schools which have also been compiled. The booklets include both the Victor playground, with special attention paid to folk dances, singing and games and dance music of modern character; a graded list of records for practical school use, which has been carefully compiled—how to use the Victor in the schools, an interesting booklet telling how, when and where to use the Victor, and how to get the best effects, and a book of "Encomiums on the Victor in the Schools," containing letters of praise from school authorities in all sections of the country, and what we hear in music; a prospectus for a four years' course of study of music for high school pupils.

FINAL MEETING OF CREDITORS.

A final meeting of the creditors of the Leeds & Catlin Co. was held on Thursday, August 29, at the office of the Referee in Bankruptcy William Allen, 67 Wall street. At the meeting application was made for allowances for the attorneys for the trustee, for the appraisers and for other services, and the trustee's account was examined.



We protect our customers' interests

by giving them the kind of service that enables them to take the best care of their customers.

We have the right goods and in the right quantities to fill every order that comes our way, and as soon as you give us the word we start them to you on the "double quick".

We have a reputation for being "Johnny on the spot," because we ship every order the same day it is received—and we keep it up every business day in the year.

Let us show you how quickly and satisfactorily we can fill your orders for whatever you want in Victors, Victor-Victrolas, Victor records, record cabinets, horns, fibre cases, and accessories of every sort.

Send along a trial order as a "feeler" and we'll take a chance on that clinching the argument for our kind of service.

Write for our catalog anyway, and we'll also send you our booklet, "The Cabinet That Matches".

"If it's in the Victor catalog, we have it".

Yes, we even have in stock the entire list of Victor

Victor foreign records

Arabian	Greek	Norwegian
Bohemian	Gregorian (Latin)	Polish
Chinese	Hawaiian	Portuguese
Croatian	Hebrew	Roumanian
Cuban	Hungarian	Russian
Danish	Italian	Sistine Choir (Latin)
Finnish	Japanese	Slovak
French	Jewish	Spanish
French Canadian	Mexican	Turkish
German	Neapolitan	Welsh

New York Talking Machine Co.

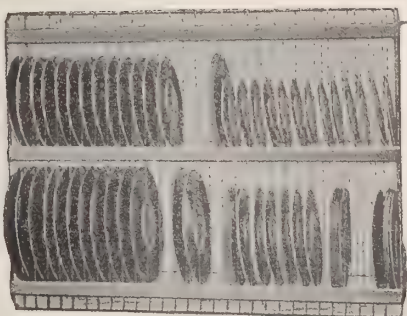
Successors to
Victor Distributing and Export Co.

81 Chambers Street

New York



THE Heise SYSTEM



You need the Heise System for the best keeping of your records.

Above is shown a small multiple of the system. Made for 10" and 12" records; built of heavy, strong wire, plated and lacquered. Furnished in 2 to 7 tiers, each tier holding about 250 records. Cost about \$2 a tier. An immense space saver; keeps records clean and accessible.

Write for 20-page catalog giving details and information on record systems.

The Syracuse Wire Works, Syracuse, N. Y.

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

(Special to The Talking Machine World.)

Washington, D. C., Sept. 10, 1912.

PHONOGRAPH REPRODUCER. Herbert H. Dyke, East Orange, N. J., assignor by mesne assignments to Thos. A. Edison, Inc., same place. Patent No. 1,036,469.

This invention relates to phonograph reproducers, and the particular object of the invention is to provide an improved mounting for the stylus lever, whereby the same may be permitted freely to travel in a direction transverse to the record groove tracked by the stylus. This invention resides chiefly in an improved construction whereby this desirable freedom of movement can be attained.

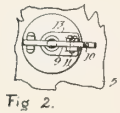
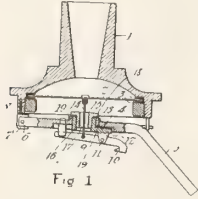
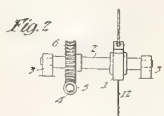
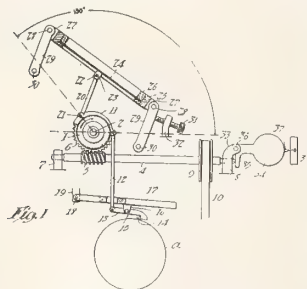


Fig. 1 is a side elevation, partly in section, of a phonograph reproducer, showing the invention, and Fig. 2 is a fragmentary bottom view of the same.

PHONIC APPARATUS. Daniel Higham, East Orange, N. J. Patent No. 1,036,235.

This invention relates to phonic apparatus of the type in which a shoe is held in frictional engagement with the periphery of a rotating wheel of suitable material, such as amber, and the pressure of said shoe upon said wheel is varied by any suitable means which is representative of sound vibrations, and which may be termed the primary vibrating means, as for example, a reproducer stylus capable of being operated by a phonograph sound record. Such variations in pressure cause corresponding variations in the friction between the wheel and shoe, thereby causing the shoe to vibrate in accordance with the sound vibrations and such movements of the said shoe may be transmitted by any suitable mechanical connection to a diaphragm or other means for propagating the effects of such variations in friction and which may be termed the secondary vibrating means. In this class of apparatus the friction shoe in frictional contact with the rotating friction wheel has a certain angular extension with respect to the periphery of the friction wheel and it is desirable that the angle of such extension should be considerable so that the shoe will have a tendency to "bite" or bind upon the friction wheel. The required amount of this circumferential extension or the degree of mechanical bite of the shoe must, in order to obtain the best results, vary inversely with the coefficient of friction of the frictional contact of the shoe and rotating wheel; that is, a lower coefficient of friction will require a greater circumferential extension or a stronger bite, and a higher coefficient will require correspondingly less extension or bite to obtain equal results from this type of apparatus. In such apparatus, however, the amount of circumferential extension of the friction shoe cannot be readily varied, although owing to varying atmospheric conditions which always affect the coefficient of friction, the latter continually varies so that it has



heretofore been impossible to secure uniformly good results with this type of apparatus.

It is the object of this invention to provide means whereby variations in co-efficient of friction can be readily compensated for, such means acting to vary or adjust the degree of the mechanical bite of the friction shoe upon the rotating friction wheel.

Figure 1 is a side elevation, partly in section, of an apparatus constructed in accordance with the invention and adapted to be used as a phonograph reproducer, and Fig. 2 is a view of a certain of the parts as viewed from the left in Fig. 1.

TALKING MACHINE. Louis Lumiere, Lyon, France. Patent No. 1,036,285.

This invention has for its object, to provide improved means for connecting the stylus with the diaphragm.

A further object of this invention is to so construct the connection between the stylus and the diaphragm, particularly when diaphragms of large diameter are employed, such as are illustrated in above mentioned application, that the said diaphragms are permitted to and will vibrate freely and fully without being subjected to any torsional or other strains, due to the fact that the diaphragm is attached to a stylus bar, the axis of oscillation of which is comparatively remote from the diaphragm; and to so arrange the connection that the point of the attachment of the stylus with the diaphragm will not vibrate in any other manner than in a line substantially normal to the plane of the diaphragm.

Referring now to the drawing forming a part of this application, Fig. 1 is a partial side elevation of one construction embodying this invention; and Figs. 2 and 3 are similar views of modified forms of the invention. In all these figures the manner of mounting the diaphragm and the manner of mounting the stylus bar, in so far as the support for these parts is concerned, are not illustrated, in as much as they are substantially the same as is illustrated in the drawings of aforesaid patent No. 986,477.

ACOUSTICAL INSTRUMENTS. Louis Lumiere, Lyon, France, assignor to Victor Talking Machine Co., Camden, N. J. Patent No. 1,036,529.

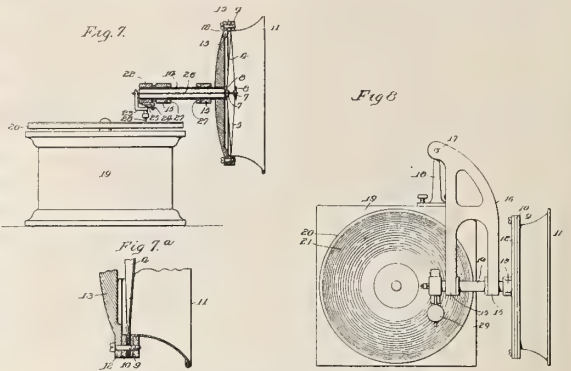
This invention relates to improvements in acoustical instruments, such as telephones, microphones, sound recording and reproducing machines and musical instruments in general, and the present application is a division of an application filed June 30, 1909, Serial No. 505,149.

As applied to sound recording and reproducing apparatus, this invention relates more particularly to that part of the instrument which is generally known as the diaphragm, or the body which in the process of sound recording is thrown into vibration by the sound waves, and the vibrations of which are traced and recorded, by means of a stylus in the original record; while in the process of reproduction the diaphragm (as a general rule, the diaphragm of a separate machine) is thrown into corresponding vibrations by a stylus to which it is attached, being made to follow the undulations in the record.

This invention also relates to the sound box in which said diaphragm is mounted.

The object of this invention is to provide a diaphragm and a mounting therefor, by means of which sounds may be faithfully recorded and reproduced, which will be sensitive to sound waves and by the use of which the reproduction of sound will be improved and amplified.

Further objects of this invention are to increase the reproducing surface of a diaphragm, and, at the same time, to place the entire surface under a tension (preferably torsional), to make it sensitive; to increase the active surface of a diaphragm of a certain given diameter; to increase the diameter of the diaphragm without making it liable to vibrate in parts, or to set up nodes or inactive portions in the diaphragm, or, in other words, to



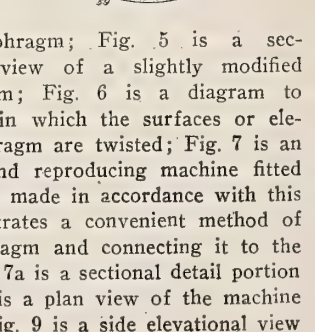
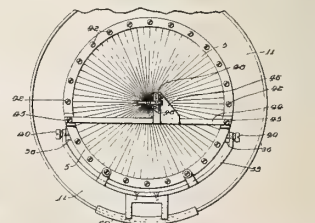
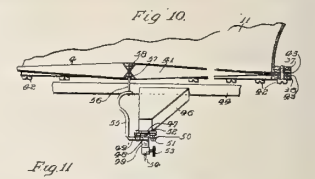
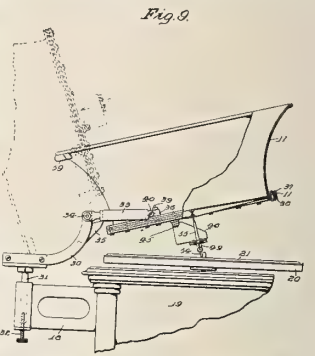
substantially increase the size of the diaphragm and at the same time have it vibrate throughout; to construct a diaphragm having a plurality of sound responsive elements, each of which is subjected to a molecular tension, and to subject each of a plurality of sound responsive elements to a molecular tension to increase the sensitiveness thereof and to cause them to vibrate as a whole.

The invention consists in a diaphragm for acoustical instruments, having one or more freely resilient, sound responsive surfaces or elements, which have been brought into a condition of molecular stress, of an aggregate superficial area substantially larger than the surface of a plane disc of the same diameter, and in a recorder or reproducer in which said diaphragm is mounted.

It is found that the effect of bringing the surfaces of a vibrating body into a condition of molecular stress by torsion, is to reduce to a minimum the tendency of the vibrating body to form nodes during operation, so that the surface or surfaces of the diaphragm will vibrate as a whole and will not produce the disagreeable effect which is technically known as blasting or shattering.

One construction of diaphragm made according to this invention and the method of making it is illustrated in the accompanying drawings, in which

Fig. 1 shows a folded strip of material from which the improved diaphragm may be made; Fig. 2 is a plan view of a modified form of folded strip of material from which a diaphragm may be made; Fig. 3 is a plan view of the diaphragm; Fig. 4 is a sectional elevation of the diaphragm; Fig. 5 is a sectional elevational view of a slightly modified form of diaphragm; Fig. 6 is a diagram to illustrate the way in which the surfaces or elements of the diaphragm are twisted; Fig. 7 is an elevation of a sound reproducing machine fitted with the diaphragm made in accordance with this invention and illustrates a convenient method of carrying the diaphragm and connecting it to the stylus bar, and Fig. 7a is a sectional detail portion of Fig. 7. Fig. 8 is a plan view of the machine shown in Fig. 7; Fig. 9 is a side elevational view



partly in section of a modified form of sound reproducing machine provided with the invention. Fig. 10 is an enlarged view, partly in section, of the diaphragm and stylus bar mounting shown in Fig. 9, and Fig. 11 is a bottom plan view of the reproducer shown in Fig. 9.

PHONOGRAPH. Frank D. Lewis, Elizabeth, N. J., assignor by mesne assignments to Thos. A. Edison, Inc., West Orange, N. J. Patent No. 1,036,279.

This invention relates particularly to phonograph reproducers, and the object is chiefly to provide a device by means of which two styluses adapted to track records of different character as the well-known "one hundred thread" and "two hundred thread" records, may be carried by the single reproducer, which is provided with a single diaphragm, one of the said styluses being in operative position to track the record with which it is designed to co-operate, while the other stylus is in inoperative position. One stylus is removed from operative position and the other stylus placed in such position by a bodily movement of the whole reproducer, preferably by swinging the same through an angle of 180 degrees.

In carrying out this invention, the two styluses referred to are mounted on stylus levers which are preferably pivotally mounted each on a separate

floating weight. The construction of these two floating weights, by means of which the weight of each may be advantageously distributed and the construction made compact and efficient, also forms the subject matter of one of the objects of the invention.

Another object is

the provision of improved means for pivoting the stylus levers in their respective floating weights, whereby universal motion of the stylus may be attained.

In the drawings, Fig. 1 represents a central vertical section through an improved reproducer, some of the elements being shown in side elevation. Fig. 2 is a bottom plan view of the same.

PHONOGRAPH RECORD. Jonas W. Aylsworth, East Orange, N. J., assignor by mesne assignments to Thos. A. Edison, Inc., West Orange, N. J. Patent No. 1,036,415.

This invention relates to improved duplicate phonograph records, which can be manufactured very cheaply and which will be of superior character.

The inventor has also devised an improved process and apparatus designed especially for producing the improved records, although they may be employed for the manufacture of records of other types. The process referred to forms the subject matter of the patent of which this is a division.

The improved record which constitutes the present invention is a composite cylindrical structure having an outer layer of a tough, smooth, amorphous material, in which the record surface is formed and from which a smooth and brilliant reproduction can be obtained, and a main body or support therefor composed of a very cheap and tough material unsuitable itself for receiving a record surface, the two layers being welded together so as to constitute practically a single homogeneous structure.

The improved process is one in which the material in a molten state or in solid or powdered form is introduced into a rapidly rotating mold, as described in patents numbered 855,605, 855,553 and 855,554, all granted on June 4, 1907, the outer layer being first formed by the centrifugal force developed and, when the material thereof is sufficiently set but preferably while still slightly plastic, the material to constitute the inner or main layer is introduced so as to be intimately welded to the outer layer. The process also contemplates the carrying on of operations by which the interior of the record may be suitably developed to fit the supporting mandrels of talking machines of the phonograph type, although if an expanding mandrel is employed as disclosed in the Patent No. 855,604, granted June 4, 1907, of Aylsworth and Dyer, no

separate finishing operation is necessary, since when the records are removed from the molds after being chilled therein, they will, as an inherent result of the process, be formed with perfectly smooth cylindrical bores.

The apparatus used in the above process is essentially of the type disclosed in Patent No. 855,605, above referred to, except that supplementary use is made of the mechanism for finishing the bores of the records, when this is desirable.

Figure 1 is a longitudinal sectional view of the improved duplicate phonograph record; Fig. 2, a similar view of the rotating mold, showing the formation of the record thereon.

PHONOGRAPH. Leslie A. Brown, Bedford, Ind., assignor by mesne assignments to Thos. A. Edison, Inc., West Orange, N. J. Patent No. 1,036,440.

This invention relates to phonographs of the type in which a traveling carriage carrying a reproducer stylus is fed axially past a rotating record cylinder, and the object of the invention is chiefly to provide efficient means whereby the phonograph may be started and stopped automatically.

In the preferred construction, the operating mechanism of the phonograph is stopped by the action of the traveling carriage in unlatching the end gate of the machine when the end of the record is reached, or at some other desired predetermined point, the machine being automatically started when the end gate is closed, which would in practice, of course, be after a new record has been inserted on the mandrel.

More broadly, this invention comprises efficient means for starting and stopping the operating mechanism of the phonograph without regard to the end gate.

This invention also comprises means for preventing slipping of the record when in place upon the mandrel.

Figure 1 represents a side elevation of a phonograph equipped with this invention; Fig. 2 is a plan view of one end of the phonograph showing improved starting and stopping means; Fig. 3 is a detail view showing the tripping means carried by the traveling carriage, and Fig. 4 is a view of the rotating mandrel showing the improved anti-slipping device attached thereto.

PHONOGRAPHIC APPARATUS. Thomas A. Edison, Llewellyn Park, West Orange, N. J., assignor to the Thos. A. Edison, Inc., West Orange, N. J. Patent No. 1,036,470.

This invention relates to phonographic apparatus, and the object thereof is to provide a diaphragm adapted to be used in a sound recorder or reproducer, but particularly in the former, and having such qualities as to cause it to vibrate truly in accordance with the sound waves to be recorded or reproduced, when mounted in a suitable sound recorder or reproducer.

This invention also consists in a sound recorder or reproducer having such a diaphragm as an element thereof.

It has heretofore been proposed to manufacture diaphragms from a large number of substances, among which copper and other metals, glass, mica, felt, fiber, paper stock and thin wood may be mentioned. None of these substances possesses all the attributes necessary for the perfect diaphragm. In the case of diaphragms made from substances which do not occur in nature in such a form that they can be directly used for the purpose, as metals, glass, etc., internal and local stresses are bound

to occur, so that the thin elastic disc constituting the diaphragm necessarily has an uneven and buckled surface, each minute buckle or portion of different tension vibrating independently when the disc is vibrated as a diaphragm resulting in the production of foreign noises. In the case of mica, the structure is such that the best results can not be obtained. In the case of wood, birch bark, etc., the grain and natural formation of the same render them unable to vibrate in perfect accordance with the sound waves to be recorded or reproduced.

The difficulties above noted are overcome by the use of cork as a diaphragm material. Cork is a substance which is absolutely free from internal stresses or distortions, and which is not striated or foliated, or otherwise rendered uneven in its structure. Preferably, the diaphragm is cut from a section of the bark taken at right angles to the diameter of the tree, so that the small holes or pits which are found in cork, and which extend radially outward when the bark is in position on the tree, will extend transversely of the diaphragm. A cork may be obtained in which these openings are very fine and slight, and this material should be used for the manufacture of diaphragms.

If diaphragms are made from cork of poorer quality, in this respect, having a number of holes or air passages extending therethrough, the proper operation of the diaphragm will be interfered with. The diaphragm should be sufficiently thick to have the requisite firmness. The best results are obtained with a diaphragm having a thickness of at least one-sixteenth of an inch.

Figure 1 represents a central vertical section through a phonograph recorder embodying the invention. Fig. 2 is a bottom plan view thereof.

AMPLIFIER FOR TALKING MACHINES. James M. Evans, Westport, Conn. Patent No. 1,036,474.

The said invention relates mainly to amplifiers of sound reproducing or talking machines, its object being to deliver the amplified sound waves with uniform and equal distribution and without interference or distortion, into the surrounding atmosphere. The form of amplifier which is devised for these purposes also is well adapted to a form of musical instrument at once compact and convenient, and susceptible of ornamentation.

Figure 1 shows a central vertical section of the instrument; Figs. 2 and 3 elevations of details.

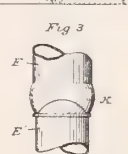
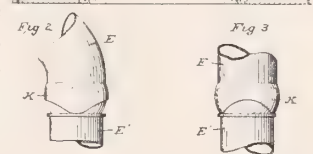
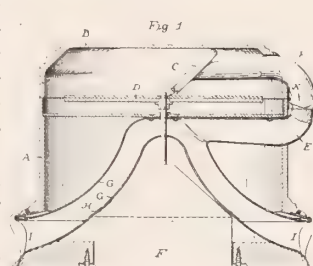
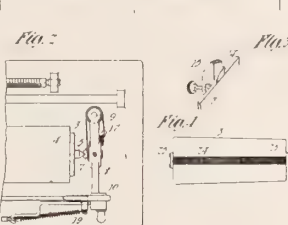
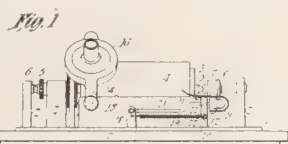
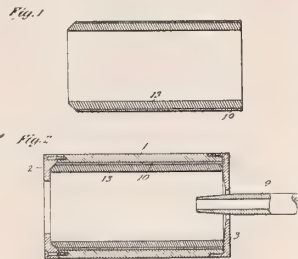
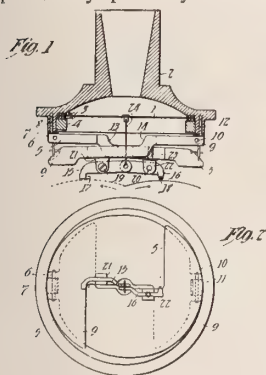
PHONOGRAPH REPRODUCER. Alexander Pierman, Newark, N. J., assignor by mesne assignments to Thos. A. Edison, Inc., West Orange, N. J. Patent No. 1,036,329.

This invention relates to phonograph reproducers, and has for its object the provision of an improved mounting for the stylus lever, in order that the same may have great freedom of movement in tracking the grooves of the sound record, and in order that chatter of the stylus in the record groove due to inertia and lack of balance of the moving parts, may be obviated.

More particularly, the object of this invention is to provide a mounting for the stylus, which shall permit the latter to be used in connection with records having two hundred threads to the inch, and track the same faithfully—and without injury to the record or the stylus.

While the stylus mounted in the manner of the invention is equally well adapted for use in connection with records having one hundred or some other number of threads per inch, the requirement of great facility of movement of the stylus lever,

(Continued on page 48.)



both in a direction parallel to and transverse to the record groove, is particularly important in the case of the two hundred thread record, or other record having a great number of threads per inch, owing to the thin walls between the record grooves, which might be broken down, or jumped across, by a stylus, the parts moving with which have considerable inertia, and to the character of the record grooves generally. Accordingly, a stylus mounting of the least possible inertia and the greatest possible balance is desirable. This is provided for in the invention by mounting the stylus lever on a member, preferably the floating weight, which is so shaped as to be symmetrical with respect to an axis upon which it is mounted to allow rotation or lateral movement in a plane transverse to the record grooves, the said member also being permitted to shift longitudinally of the said axis, to allow movement of said stylus in a direction parallel to said grooves. A weight or member so mounted is evenly balanced and can not be jarred from its position by a blow on the phonograph

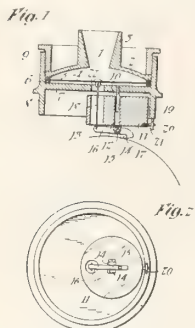


Figure 1 is a central vertical section through a reproducer equipped with the invention, and Fig. 2 is a bottom view thereof.

TALKING MACHINE ATTACHMENT. Peyton J. Henry, Charlotte, N. C. Patent No. 1,036,492.

This invention relates to an attachment for talking machines, the object of the invention being to provide a damper and modulator of simple, cheap and efficient construction, which may be readily attached to the sound-box of a machine for dampening and regulating the sound producing mechanism at will and eliminating the harshness and squeakiness of the sounds sometimes produced and at the same time rendering the enunciation of the sound producing mechanism clearer and more distinct.

A further object of the invention is to provide a device of this character which may be employed

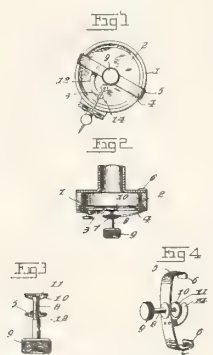


Figure 1 is a front elevation of the sound box of a talking machine with the device attached thereto. Fig. 2 is a sectional plan view of the same. Fig. 3 is a detail section through the bracket and damper and showing the adjusting screw. Fig. 4 is a perspective view of the device detached.

FEEDING MECHANISM FOR PHONOGRAPHS AND OTHER MACHINES. Chas. N. Wurth, Orange, N. J., assignor by mesne assignments to Thos. A. Edison, Inc., West Orange, N. J. Patent No. 1,036,403.

This invention relates to mechanical movements and more particularly to means for imparting a progressive movement to the carriage which carries the reproducer or recorder of a phonograph, whereby the same is fed transversely to the direction of movement of the surface of the record and the stylus traverses a spiral path on the record.

In ordinary phonographs now in use, it has been usual to provide a feed screw having a pitch of substantially one one-hundredths of an inch. As records can now be produced with a very much smaller pitch, preferably one two-hundredths of an inch, and as it is impracticable to manufacture feed screws with so small a pitch, it is the object to provide means whereby the ordinary phonograph

may be adapted for the recording or reproduction of records having either of the above, or any other desired pitch. This object is accomplished by the production of improved means whereby the carriage may be advanced either directly by the rotating feed screws, as has hitherto been the practice, or whereby, at the will of the operator, the carriage may be advanced at each revolution of the feed screw, a distance bearing any desired ratio to the pitch of the said screw.

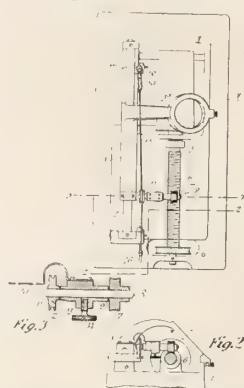
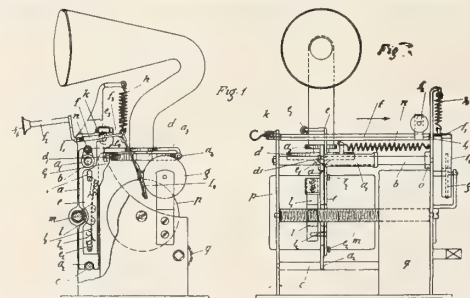


Figure 1 is a plan of a phonograph provided with a feeding device constructed in accordance with the invention; Fig. 2 is an end elevation of the device shown in Fig. 1, the feed screw being shown in section taken on the line 2-2 of Fig. 1; and Fig. 3 is a section of the improved feeding device taken on the line 3-3 of Fig. 1.

PHONOGRAPH. Oscar Arnold, Neustadt, Coburg, Germany. Patent No. 1,036,413.

This invention relates to phonographs and particularly to an improvement therein whereby at the



end of the particular record the reproducing apparatus is automatically returned to the starting point, ready for a second reproduction upon the release of the driving mechanism.

A phonograph constructed according to this invention is particularly well adapted for use in connection with talking dolls and like toys in which the speaking apparatus is built into the doll body and is caused to operate by the pressure of a button.

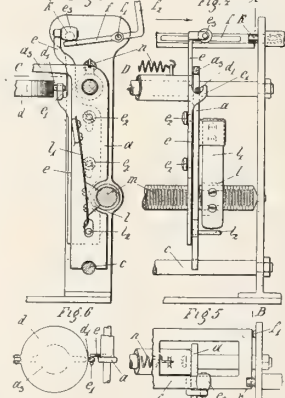
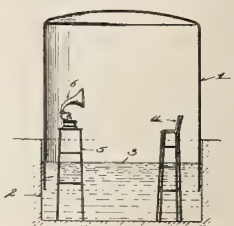


Figure 1 is a view partly in section. Fig. 2 is a front elevation of the same. Fig. 3 is a plan view of the parts shown in Fig. 4, and Fig. 4 is a sectional plan taken on the line C-D, Fig. 3.

METHOD OF PRODUCING TALKING MACHINE RECORDS. John P. Snare, Modesto, Cal. Patent No. 1,035,057.

The present invention has reference to the production of records for talking machines, and it comprehends, briefly, a method or process whereby the medium which transmits or carries the sound waves from the performer to the recording instrument is highly improved and rendered more efficacious for that purpose. To effect this object, the recording operation is carried out in a closed chamber wherein the contained air constituting the aforesaid transmitting medium is subjected to an appreciable degree of pressure, all extraneous disturbing influences which would otherwise affect such medium being at the same time removed, with the result that the voice of the performer is

more perfectly reproduced than has heretofore been possible. This is due primarily to the fact that the condensation of the air produces a medium which transmits or carries the sound waves much more readily than air at normal or atmospheric pressure. In consequence, the slight strain to which the voice of the performer is subjected, (and this is particularly true of amateur recording, as opposed to professional recording in specially constructed and equipped laboratories), is avoided, and the sounds reproduced approach more nearly the natural tones actually sung or spoken. For the same reason, the lowest and softest tones may be perfectly recorded, and subsequently reproduced, and this holds good for both vocal and instrumental performances, which is a matter of considerable importance, inasmuch as at the present time many records of selections containing extremely low notes and pianissimo effects are more or less considerably spoiled by the flattening of a low note, or the failure to record and reproduce all of the notes in a passage played or sung pianissimo. Finally, the recording is further facilitated to an appreciable extent both by constructing the chamber in part in the form of a bell made of sound-amplifying material, preferably metal, and in mounting such bell in much the same manner as the bell of a gas tank; that is to say, the bell is supported in a pit or stand partly filled with water, which latter will act not only as a seal to prevent entrance of extraneous disturbing influences, but also, to some extent, as a deflector for directing the sound waves toward the recording instrument.



A vertical sectional view of one form of apparatus for carrying out the invention is illustrated in the accompanying drawing, but it is to be understood that such illustration is intended merely as diagrammatic, and, moreover, that the term "talking machine," as employed both above and hereinafter, is used in its broadest sense, as covering the so-called phonographs, graphophones, gramophones and the like in general use at the present time, without restriction to the character of record utilized in connection therewith.

ADD PHONOGRAPH TO PHONE.

Scheme Is New Adjunct to Berlin System—Tells Would-Be Talkers When Line Is Out of Order.

The phonograph has been temporarily installed as an adjunct to the telephone service of Berlin. When the line gets out of order, the phonograph automatically calls out to would-be talkers "The line is not working." The operators may also switch on the phonograph to ask persons what numbers they want. It is said for the new instrument that it is so nearly inaudible that the work of the exchange can be carried on with less noise and wear and tear.

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RECORD BULLETINS FOR OCTOBER, 1912

VICTOR TALKING MACHINE CO.

- No. Size.
- 17154 Before the Mast—Nautical Medley March, introducing "Nancy Lee," "A Life on the Ocean Wave," "Sailing," "Rocked in the Cradle of the Deep," Conway's Band
The United Service March (Hernandez)..... Conway's Band 10
- 17155 Ephraim Jones Medley, introducing "That Dramatic Rag," "If Every Star Was a Little Pickaninny," "In All My Dreams I Dream of You," "Brass Band Ephraim Jones," "Youraddy Did the Same Thing Fifty Years Ago," Conway's Band 10
- Moonlight Bay Medley (Arr. by J. B. Lampe) introducing "Skeleton Rag," "Island of Roses and Love," "Gee, But I Like Music with My Meals," "Moonlight Bay," "When I Was Twenty-one and You were Sweet Sixteen," Conway's Band 10
- 17127 Overture Miniature, from "Casse Noisette" (Tschaiakowsky) Arthur Pryor's Band 10
- Reminiscences of Chopin (Chopin-Winterbottom) introducing Mazurka Op. 7, No. 1; Waltz Op. 64, No. 1; Polonaise Op. 40, No. 1..... Arthur Pryor's Band 10
- 17143 The Sweetest Story Ever Told (Stults)..... Neapolitan Trio 10
- Simple Confession (Simple Aveu) (Romances sans paroles, Op. 25) (Thomé)..... Neapolitan Trio 10
- 17144 Bye-and-Bye (Crosby-Ashton)..... Anthony and Harrison 10
- Jesus, Meek and Gentle (Ambrose), Trinity Choir 10
- 17146 My Bombay Maid (Reed-Williams)..... That Girl Quartet 10
- Way Down South (Fairman)..... Heidelberg Quintet 10
- 17147 Maurice Tango (Hein) Fred Van Eps 10
- Dance of the Hour—La Gioconda (Ponchielli; arr. by Wiegand) Wm. Reitz 10
- 17148 As Long as the Shamrock Grows Green (Brockman-Osborne)..... Walter J. Van Brunt 10
- A Wee Little Drop o' the Cruisiken Lawn (Moran-Helf) Peerless Quartet 10
- 17149 Nita Gitana (Weatherly-de Koven)..... Reed Miller 10
- Call Me Back Again (McElhinny)..... Elsie Baker 10
- 17150 Fiddle-Dee-Dee (Goetz-Berlin)..... Walter J. Van Brunt-Maurice Burkhardt 10
- Ragtime Soldier Man (Irving Berlin)..... Collins and Harlan 10
- 17151 Somebody Else is Gettin' It (H. Von Tilzer)..... Eddie Morton 10
- The Swanee River Bend (Mierisch-Lowitz) Banjo accomp. by Vess L. Ossman)..... Arthur Collins 10
- 17152 On a Beautiful Night with a Beautiful Girl (Cobb-Edwards)..... Heidelberg Quintet 10
- Be My Little Baby Bumble Bee, from "A Winsome Widow" (Murphy-Marshall)..... Ada Jones-Billy Murray 10
- 17153 Showers of Gold—Scherzo (Clarke) Cornet Solo 10
- Gondolier and Nightingale—Barcarolle (Langey) Cornet-flute, Herbert L. Clarke-Clement Barone 10
- 17156 The Wren, from "Bird Songs" (Liza Lehmann) Olive Kline 10
- A Bowl of Roses (Henley-Clarke)..... Marguerite Dunlap 10
- 17157 Creole Cradle Song (G. H. Clutsam) Olive Kline 10
- Thou'rt Like Unto a Lovely Flower (Du bist wie eine Blume) (Heine-Wilson G. Smith)..... Vernon Archibald 10
- 35232 A Dream of Paradise (Lytleton-Gray)..... Harry Macdonough and Lyric Quartet 12
- Gloria a te (Sacred Hymn) (Schuyler-Buzzier-Pecchia) Earl Cortwright 12
- 35233 Down on the Levee, introducing "Sunshine," "No Use Awaiting Till to-Morrow," "Oh, Ma Yaller Gal," "On the Mississippi," "Hallelujah," "Checkerboard Suit," "Take Your Feet Out of the Sand"..... Peerless Quartet 12
- Mississippi Minstrels, No. 22, introducing "I Guess I'll Have to Telegraph My Baby," "I Want to Go Back to the Land of Cotton," "Remus Takes the Cake,"..... Victor Minstrel Co. 12
- 35234 Romeo and Juliet Selection (Gounod) (Arr. by Godfrey)..... Arthur Pryor's Band 12
- Samson and Delilah Selections (Saint-Saens) (Arr. by Godfrey)..... Arthur Pryor's Band 12
- 35235 The Duke's Speech, from "As You Like It," Act II, Scene I (Shakespeare)..... Ben Greet 12
- Strike Upon the Bell, from "Macbeth," Act II, Scene I (Shakespeare)..... Ben Greet 12
- 5872 Cantilena (Golttermann) Cello, Rosario Bourdon 10
- A "MIGNON" VOCAL MEDLEY BY THE VICTOR OPERA COMPANY.
- Victor Light Opera Company.
- 31867 Gems from "Mignon" introducing "Away Ye Friends," "Polonaise," "Barcarolle," "Now On We Sail," "Pure as a Flower," "Dost Thou Know," "Finale," Ambrose Thomas 12
- PURPLE LABEL RECORDS.
- THE HOSIER POET—JAMES WHITCOMB RILEY RECITES FOR MILLIONS OF HIS ADMIRERS.
- James Whitcomb Riley, Poet.
- 60075 Little Orphan Annie (Child dialect) Recitation from "Afterwhiles," pub. by Bobbs-Merrill Co.) James Whitcomb Riley 10
- 60076 The Raggedy Man (Child dialect) Recitation from "Rhymes of Childhood"..... James Whitcomb Riley 10
- 70078 Out to Old Aunt Mary's, Recitation from "The Lockerbie Book"..... James Whitcomb Riley 12
- 70079 The Happy Little Cripple (Child dialect) Recitation from "Rhymes of Childhood"..... James Whitcomb Riley 12
- 70080 Die Meistersinger (Walther's Preislied—Prize Song) Wagner 12
- 60047 Pas des Amphores (Herbert arrangement)..... Chaminade 10
- 60077 Obstinata—A Resolve de Fontenailles 10
- NEW RED SEAL RECORDS.
- 64258 Wearing of the Green..... Old Irish 12
- 74298 Mairé, My Girl Casey-Aiken 12
- 74303 1. Hungarian Dance No. 20, D Minor; 2. Hungarian Dance, No. 21, E minor..... Brahms-Joseph Joachim 12
- 64270 Saw Ye My Saviour (Christian Science Communion Hymn) Eddy-Brackett 10
- 87100 Auf Flügel des Gesanges (On Wings of Song) (In German) Mendelssohn 10
- 64271 Alice, Where Art Thou..... Gurnsey-Ascher 10
- 76026 Lohengrin—In fernem Land (In Danish Land) Act III, Scene III Wagner 12
- 88381 Vom Himmel hoch da Komm' ich her (Christmas Hymn) Martin Luther 12
- 74272 Le Soir—Melodie (In French) Lamartine-Gounod 12

- 64269 Chanson Indoue—A Song of India, from the Legend of "Sadko" (In French)..... Rimsky-Korsakow 10
- 64208 1. Long Ago, Op. 56; 2. A Maid Sings Light, Op. 56, MacDowell 10
- 64232 Chanson Lorraine Arr. by Arcadet 10
- 87106 Manon Lescaut—In quelle trine (In Those Silken Curtains) Act II..... Puccini 10
- 17158 I See You—Swedish Singing Game, from "Folk Dance Book"—(A. S. Barnes Co., Publishers) (Crampton) Victor Military Band 10
- Dance of Greeting—Danish Folk Dance, from "Folk Dance Music" (Burchenal-Crampton)..... Victor Military Band 10
- 17159 The Crested Hen, from "Folk Dance Music" (Burchenal-Crampton)..... Victor Military Band 10
- Tantoli, from "Folk Dance Music" (Burchenal-Crampton) Victor Military Band 10
- 17160 Norwegian Mountain March, from "Folk Dance Music" (Burchenal-Crampton)..... Victor Military Band 10
- Country Dance—"Pop Goes the Weasel," from "Folk Dance Music" (Burchenal-Crampton)..... Victor Military Band 10
- 35236 Instruments of the Orchestra—Part I, Strings—1. The Violin, Spring Song, Mendelssohn; 2. The Viola, Traumerei, Schumann; 3. The Violoncello, Flower Song, Lange; 4. Contra Bass, Improvisation; 5. Violin Pizzicato, Dream After the Ball, Brostet; 6. String Quartet, Intermezzo, Mascagni; 7. The Harp, Harp That once Through Tara's Halls..... Victor Orchestra 10
- 35236 Instruments of the Orchestra—Part II, Woodwind: 1. The Piccolo, Yankee Doodle; 2. The Flute, William Tell Overture, Rossini; 3. The Oboe, William Tell Overture, Rossini; 4. The English Horn, Tannhauser, Wagner; 5. The Clarinet, Zampa, Harold; 6. The Bassoon, Improvisation; 7. The Woodwind Section Tannhauser, Wagner Victor Orchestra 12
- 35237 Instruments of the Orchestra—Part III, Brass: 1. The French Horn, Titi's Serenade, Titi; 2. The Coronet, Red, White and Blue; 3. The Trombone, Rocked in the Cradle of the Deep, J. P. Knight; 4. The Tuba, Rocked in the Cradle of the Deep, J. P. Knight; 5. Brass Quartet Victor Orchestra 12
- Instruments of the Orchestra—Part IV, Percussion Instruments and Entire Orchestra: 1. Timpani, drum effect; 2. The Small Drum, Drum effect; 3. Bells, Monastery Bells, LeFebure-Wely; 4. The Entire Orchestra, William Tell Overture, Rossini..... Victor Orchestra 12
- 63794 (a) Die Ehre Gottes aus der Natur (Worship of God in Nature) (Beethoven) (piano accomp. by Charles Albert Baker) Arthur Van Eweyk 10
- (b) 1 Mein Mädel hat einen Rosenmund (Brahms) 2. Hinkende Jamben, Op. 62, No. 5 (Carl Loewe) (piano accomp. by Charles Albert Baker) Arthur Van Eweyk 10
- 63801 (a) Eine Silvesterfeier bei Lehmanns (Talking) Georg Barsch and Ensemble 10
- (b) Eine Silvesterfeier im Verein Punctierne (Talking) Georg Barsch and Ensemble 10
- 68339 (a) Die Uhr, Op. 123, No. 3 (C. Loewe) (piano accomp. by Charles Albert Baker)..... Arthur Van Eweyk 12
- (b) Der Wanderer, Op. 4, No. 1 (Schubert) (piano accomp. by Charles Albert Baker)..... Arthur Van Eweyk 12
- 60012 My Hero, from "A Chocolate Soldier" (Strauss) Lucy Isabelle Marsh 10
- 64197 Traumerei (Schumann) violin solo. Mischa Elman 10
- 64183 My Laddie (Thayer) Alma Gluck 10
- 31824 Gems from "Madame Sherry" (Hoschna)..... Victor Light Opera 12
- 70037 Inflammatus, from "Stabat Mater" (Rossini)..... Lucy Isabelle Marsh with Victor Chorus 12
- 74236 Kathleen Mavourneen (Crouch)..... J. McCormack 12
- 87502 Contes d'Hoffman—Barcarolle "Belle Nuit" (Oh, Night of Love) (Offenbach)..... Farrar and Scotti 10
- 16386 Officer of the Day—March (Hall)..... Pryor's Band 10
- King Cotton—March (Souza)..... Pryor's Band 10
- 16896 In the Land of Harmony (Kalmer-Snyder)..... American Quartet 10
- It's Got to be Someone I Love (Dillon-Doyle)..... Ada Jones 10
- 35015 Glow-Worm—Intermezzo (Lincke)..... Pryor's Band 12
- Felsenmühle Overture (Mill on the Cliff) (Reisiger) Pryor's Band 12
- U-S PHONOGRAPH CO.
- FOUR-MINUTE RECORDS.
- 1416 Selections from "Robin Hood"..... Band 10
- Directed by J. Louis von der Mehden, Jr.
- 1436 Boka Kesergoje—Violin solo with piano accomp. (Rhapsodie Hongroise)..... Dr. Al. Popper, accomp. by Mrs. Popper 10
- 1480 The Scarf Dance, from ballet "Callirhoe" (Pas-de-Echapes) U-S Military Band 10
- 1497 Becky's Got a Job in a Musical Show..... M. Burkhardt 10
- 1500 Do You Remember the Last Waltz?..... Henry Burr 10
- 1510 La Serenade and March Carmen (Valse Espagnole)..... U-S Concert Band 10
- Under direction of J. Louis von der Mehden, Jr.
- 1511 Boat Song and to Lucasta..... John Barnes Wells 10
- 1521 Marie—Nocturne Florintine Trio 10
- 1526 Irish Vaudeville Dialogue..... Ada Jones & Steve Porter 10
- 1532 The Lass from County Mayo..... Will Oakland 10
- 1540 Down in Turkey Holler (Vaudeville Sketch)..... Golden & Hughes 10
- 1543 A Son of the Desert Am I..... Edmund A. Jahn 10
- 1547 When the Old Oaken Bucket Was New..... Geo. W. Ballard and Wm. H. Thompson 10
- 1548 Gee, But the Moon Makes Me Lonesome..... Manuel Romain 10
- 1554 When I'm Big I'll Be a Soldier..... Lilian Homesley 10
- 1555 Scenes That Are Brightest, from "Maritana" (Re-citative and ballad)..... Agnes Kimball 10
- 1562 Flora's Holiday Frank Croxton Quartet 10
- 1564 Brown October Ale, from "Robin Hood"..... Wm. H. Thompson 10
- 1577 Just Plain Folks Ada Jones 10
- 1580 Buddy Boy Collins & Harlan 10
- TWO-MINUTE RECORDS.
- 450 Tenth Regiment March..... U-S Military Band 10
- 479 Song of the Blacksmith..... Wm. H. Thompson 10
- 485 The Demon (March)..... U-S Concert Band 10
- Under direction of J. Louis von der Mehden, Jr.
- 490 Ragging the Baby to Sleep..... Byron G. Harlan 10
- 491 Return to the Fields (Retour de Champs)—Polka—(Xylophone Solo)..... Albert Benzler with Orchestra 10
- 496 Orange Music No. 1..... U-S Military Band 10
- 497 Orange Music No. 2..... U-S Military Band 10
- 502 Fiddle-Dee-Dee..... Walter Van Brunt and Maurice Burkhardt 10

- 504 A Girlie was Just Made to Love..... Geo. W. Ballard and Wm. H. Thompson 10
- 508 Waiting for the Robert E. Lee..... Bob. Roberts 10
- FOREIGN RECORDS.
- Sung by members of the Metropolitan Opera House Chorus with augmented Orchestra.
- (In Italian.)
- 21141 Vieni O Guerriero, (Egyptian March), from "Aida." (In Italian.)
- 21140 Coro dei Mattadori (We are Brave Mattadors), from Traviata. (In Italian.)
- 21137 Anvil Chorus, from "Il Trovatore" (In German.)
- 21257 Bridal Chorus (Treulich Geführt), from "Lohengrin" (In German.)
- 21258 Pilgrim Chorus (Beglückt darf nun dich), from "Tannhauser." (In German.)
- 21374 Soldiers' Chorus, from "Faust" (In French.)

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AMBEROL CONCERT RECORDS.

- 28020 Rigoletto—Dearest Name Anna Case 10
- 28032 O Happy Day, O Day So Dear..... Margaret Keyes 10
- 28033 Nocturne E Flat..... Kathleen Parlow 10
- AMBEROL RECORDS.
- 1121 Take Me Back to the Garden of Love—Medley..... National Promenade Band 10
- 1122 Oh! You Circus Day..... Stella Mayhew 10
- 1123 Be My Little Baby Bumble Bee, from "A Winsome Widow" Elizabeth Spencer and Walter Van Brunt 10
- 1124 With All Her Faults I Love Her Still..... Will Oakland 10
- 1125 Duet on Themes of "La Sonnambula" (flute and clarinet, Julius Spindler and Anthony Giammatteo) 10
- 1126 Somebody Loves Me..... Elizabeth Spencer 10
- 1127 Buck Fanshaw's Funeral Harry E. Humphrey 10
- 1128 By the Old Cathedral Door Cathedral Choir 10
- 1129 The Last Hope Edison Concert Band 10
- 1130 Just for To-Day Bessie Volckmann 10
- 1131 Under the Love Tree, from "The Wall Street Girl" Heidelberg Quintet 10
- 1132 Shamrock Belles Billy Murray and Chorus 10
- 1133 Pastel—Minuet The Tollefsen Trio 10
- 1134 Mysterious Moon Ada Jones and Billy Murray 10
- 1135 When I Know That Thou Art Near Me..... Elsie Baker and James F. Harrison 10
- 1136 When the Old Folks Were Young Folks..... Manuel Romain and Chorus 10
- 1137 Sons of the Brave—March..... National (London) Military Band 10
- 1138 Why Did You Make Me Care?..... C. W. Harrison 10
- 1139 Hear that Orchestra Rag..... Peerless Quartet 10
- 1140 Ragtime Cow Boy Joe..... Edward Meeker 10
- 1141 Old Black Joe—With Variations..... André Benoist 10
- 1142 String a King of Roses Round Your Rosie, from "A Winsome Widow" Walter Van Brunt 10
- 1143 That Aeroplane Glide Peerless Quartet 10
- 1144 Waiting for the Robert E. Lee..... Collins and Harlan 10
- 1145 La Marseillaise New York Military Band 10
- 12471 Will Ye No Come Back Again..... Archie Anderson 10
- 12474 O Sing to Me the Auld Scotch Songs..... William Davidson 10

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- "I Pagliacci" (Leoncavallo). "Stridono lassu" 30977
- (Oh birds in freedom flying). In Italian with orchestra.
- A5398 "La Forza del Destino" (Verdi). "La vergine degli angeli" (The Angelic Virgin.) With chorus; in Italian with orchestra.
- "Cavalleria Rusticana" (Mascagni). "Voi sapete, O Mamma." (Well thou knowest, Mother). In Italian with orchestra.
- A5399 "Aida" (Verdi). "O terra addio" (Farewell Oh Earth). Emmy Destinn, Soprano, Giovanni Zenatello, Tenor, and Chorus, with orchestra. In Italian.
- "Il Trovatore" (Verdi). "El Miserere" (Ah 36361 che la morte onora). Emmy Destinn, Soprano, Giovanni Zenatello, Tenor, and Chorus, with orchestra. In Italian.
- LEO SLEZAK, IN FOUR MORE FAMOUS ARIAS.
- A5396 "Aida" (Verdi). "Celeste Aida" (Radiant 30992 Aida). In Italian with orchestra.
- "La Gioconda" (Ponchielli). "Cielo e mar" 36364 (Heaven and Ocean). In Italian, with orchestra.
- A5395 Die Meistersinger (Wagner). Walther's Preislied—"Morgenlich Leuchtend im rosigen schein" (Prize song—"Morn was waking in roseate light). In German with orchestra.
- "Lohengrin" (Wagner). Lohengrin's Abschied 30994 (Lohengrin's Farewell) "Mein lieber Schwan" ("Swan Song"). In German with orchestra.

10-INCH DOUBLE DISC BLUE LABEL RECORDS.

- A1197 Waiting for the Robert E. Lee (Muir). Dolly Connolly (Mrs. Percy Wenrich). Contralto, orchestra accompaniment.
- That Aeroplane Glide (Israel). Peerless Quartet, orchestra accompaniment.
- A1198 The Lass of Richmond Hill (English Folk Song). Reed Miller, Tenor, orchestra accompaniment.
- My Love's An Arbutus (Old Irish Melody). (Arr. by C. V. Stanford. Reed Miller, Tenor, orchestra accompaniment.
- A1200 Fiddle-Dee-Dee (Goetz and Berlin). Lew Dockstader and Quartet, Baritone Solo, and Quartet orchestra accompaniment.
- Air King March (Appel). Prince's Band.
- A1192 I Love the Girl My Father Loved (Pierce and O'Gorman). Manuel Romain, Tenor, orchestra accompaniment.
- Let's Grow Old Together, Honey (McDonald, McKeon and Walker). Manuel Romain, Tenor, orchestra accompaniment.
- 12-INCH DOUBLE-DISC BLUE-LABEL RECORDS.
- A5411 Prince of Pilsen (Luders). "Vocal Gems" Columbia Light Opera Co., orchestra accompaniment.
- Prince of Pilsen (Luders). "Selections" Prince's Orchestra.

(Continued on page 50.)

RECORD BULLETIN FOR OCTOBER, 1912.

(Continued from page 49.)

- A5407 Elijah (Mendelssohn). "Hear Ye, Israel" Part 1. Gertrude Rennyson, Soprano, orchestra accompaniment.
- Elijah (Mendelssohn). "Hear, Ye, Israel" Part 2. Gertrude Rennyson, Soprano, orchestra accompaniment.
- A5410 Bohemian Girl (Balfe). "I Dreamt I Dwelt in Marble Halls." Grace Kerns, Soprano, orchestra accompaniment.
- Bohemian Girl (Balfe). "Come With The Gypsy Bride." Grace Kerns, Soprano, orchestra accompaniment.
- 10-INCH DOUBLE-DISC RECORDS.
- A1201 Ragtime Soldier Man (Berlin). Byron G. Harlan, Tenor, Arthur Collins, Baritone, orchestra accompaniment.
- Buddy Boy (Wenrich). Byron G. Harlan, Tenor, Arthur Collins, Baritone, orchestra accompaniment.
- A1195 Panama Exposition March (Charles A. Prince). Prince's Band.
- Bell Buoy March (Charles A. Prince). Prince's Band.
- A1196 I'd Like to Be in Peachland with a Peach Like You (Spencer). John E. Meyer, Baritone, orchestra accompaniment.
- That Is the Time for Sweethearts (Hawcroft). Peerless Quartet, orchestra accompaniment.
- A1122 Crossing the Bar (Behrend). Harold Jarvis, Tenor, orchestra accompaniment.
- Oh, It Is Wonderful. Harold Jarvis, Tenor, orchestra accompaniment.
- A1194 Venezia Waltz (Desormes). Prince's Orchestra.
- Country Dance from "Nell Gwyn Suite" (German). Prince's Orchestra.
- A1193 Desperate Desmond (A melodrama) (Duprez). Comic sketch by Fred Duprez, with orchestra.
- Jimmy Trotter, the Boy Hero. Comic sketch by Billy Golden and Joe Hughes.
- 12-INCH DOUBLE-DISC RECORDS.
- A5408 Medley of Strauss Waltzes. (Arr. by Price). Dance music, Prince's Orchestra.
- In Soudaland. Medley of Marches. Two-step. (Arr. by Price). Dance music. Prince's Orchestra.
- A5409 Rose Maid (Granichstaedten). "Roses Bloom for Lovers." Grace Kerns, Soprano, orchestra accompaniment.
- Rose Maid (Granichstaedten). "Sweethearts, Wives and Good Fellows" Charles W. Harrison, Tenor, and Columbia Mixed Quartet.
- 10-INCH BLUE-LABEL HUNGARIAN DOUBLE-DISC RECORDS.
- E971 Három Levele Van az Epernek, by Cigány Zenekar. Csak Egy Kislány Van a Világon. Az én Uram Vén Csárdás, by Cigány Zenekar.
- 10-INCH BLUE-LABEL ITALIAN DOUBLE-DISC RECORDS.
- E989 La Dimostrazione a Tripoli per L'Attentato a Vittorio Emanuele III Re d'Italia, scena dal vero, by Falco. Sulle Alture di Derna, Canti soldateschi, Scena dal vero, by Falco.
- E990 Le Eroe Gesta Dell'alpino Finimondo Alla Presa Del Mercheb Homs, Febbraio, 1912, Scena dal vero, by Fercor.
- Ore Allegre Fra Le Trincee, Scarpagrosse compone, Scena comica, by Fercor.
- E991 La Presa Del Mercheb a Homs, Scena dal vero, by Falco.
- La Sera di Pasqua a Tobruk, Scena dal vero, by Falco.
- E992 L'Arrivo Degli Ascari Eritrei a Tripoli, 11 Febb., 1912, by Fercor.
- Come Canti Ben in Tripolitania, by Fercor.
- E993 La Grande Battaglia Delle "Due Palme", Bengasi-12 Marzo, 1912, Scena dal vero, by Fercor.
- Dopo il Rancio ad Ain, Zara, Pasqua 1912, by Fercor.
- E994 Vicino a Gargaresch, Scena dal vero, by Falco.
- Un Tiro Birbone Al Colonnello Ovvero il Socialismo a Tripoli, Scena comica, by Falco.
- E995 La Presa de Sidi-seid, Scent dal vero, by Falco.
- Alla Mensa Ufficiali a Derna, by Falco.
- E996 Uno Gara Musicale, Scena Militare a Tripoli, by Falco.
- Sulla Nave Ospedale, by Falco.
- E997 Partenza da Napoli di un piroscalo Italiana con truppe per Tripoli, by A. Pantalena.
- Il Natale dei soldati Italiani, a Tripoli, by Pantalena.
- E998 Duellista Senza Saperlo, by Fercor.
- Musica Descrittiva, by Fercor.
- E999 Lettera, Tripolina, Romanza. Soprano Solo sung by L. Garavaglia.
- Cin, Cin, Bum, Bum! Canzone del Generale Turco, Soprano Solo, sung by L. Garavaglia.
- E1000 A Tripoli, Canzonetta, Baritone Solo sung by L. Baldassare.
- L'Italia a Tripoli, Canzonetta, Tenor Solo sung by Diego Giannini.
- E1001 Parto Pe' Tripoli, Canzonetta, Tenor Solo sung by Diego Giannini.
- I Bersaglieri D'Italia, Canzonetta, Baritone Solo sung by L. Baldassare.

SOLD OUTSIDE THE STORE.

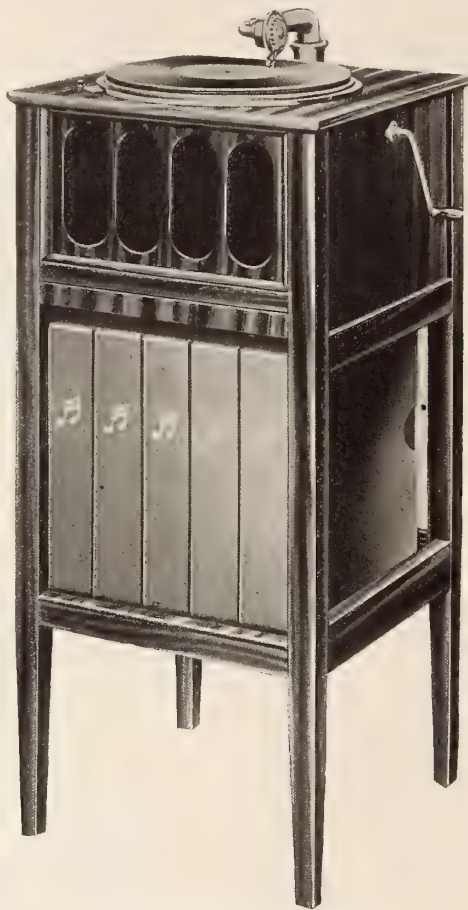
One cause for forgetting to charge goods is, when goods are sold in warehouses and basements, or on the sidewalk, or away from the main part of the store. The salesman tries to remember to make the entry upon returning to the store; something distracts his attention when he does return; later he tries to think of all the items, but some escape him. Arguments with a customer, a fire alarm, an accident on the street, a parade, a fight, a remark, the unusual attractiveness of a customer, weariness, illness, lack of interest, positive disloyalty, spite, revenge, and a thousand and one things cause the employer, as well as the clerk, to forget to record a sale or part of a sale.

Teach your help to know the goods. A salesman who can quickly marshal the selling points of a line of merchandise can keep the upper hand of customers. Goods are sold upon their merits (usually), and if a sales person has the good qualities of a line of merchandise at his finger tips he can completely overwhelm the objections of a doubting patron.

NEW MODEL COLUMBIA MACHINE.

The "Regal," Just Announced to the Trade, Possesses Many Features of Particular Interest, Including the Price.

Columbia "Regal" is the name of a new machine which the Columbia Phonograph Co., General, New York, is announcing to the trade. The accompanying illustration is a better description than we could present in words. It is distinctively a Columbia model and contains the elements and features of the Columbia line, with which the trade is already familiar. The shelf record capacity is prominent in the "Regal," and is one of the units



New Columbia "Regal."

to mark the advance in the devising of talking machines.

The "Regal" is already being featured by the company in an extensive advertising campaign and, according to reports from headquarters, a surprising demand has already been established. The price of the "Regal," without albums and containers, is \$40. The price with two twelve-inch and three ten-inch albums and containers is \$50.

The Columbia Co. prophesies great success for the new machine and bases its claims on the fact that the price is reasonable, the quality is wonderful and that the "Regal" has all of the attractive features which are embodied in any first class instrument.

You may be right in thinking that you know more about the business than the boss does, but be careful about how you assert the fact.

SALESMANSHIP AND SUCCESS.

A Disquisition on the Various Factors That Tend to Interfere with or Promote Success—The Combination of Brains, Work and Ginger Will Enable the Salesman to Make Good in the Talking Machine Field as in Any Other Line of Effort.

A salesman pre-eminently is the graduate of the University of Hard Knocks. He comes from nowhere in particular, goes everywhere, and ends—who can say where? It is said, a "man's destiny is in his own hands," and in no line of endeavor is this so applicable as in salesmanship. Most salesmen, like Topsy, just "grewed"; few have been made, they mostly just have happened. No matter how they came to be, however, they are fearfully and wonderfully made. If shaped of the common clay nearly any man can make for himself a name in the salesman's hall of fame.

Let us look at the future which beckons the salesman. He starts with a house and if he proves to be a good man and gets a record for honest dealing, he may be taken behind the frosted doors marked "private" and come out a member of the firm. The other kind of salesman continues periodically to renew his acquaintance with poor hotels, musty sleepers and frequently in his lifetime buys enough mileage to stretch several times around the globe.

The question then is: how to be a "class A" salesman and earn the promotion that comes to his lot? Let us say here, many steam engines use only about 25 per cent. of their potential energy, while the other 75 per cent. goes to waste. That's the answer. A man who stays a salesman, uses only part of his energy on his business, the remainder is expended in having a "good time," blowing off steam. Find the man who keeps good hours, never goes to a ball game during business hours, does not drink to excess, and smokes little, and you have a man who some day will sit behind the frosted glass, bossing the man who had the "good" times.

All a salesman needs is the average small supply of brains, a large amount of work, a dash of ginger and soon the road will lose a good man, for no firm will long permit a natural leader to hit the road. The way to win is to work, and the way to work is to start, and that means begin right now. Whistler, the great artist, was asked by an aspiring artist: "What do you mix with your colors?" He replied: "Brains," and brains must be mixed with every line of work, if success is to result. You have brains, and constant use will make them efficient.

WHERE DOES THE FAULT LIE?

You tell me that there are many unpleasant things troubling you in the store in which you work. If you can answer without betraying a secret, would you mind telling me if you ever knew of velvet being successfully used as a substitute for sandpaper. The unpleasant, the hard, the trying, the temper-testing things are the sandpapy aids that smooth you off, that train you, that fit you to shoulder bigger responsibilities, and resist more trying troubles later on. Be thankful for the sandpaper.

Leading Jobbers of Talking Machines in America

Paste This Where You Can Always See It!

MR. DEALER:

We refer all Talking Machine inquiries coming from towns where we are represented by dealers to the dealer or dealers in that town.

VICTOR and EDISON JOBBERS

Lyons & Healy

CHICAGO

Leading Jobbers of Talking Machines in America

HARGER & BLISH
JOBBER

VICTOR EDISON

It's worth while knowing we never substitute a record. If it's in the catalog we've got it.

Dubuque, Des Moines and Sioux City
IOWA

Try Our Hurry-Up Service



on VICTOR,
EDISON and
REGINA.

We make a specialty of getting
the order out on time—every time.

The Rudolph Wurlitzer Co.
Cincinnati and Chicago

Two points of supply; order from the nearer

CHASE & WEST
DES MOINES, IOWA

Machines
Records
Cabinets

Victor

Everything
in stock all
the time.

Exclusively Victor Distributors

WHOLESALE To Iowa Trade RETAIL

Send us your name and address and we will mail you postpaid complete illustrated catalogues, giving detailed information concerning all Victor products. Showing the various styles of Victor Machines, list of all Victor Records, the entire line of Victor Cabinets, Repair Parts and all Accessories. Dealers, let us help you build a Victor business.

SOLE JOBBERS OF ZONOPHONE GOODS
IN GREATER NEW YORK

Greater New York Phonograph Co.

Phone, 3425-3426 Orchard 308-310 Grand St., N. Y.

Repairs and Parts For Dealers in All Lines A Specialty

IF YOU'RE IN WESTERN MICHIGAN
it will be money in your pocket to order

Victor Machines and Records
...of...

JULIUS A. J. FRIEDRICH
30-32 Canal Street, Grand Rapids, Michigan

Our Motto: Quick Service and a Saving
in Transportation Charges

PERRY B. WHITSIT

L. M. WELLER

PERRY B. WHITSIT CO.,

313 South High Street,

Columbus, Ohio.

Edison
Phonographs
and Records

JOBBER

Victor Talking
Machines
and Records

**OLIVER
DITSON
COMPANY**
BOSTON

Largest VICTOR Talking
Machine Distributors East
of Chicago.

Creators of "The Fastest Victor
Service." Let us tell you more
about our service.



Where Dealers May Secure

COLUMBIA

Product

Ready, Full Stocks, and Prompt Deliveries
from Convenient Shipping Centers all
over the United States.

Distributors

Atlanta, Ga., Columbia Phonograph Co., 82-84 N. Broad St.
Baltimore, Md., Columbia Phonograph Co., 204 W. Lexington St.
Birmingham, Ala., Columbia Phonograph Co., 2025 Second Ave.
Boston, Mass., Columbia Phonograph Co., 174 Tremont St.
Buffalo, N. Y., Columbia Phonograph Co., 622 Main St.
Chicago, Ill., Columbia Phonograph Co., 101 N. Wabash Ave.
Cincinnati, O., Columbia Phonograph Co., 117-119 W. Fourth St.
Cleveland, O., Columbia Phonograph Co., 913 Euclid Ave.
Dallas, Tex., Columbia Phonograph Co., 1403 Main St.
Denver, Colo., Columbia Stores Co., 505-507 Sixteenth St.
Detroit, Mich., Columbia Phonograph Co., 114 Broadway.
Hartford, Conn., Columbia Phonograph Co., 719 Main St.
Indianapolis, Ind., Columbia Phonograph Co., 27 N. Pennsylvania St.
Kansas City, Mo., Columbia Phonograph Co., 1112 Grand Ave.
Livingston, Mont., Scheuber Drug Co.
Los Angeles, Cal., Columbia Phonograph Co., 420-422 S. Broadway.
Louisville, Ky., Columbia Phonograph Co., 425 South Fourth St.
Memphis, Tenn., 156 South Main St.
Milwaukee, Wis., Albert G. Kunde, 516 Grand Ave.
Minneapolis, Minn., Columbia Phonograph Co., 424 Nicollet Ave.
New Haven, Conn., Columbia Phonograph Co., 25 Church St.
New Orleans, La., Columbia Phonograph Co., 933 Canal St.
New York City, Columbia Phonograph Co., 89 Chambers St.; Columbia Phonograph Co., 35-37 W. 23d St.; Columbia Phonograph Co., 39 W. 125th St.; (Brooklyn) Columbia Phonograph Co., 124 Flatbush Ave.; (Brooklyn) Columbia Phonograph Co., 1372 Broadway.
Omaha, Nebr., Columbia Phonograph Co., 1311 Farnam St.
Philadelphia, Pa., Pennsylvania Talking Mach. Co., 1100 Chestnut St.
Pittsburg, Pa., Columbia Phonograph Co., 101 Sixth St.
Portland, Me., Columbia Phonograph Co., 550 Congress St.
Portland, Ore., Columbia Phonograph Co., 371 Washington St.
Providence, R. I., Columbia Phonograph Co., 119 Westminster St.
Rochester, N. Y., Columbia Phonograph Co., 88 South Ave.
Sacramento, Cal., Kirk, Geary & Co.
Salt Lake City, Utah, Daynes-Beebe Music Co., 45 Main St.
San Francisco, Cal., Columbia Phonograph Co., 334 Sutter St.
Seattle, Wash., Columbia Phonograph Co., 1311 First Ave.
Spokane, Wash., Columbia Phonograph Co., 318 Sprague Ave.
Springfield, Mass., Columbia Phonograph Co., 208 Worthington St.
St. Louis, Mo., Columbia Phonograph Co., 1008 Olive St.
St. Paul, Minn., Columbia Phonograph Co., 20 E. Seventh St.
Toledo, O., Columbia Phonograph Co., 229 Superior St.
Washington, D. C., Columbia Phonograph Co., 1210 G St. N. W.
Wilmington, Del., Columbia Phonograph Co., 610 Market St.

DEALERS WANTED—Exclusive selling rights given where we are not actively represented.

Write for particulars to the Columbia Phonograph Co., Wholesale Department, Tribune Building, New York.

Headquarters for Canada:

Columbia Phonograph Co., McKinnon Building,
Toronto, Ont.

You should
get this
sample package
of
Puritone Needles
sent free

Puritone Needles should pay you a good profit. It costs nothing to sell them because you have your organization.

To help you we will print special envelopes with your name and business; every envelope gives you profits and free advertising.

You will be advertised, too, by the satisfaction-qualities of the needles; owners of machines will regard yours as the best needle store; this will build your business.

Get this sample package, telling us who's your jobber, and find out the goodness of Puritone Needles, built of experience, material and brains.

JOHN M. DEAN
PUTNAM, CONN.



PACIFIC COAST DISTRIBUTORS OF
Victor Talking Machines and RECORDS
STEINWAY PIANOS—LYON & HEALY
"OWN MAKE" BAND INSTRUMENTS
Sherman, Clay & Co. San Francisco Portland
Oakland Los Angeles

NEW ENGLAND
JOBBER HEADQUARTERS
EDISON AND VICTOR
Machines, Records and Supplies.
THE EASTERN TALKING MACHINE CO.
177 Tremont Street BOSTON, MASS.

Edison Phonograph Distributors
for the SOUTHWEST

All Foreign Records in Stock

Houston Phonograph Co., HOUSTON, TEXAS

STANDARD TALKING MACHINE CO.
PITTSBURGH, PA.

Exclusive Victor Distributors

"If it's made we ship it the same day order is received"

Every Jobber in this country should be represented in this department. The cost is slight and the advantage is great. Be sure and have your firm in the October List.



Thomas A. Edison

who invented the sound reproducing instrument is naturally the one man best fitted to bring it to a state of mechanical and musical perfection. The history of this, as well as his other

inventions, proves that he is never satisfied to stop at anything *less* than perfection.

That is the reason why it is most profitable to bank all of your faith, enthusiasm and selling energy on

The EDISON PHONOGRAPH

Thomas A Edison
INCORPORATED

59 Lakeside Ave., Orange, N. J.

The TALKING AND NOVELTY NEWS MACHINE WORLD

Published Each Month by Edward Lyman Bill at 373 Fourth Avenue, New York, October 15, 1912



A Corner of the Music Room
in the White House

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Victor-Victrola X, \$75
Mahogany or oak.



The new Victor-Victrolas bring new and greater opportunities

The wonderful instrument that has accomplished so many great things keeps right on with its splendid work.

The four new styles of the Victor-Victrola created another big stir in the music trade and established more firmly than ever the supremacy of this instrument.

The prosperity and profits the Victor-Victrola has brought to Victor dealers in the past is only a foretaste of what may be expected from now on.

The Victor-Victrola line is now more complete and attractive than ever before and offers new opportunities for profit and prestige far overshadowing all its wonderful successes of the past.



Victor-Victrola XIV, \$150
Mahogany or oak.



Victor-Victrola XI, \$100
Mahogany or oak.



Victor-Victrola XVI, \$200
Mahogany or quartered oak.

Victor Talking Machine Co., Camden, N. J., U. S. A.

Berliner Gramophone Co., Montreal, Canadian Distributors
Always use Victor Machines with Victor Records and Victor Needles—the combination. There is no other way to get the unequalled Victor tone.

VICTOR DISTRIBUTORS

Albany, N. Y.	Finch & Hahn.	Elmira, N. Y.	Elmira Arms Co.	Oklahoma City, Okla.	Schmelzer Arms Co.
Altoona, Pa.	W. F. Frederick Piano Co.	El Paso, Tex.	W. G. Walz Co.	Omaha, Neb.	A. Hospe Co. Nebraska Cycle Co.
Atlanta, Ga.	Elyea-Austell Co. Phillips & Crew Co.	Galveston, Tex.	Thos. Goggan & Bros.	Peoria, Ill.	Putman-Page Co., Inc.
Austin, Tex.	The Talking Machine Co., of Texas.	Grand Rapids, Mich.	J. A. J. Friedrich.	Philadelphia, Pa.	Louis Buehn & Brother. C. J. Hepp & Son. Penn Phonograph Co., Inc. The Talking Machine Co. H. A. Weymann & Son, Inc.
Baltimore, Md.	Cohen & Hughes, Inc. E. F. Droop & Sons Co. H. K. Eisenbrandt Sons.	Honolulu, T. H.	Bergstrom Music Co., Ltd.	Pittsburgh, Pa.	C. C. Mellor Co., Ltd. Standard Talking Machine Co.
Bangor, Me.	Andrews Music House Co.	Indianapolis, Ind.	Stewart Talking Machine Co.	Portland, Me.	Cressey & Allen.
Birmingham, Ala.	Talking Machine Co.	Jacksonville, Fla.	Florida Talking Machine Co.	Portland, Ore.	Sherman, Clay & Co.
Boston, Mass.	Oliver Ditson Co. The Eastern Talking Machine Co. M. Steinert & Sons Co.	Kansas City, Mo.	J. W. Jenkins Sons Music Co. Schmelzer Arms Co.	Richmond, Va.	The Corley Co., Inc. W. D. Moses & Co.
Brooklyn, N. Y.	American Talking Machine Co.	Lincoln, Neb.	Ross P. Curtice Co.	Rochester, N. Y.	E. J. Chapman. The Talking Machine Co.
Buffalo, N. Y.	W. D. Andrews. Neal, Clark & Neal Co.	Little Rock, Ark.	O. K. Houck Piano Co.	Salt Lake City, Utah	Consolidated Music Co.
Burlington, Vt.	American Phonograph Co.	Los Angeles, Cal.	Sherman, Clay & Co.	San Antonio, Tex.	Thos. Goggan & Bros.
Butte, Mont.	Orton Brothers.	Louisville, Ky.	Montenegro-Riehm Music Co.	San Francisco, Cal.	Sherman, Clay & Co.
Chicago, Ill.	Lyon & Healy. The Talking Machine Co. The Rudolph Wurlitzer Co.	Memphis, Tenn.	O. K. Houck Piano Co.	Savannah, Ga.	Phillips & Crew Co.
Cincinnati, O.	The W. H. Buescher & Sons Co.	Milwaukee, Wis.	Wisconsin Talking Machine Co.	Seattle, Wash.	Sherman, Clay & Co. Eiler's Music House.
Cleveland, O.	The Collister & Sayle Co. The Eclipse Musical Co.	Mobile, Ala.	Wm. H. Reynalds.	Sioux Falls, S. D.	Talking Machine Exchange.
Columbus, O.	Perry B. Whitsit Co.	Montreal, Can.	Berliner Gramophone Co., Ltd.	Spokane, Wash.	Sherman, Clay & Co.
Dallas, Tex.	Sanger Bros.	Nashville, Tenn.	O. K. Houck Piano Co.	St. Louis, Mo.	The Aeolian Company of Mo. Koerber-Brenner Music Co.
Denver, Colo.	The Hext Music Co. The Nudget-Campbell Music Co.	Newark, N. J.	Price Talking Machine Co.	St. Paul, Minn.	W. J. Dyer & Bro. Kochler & Hinrichs.
Des Moines, Ia.	Chase & West. Hager & Blish, Inc.	New Haven, Conn.	Henry Horton.	Syracuse, N. Y.	W. D. Andrews Co.
Detroit, Mich.	Grinnell Bros.	New Orleans, La.	Philip Werlein, Ltd.	Toledo, O.	The Whitney & Currier Co.
Dubuque, Ia.	Harger & Blish, Inc.	New York, N. Y.	Blackman Talking Machine Co. Sol. Bloom, Inc. Emanuel Blout. C. Bruno & Son, Inc. I. Davega, Jr., Inc. S. B. Davega Co. Chas. H. Ditson & Co. Landay Brothers, Inc. New York Talking Machine Co. Silas E. Pearsall Co. Benj. Switky.	Washington, D. C.	E. F. Droop & Sons Co. Robert C. Rogers Co.

The Talking Machine World

Vol. 8. No. 10.

New York, October 15, 1912.

Price Ten Cents

LESSENING SELLING COST

Without Decreasing Efficiency by Studying and Regulating Salesmen's Expense Accounts by Comparisons—How One Concern Did It.

An experienced manager of sales declares that he knows of one mercantile house that purely through the use of analyzed comparative expense accounts by salesmen, and by territory, and by branch, have reduced their traveling expenses almost 25 per cent.; and here is the funny part of it; they have increased the efficiency of these same salesmen nearly 25 per cent., as shown by the results!

Now, the way they did it, and it is possible in lots of concerns: They were operating quite a number of offices, and they took the comparison between the several branches as it related to sales, and so on, and this was all stacked up in parallel columns and figured out in percentages. They did this in a lot of things—in credit losses, and whole general classes of expense. And, by the way, their comparative statement enabled them in one town to uncover a defalcation which had gone past their traveling auditor for five mortal years.

It was a continuous performance by a young man who was slated for one of the most important offices in the country, but just as soon as they prepared this comparative statement and saw the percentage in that one district looked so much higher than it did in the others, they just shot a man from one of the nearest offices down there to find out what was the matter. It wasn't so much higher—there was only three-fourths of one per cent. difference—but it was so much out of proportion to the others that it was noticed. So they are finding out discrepancies in lots of other things.

Now, the sales department, by the use of comparisons, and especially percentage comparisons, can check a great many things of this kind. It doesn't do people any good to waste money. I am not talking about dollars in a niggardly way. I am talking about preventable waste for which there is no excuse.

NOW LOCATED IN NEW FACTORY.

U-S Phonograph Co. in Larger Quarters in Cleveland—Business on Increase—Changes in Staff—Other Interesting Items.

(Special to The Talking Machine World.)

Cleveland, O., Oct. 8, 1912.

Things are booming along at the factory of the U-S Phonograph Co. in fine shape. The company has moved from 1013 Oregon avenue and is now located in its new factory at 1204 East 55th street, and in a few days will have the plant fully installed and running up to capacity. Great savings will be effected in the new factory, since the cabinets, phonographs and records will all be made under one roof. Attention is directed to the page advertisement of the U-S Phonograph Co. elsewhere in this issue of The World. Regarding the wearing qualities of the U-S records, the original record and affidavit are on file at the factory.

Hugh Gulley, formerly in the talking machine business in this city, is now engaged with the U-S Phonograph Co. as traveling representative in Michigan. He spent the week end in Cleveland.

W. B. Timms, formerly with the Victor, and later with the U-S Co., is now on the staff of the Eclipse Musical Co. He is a thoroughly equipped talking machine man.

Many of the talking machine dealers throughout the country combined with the booksellers to honor James Whitcomb Riley, "The Hoosier Poet," during the week of October 7 to 12. This period was known as "Riley Week," and the Victor records which this master of laughter and tears made were as largely in demand as his books. It was a very happy and thoughtful idea.

NEW DEPARTMENT IN NEWARK, N. J.

Victor and Columbia Lines to Be Featured Strongly in the New Store of L. Bamberger & Co.—S. Semels to Be in Charge.

(Special to The Talking Machine World.)

Newark, N. J., Oct. 9, 1912.

A feature of L. Bamberger & Co.'s magnificent new establishment, which opens next week in this city, will be the department devoted to pianos and talking machines. In the latter, which is in charge of S. Semels, the Victor and Columbia machines and records will be presented to the public in very attractive quarters. There are five splendidly equipped booths in mahogany finish, and the entire establishment is most attractively furnished. It is convenient to the piano warerooms and also to the spacious recital hall, which will prove to be one of the great attractions of this new building.

Talking machine recitals will form one of the means of interesting the public during the fall



The New Bamberger Store in Newark.

and winter season, and Manager Semels is a great advocate of this kind of work. He believes, as The Talking Machine World has long upheld, that there is no better means of interesting the public in the talking machine than through recitals, hence it is that these will form a part of his program.

Mr. Semels has been in the talking machine trade since its inception practically, and won an excellent success in his varied fields of activity. He looks forward to attaining a larger measure than ever in the new Bamberger store.

EDISON TO BE HONORED.

A Statue of the Inventor of the Phonograph to Be One of Several Eminent Inventors Whose Statues Will Be Used in the Machinery Building at the Panama-Pacific Exposition.

(Special to The Talking Machine World.)

San Francisco, Cal., Oct. 6, 1912.

The Machinery Building, which is to grace the 1915 Universal Exposition, will be the largest of the thirteen exhibition palaces that are provided for in the plans being prepared by the members of the Architectural Commission. This building is of huge proportions, consisting of three great naves, with a cross nave of the same proportion. The treatment of the exterior will be a free adaptation of Spanish renaissance, and the Castilian period of influence of architecture in Mexico. It is expected that the Machinery Building will be the first contract let for the main exhibition palaces. Four heroic statues, representing the personalities who were greatest in the advancement of mechanical arts—Archimedes, Gutenberg, Watt and Edison—will, in all probability, be placed on this building.

PAYS TO THINK AND ACT.

How a Talking Machine Salesman Watches News Events and Profits Thereby—The Death Recently of Massenet Illustrates a Point Which Is Well Worth Consideration.

The death recently of Julius Massenet, the famous French operatic composer, has resulted in a greatly increased demand for talking machine records of the principal numbers from his various operas throughout the country.

This matter brings to mind the importance of salesmen and dealers keeping in touch with musical matters. Some wide-awake salesman took occasion following the death of Massenet to make a special window of the records from his operas, and in this way not only centered the interest of the musical people on his establishment, but profited in a business way also. It is the small things in the business world that count. They advertise a man not only as a keen reader with a knowledge of musical matters, but demonstrate that he is progressive merchants.

COMPLIMENTS BISPHAM.

William Shakespeare, the Eminent Vocal Teacher of England, Speaks Enthusiastically of Bispham's Singing Which He Heard Through Means of a Columbia Record.

David Bispham, the popular baritone, who sings for the Columbia, writes as follows to the Columbia Phonograph Co.:

"The following from an interview in the August Musician, with the celebrated English singing teacher, William Shakespeare, may be of use to you in advertising my records:

"'But, Mr. Shakespeare,' ventured the interviewer, 'most of the male voices heard in the phonographs are of Italian, French and German singers—only rarely Americans.'

"'Maybe so,' replied Mr. Shakespeare, 'maybe so, but I will say I heard a glorious exception the other day, and he is an American born singer, too; and that is David Bispham, whose song recital was a really great singing lesson. A truly observant pupil could have got as much out of that recital as he would from six months' lessons with—me, for example.'

TRIES IT ON HIS MEN.

How One Merchant Judges the Value of New Advertising Before Issuance.

A Western merchant who does a great deal of local newspaper advertising, does not put out a line of it until the proposed copy is submitted to at least three of the men in his store for criticism. The points he seeks are these:

"Does this ad hit you in the eye, so that you cannot avoid seeing it? Does it open in a manner that would lead you to read it through? Does it tell its story; convince you we mean business, and are telling the truth? Would it have any pull with you in the purchase of goods?"

The merchant confesses that in many cases the suggestions of his men constitute the strong points of the ad.

This is an excellent idea well worth emulating—it is co-operative work of the right kind.

THREE SOURCES OF WEALTH.

As long as 300 years ago, Sir Francis Bacon pointed out that the sources of wealth of any nation were: First, its productivity, in other words, the productive capacity of its natural resources; second, the manufacture of raw materials into a form more useful to man; third, the venture, or transportation, from the point where they were produced or manufactured to the point where they could be used.

"BLUE" AMBEROL RECORDS READY.

Thomas A. Edison, Inc., Issues First List of Fifty-five of the New Unbreakable Records That Are Played with a Diamond Point—Only Four-Minute Machines in Future—Special Record Return Allowances.

An important event of the month is the announcement by Thos. A. Edison, Inc., of the placing on the market of the first of the new "Blue" Amberola cylinder records. The initial list consists of fifty regular and five concert numbers, which will take the place of the regular November supplement. Shipments of the new records have already begun, the first allotments going to the far West and working Eastward in regular course. The first list of the "Blue" Amberol records appears with the regular lists of November records on another page of this issue of The World.

In connection with the announcement of the new records the manufacturers state that with the advent of the "Blue" Amberol record they are preparing to introduce a reproducer of new design, equipped with genuine diamond point.

On Amberola and Concert type phonographs the Diamond "A" reproducer will be used, while on Alva, Triumph, Home, Standard, Fireside and Gem type machines the Diamond "B" reproducer will be required.

The Diamond "B" reproducer may be used on Alva, Triumph or Home phonographs which are at present equipped with model "O" reproducers as it will fit in the same reproducer arm. On Alva, Triumph and Home machines which have not been fitted with model "O" reproducers, as also on Standards, Firesides and Gems, or where other types of reproducers are being used, it will be necessary to obtain a special arm for each type machine (which will be included at the prices quoted for reproducer only), and in ordering it should be plainly stated, for instance—Diamond "B" reproducer for Standard; Diamond "B" reproducer for Gem, etc.—which will prevent misunderstanding.

It is also stated that while the diamond-pointed reproducers may not be used on wax records, the four-minute reproducers with sapphire points may be used on the "Blue" Amberol records.

On and after October 1 all phonographs will be of four-minute type only, and Amberola, Concert, Triumph and Home machines will be equipped with Diamond reproducers, while Standards, Firesides and Gems will be regularly shipped with model "N" reproducers, fitted with sapphire point, all at present list prices.

Recorders will not be included as part of the Triumph and Home outfits in the future, and

where desired must be purchased as an extra, at regular list and discount.

Shipments of phonographs with Diamond reproducers began about October 1, and of Diamond reproducers as extras, also combination attachments with Diamond reproducers, shortly thereafter.

In view of the marketing of the "Blue" Amberol records, special return allowances have been made for jobbers and dealers which have been explained in the circulars sent out regarding the new records, machines and attachments.

In connection with the issuance of the new records, Thomas A. Edison, Inc., has prepared, for the benefit of the jobber and dealer, an attractive booklet which explains the various features of the "Blue" Amberol record and its valuable features at length for the purpose of interesting the phonograph owner or the prospective phonograph customer. The excellent tonal and wearing qualities of the new records are expected to prove the means of materially increasing the demand for cylinder records and reviving the interest of those who own machines, but who have grown tired of them.

WORKING TO FULL CAPACITY.

The Standard Gramophone Appliance Co. Experiencing a Great Demand for Its "Start and Stop" Device—Additional Equipment Installed in the Factory.

The Standard Gramophone Appliance Co., of 173 Lafayette street, New York, manufacturer of the Simplex "Start and Stop" and other devices, is enjoying a most prosperous season. Its new and commodious factory is working to full capacity, and in order to meet increasing demands it has become necessary to install additional equipment.

That the "Start and Stop" has met with approval is evident from the many large orders filled in the last fortnight. A visitor to the factory is impressed by the evident signs of prosperity on every hand. The orders have multiplied so rapidly in the last few weeks that the shipping department has been taxed to the utmost to cope with increasing requirements.

In order to make visitors feel entirely at ease a guide is always waiting to accompany callers throughout the factory and explain the workings of all the different pieces of machinery. This service is very much appreciated by the talking-machine men who have paid the factory a visit, and the large numbers of visitors have all spoken highly of the modern equipment in the new factory. The company is growing steadily, and for a young concern its expansion is truly remarkable.

THE VICTROLA FOR LECTURES.

George R. Duppy, Manager of Talking Machine Department of Sherman, Clay & Co., in Seattle, Arranges for Series of "Musical Talks," by Mrs. Lilly Van Ogle.

(Special to The Talking Machine World.)

Seattle, Wash., Oct. 5, 1912.

Something very novel, dignified and in keeping with the character of the Victor talking machine is the series of Victor concerts arranged by Geo. R. Duppy, manager of the talking machine department of Sherman, Clay & Co., this city. Arrangements have been made with Mrs. Lilly Van Ogle to give a series of "Musical Talks" on the opera, illustrated with selections on the Victrola during the fall and winter. Mrs. Van Ogle, owing to her long residence in Berlin, has had exceptional opportunities to study with such renowned teachers and artists as Josef Lhevinne, Harold Bauer and Leopold Godowsky.

The first talk which occurred this month, when Mrs. Van Ogle discussed the opera "Carmen," was a most delightful affair. There was no public announcement of this talk through the newspapers, nor will there be hereafter, as it is the desire of Sherman, Clay & Co. to have as guests their friends who are at liberty to bring any guests they choose.

Among the subjects listed for future talks are "Faust," "Mme. Butterfly," and other well known operas. These unique musical events are held in the auditorium of the new Sherman, Clay & Co. building, adding still further to the prestige of the Victrola. At the first concert the hall was crowded, although the weather was unusually warm.

The talking machine trade in this city and throughout the northwest as a whole is making an excellent showing. The talking machine men kept things at a lively pace even during the summer, with the result that there have been most satisfactory continuous results. In his efforts to place the talking machine business on a higher plane, Manager Duppy is having the cordial co-operation of T. W. Searle, general manager of the local house of Sherman, Clay & Co.

ENTERTAIN LOUIS F. GEISSLER.

The executive staff and the traveling department of the Victor Talking Machine Co. gave a special dinner in honor of Louis F. Geissler, general manager of the company, recently, at the Bellevue-Stratford Hotel, Philadelphia, Pa. It was a most enjoyable gathering, and many heart-to-heart talks were indulged in between the various courses.

In Justice To Our Regular Trade

**We Are Not Soliciting New Accounts This Season
When the Demand Exceeds the Supply**

We feel under obligations to supply our own dealers' wants in so far as factory shipments will permit and not solicit new business which to supply would mean taking out of the mouths of our own regular trade goods needed by them and placing it in the hands of dealers who under ordinary circumstances look to their regular jobber for their goods.

Some jobbers look upon this outside trade as "velvet" but in taking it work hardship on their regular dealers who are loyal to them the year round.

EASTERN SERVICE IS GOOD SERVICE. BUT ABOVE ALL IT IS JUST.

EASTERN TALKING MACHINE COMPANY

177 TREMONT STREET, BOSTON, MASS.

FOR EIGHTEEN YEARS TALKING MACHINES EXCLUSIVELY

Victor-Victrola



Victor-Victrola XVI, \$200
Mahogany or quartered oak.

The instrument by which the value of all musical instruments is measured.

Each year has witnessed important improvements in the development of this wonderful instrument; and the four new styles recently introduced embody some of the most important improvements ever made.

They give to the Victor-Victrola a still more exalted position in the world of music, and make it still more valuable as a source of profit and prestige for every dealer—and the biggest selling season of the year is right at hand.

Victor Talking Machine Co., Camden, N. J., U. S. A.

Berliner Gramophone Co., Montreal, Canadian Distributors.

Always use Victor Machines with Victor Records and Victor Needles—the combination. There is no other way to get the unequalled Victor tone.



HEAVY FALL BUSINESS ON THE PACIFIC COAST.

This Is Now Certain, Based Upon Reports from the Leading Houses Throughout California—Many Improvements in Talking Machine Department of the Sherman, Clay House—New Columbia and Victor Styles Exceedingly Popular—Anxiously Awaiting Edison Disc Machine—A. C. Alvis Succeeds William Kingen in Charge of the Hauschildt Department—Blaine Buys Booth Business in Paso Robles—W. S. Gray's Trip.

(Special to The Talking Machine World.)

San Francisco, Cal., Oct. 5, 1912.

A heavy fall business is no longer a speculation with the talking machine dealers of this section. Without exception they report a splendid business during the past month. The new Columbia and Victor machines are taking so well with the trade that the distributors of both lines say their chief difficulty at present is to get enough of the instruments to fill their orders. The Edison jobbers are a little handicapped, as their prospective customers are inclined to postpone buying until the new disc machines are placed on the market, which will cause them a rush at the holidays. Inquiries are coming in already concerning holiday orders, and extensive preparations are being made by the retailers for a big Christmas business. The distributors are anxious to get in their goods as fast as possible now, so as to give the retailers every opportunity for pushing sales, but this is very hard to accomplish, as there is a general clamor over the country for the new style machines.

Sherman, Clay & Co.'s Department Remodeled.

The remodeling of the Sherman, Clay & Co. Victor department, which was under way, together with other alterations of the building, for a couple of months, is now complete, giving them one of the finest talking machine departments in America. The department takes in the entire third floor of the building and is arranged in a most convenient manner. It is provided with a number of demonstration rooms, which are light and airy, and at the same time are absolutely soundproof. The opening of the new quarters for the department and the placing on sale of the three new-style Vic-

trolas, has made September a very lively month, reports A. G. McCarthy.

Improvements at Other Branches.

The improvements undertaken by Sherman, Clay & Co. do not stop in San Francisco. They are having their building in Sacramento entirely remodeled, and the plans call for a large talking machine department which, though not on so elaborate a scale as the local department, will be a credit to the trade in that section. Sherman, Clay & Co. have purchased the stock of talking machines from the A. J. Pommer Co., of that city, and will assign the management of the new department to J. C. Van Horn, formerly with Wanamaker's, New York. The formal opening of the department will take place in about a week, with a full line of Victor machines and records.

W. S. Gray Preparing for Long Trip.

W. S. Gray, Pacific Coast manager for the Columbia Phonograph Co., is preparing for a trip North. In Spokane, Wash., which is the most northerly point of his territory, he is to meet Geo. W. Lyle, vice-president and general manager of the company, who is making his annual trip over the Coast territory extending from Spokane to San Diego. From Spokane the two will make the trip down the Coast together, calling on the various agencies on the way.

General Columbia Co. News.

The new Eclipse and Regal machines seem to be the principal feature of interest at present with the Columbia trade. Notwithstanding the fact that carloads of them have arrived here, Fred R. Anglemier, wholesale manager, says they are behind on orders. He is very enthusiastic over the new ma-

chines, which, he says, considering the price, are by far the best values the company has ever placed on the market, and while the higher class types are selling, they are being "eclipsed" by the Eclipse. C. J. Moore, traveling representative of the Columbia Phonograph Co., made a trip down through the valleys last week and is now calling on the trade in the Coast towns. He is finding things in very good condition generally all along the line, and notes a tendency among dealers to place large orders, showing confidence on their part that business is going to increase as the season advances.

Recent Trade Visitors.

Among the recent visitors in town was W. E. Lindsey, manager of the talking machine department of the Palace Drug Co., Monterey, Cal. Mr. Lindsey has been spending a vacation in and around Sacramento and stopped over here to place orders on his way home.

Another out-of-town retail dealer to spend a few days in San Francisco this week was Mr. Logan, of the Logan Music House at Salinas, Cal. He has a good-sized department and says his most successful scheme to secure business is by giving concerts at the store. He makes these real entertainments and has a regular attendance of about 150 people.

Hard to Meet Victrola Demand.

Manager Black, of the talking machine department of Wiley B. Allen Co., says the new style Victrolas are meeting with great public favor, its only cause for complaint being the fact that there is necessarily a shortage of goods owing to the large orders placed in advance for the new styles. So far, he says, the Victrola XI is taking the lead in popularity, but that the other two are not far behind. Record sales are reported very satisfactory. Joel R. Scott has recently assumed the management of the record department, to succeed Nelson J. Barkholm, who has taken the position of city salesman. Mr. Scott is assisted in the department by Miss Honda. Reports from Mr. Austin, San Jose manager, show a steady summer business, and with heavy fruit crops in the Santa Clara valley, conditions are very favorable for future trade.

Preparing for New Edison Disc Machine.

Manager Bailey, of the San Francisco branch of Babson Bros., Chicago, reports trade for the past month very good, considering the fact that no new Edison models have been placed on the market as yet. Amberola records are in great demand. Two additional demonstration rooms have been installed and everything is in readiness to rush orders through when the new disc machine is received. From the interest manifest in it at present, it will no doubt be a big boost for Edison trade.

Change in Hauschildt Department.

A change of management of the talking machine and small goods department has taken place at the San Francisco store of the Hauschildt Music Co., owing to the resignation of William Kingen. Archibald C. Alvis, formerly with the same company in Oakland, is now in charge of the department, assisted by Clarence Moran, also from the Oakland house of the Hauschildt Co.

Buys Out Booth Business.

Chas. D. Blaine, phonograph and music dealer of San Luis Obispo, Cal., has purchased the stock and phonograph supplies of Fred G. Booth at Paso Robles, and will continue the store as a branch of his other house. It will be under the management of Mr. Booth, and from it all the northern part of the county will be supplied. This will enable Mr. Blaine to devote his attention to the southern end of the business.

LOOKING FOR NEW FACTORY SITE.

According to reports the H. Schroeder Hornless Phonograph Co. is looking for a suitable factory site and is considering Fairground, N. Y., as a possible location. The company claims to have \$500,000 capital and expects to employ 200 people or more at the start. The headquarters of the company are in New York. H. Schroeder is well known as an inventor in the talking machine field and for some time had a small experimental and manufacturing plant in the Bronx.



Won't You Have a Lesson in Spanish?

It's so easy to learn by the I. C. S. system—and a knowledge of Spanish is so useful nowadays.

The I. C. S. system of language instruction by means of the phonograph makes easy the mastering of a foreign language, and appeals with compelling power to thousands. The dealer in phonographs who does not carry I. C. S. Language Outfits is neglecting a quick and sure way to increase his business. The new \$35 Language Outfit of the I. C. S. is a marvel. It represents the highest art in the teaching of languages, and embodies a method that has won the warmest praise of thousands qualified to speak authoritatively. The Spanish, French, and German Embassies at Washington, as well as the leading colleges, have cordially indorsed the I. C. S. method of teaching languages.

The I. C. S. Language Outfit consists of an Edison Gem Phonograph made especially for language work; small horn; headband hearing tube; oil can; and 25 Conversational Records teaching pronunciation guaranteed to be absolutely correct, with native intonation and inflection. In addition to these Conversational Records there are pamphlet Instruction Papers teaching the theory of the languages. The new Outfit is at one and the same time the best and cheapest ever offered—the price being only \$35.

If you want to increase your business, write to-day for full particulars.

International Correspondence Schools
Box 918, Scranton, Pa.



We are top, bottom and both sides of the "talking machine" situation in a very sightly list of cities in these United States right now—and getting a sure grip everywhere else.



**Columbia Phonograph Co., Gen'l
Tribune Building, New York**

BUSINESS IN CLEVELAND ON BROADER LINES.

Jobbers and Dealers Make Gratifying Reports Regarding the Expansion of Trade—Interviews with the Leading Men of the Business Indicate a Volume of Trade This Fall and Winter That Will Be Unprecedented—Cleveland School Board Contemplating Adding Moving Pictures and Stereopticon Views to the Present Social Center Course of Victrola Concerts—Many New Columbia Agents Reported by Columbia Manager—T. H. Towell Interested in Automobiles—Other News of General Interest.

(Special to The Talking Machine World.)

Cleveland, O., Oct. 9, 1912.

Regardless of the Presidential campaign and its outcome, of what the next Congress may do with the tariff, of whether women are granted the right of suffrage or not, of what is done with the trusts, and of whether or not the voters shall take a more direct part in government, the talking machine dealers of this city are moving straight ahead and doing a more successful business than ever in their history.

There was manifest improvement in the trade during September, and October has inaugurated business on broader lines, indicative of an unusual successful season. Helpful propositions from the manufacturers, not only in an active campaign of publicity, but in the offerings of new models, with wonderful improvements relating to the four new style Victrolas, the new Columbia hornless graphophones, the new Edison disc machine and "Blue" Amberola records, and the U-S Royal and other new products of the U-S Phonograph Co.

Increasing sales and inquiries are reported by all the dealers, more especially for the latest products, and include all styles, from the popular low-priced to the most expensive ones. The sale of records, covering the entire lists, shows a widespread interest and is growing to wonderful proportions.

The Cleveland school board have under consideration the question as to whether there are sufficient funds to enable them to add moving pictures and stereopticon views to the present social center course of Victrola concerts. It is more than likely the plan will be adopted.

C. Buhl, president of the Buhl-Sander Co., of Chicago, spent several days here the last of September demonstrating and taking orders for the "Phonostop," a new patent applied for disc record stop. He said he was meeting with good success.

T. H. Towell, president of the Eclipse Musical Co., with others, has organized the Cadillac Automobile Co., of Cleveland, with a capital of \$50,000. Mr. Towell is president and treasurer of the company, which will have the distribution of the Cadillac in the Cleveland district. His large acquaintance, geniality and extended business experience insures the success of the enterprise.

Geo. R. Madson, manager of the Columbia store here, reports business moving very prosperously. Sales in September of a large number of machines and records closed an unusually successful month's trade in both the wholesale and retail departments. He said there was perceptible improvement in business generally and that sales of the highest grade machines were common, as well as for the cheaper machines, cabinets and records.

Dealers handling Columbia goods, the H. M. Brainard Piano Co., H. D. Berner, in the Taylor

Arcade, Brown Bros., Aldrich, Harvey & Co., K. Svehla, of Cleveland, and A. O. Wright, Berea, and Shinn & Crombie, Oberlin, are all doing a large increasing business.

Affairs with the W. H. Buescher & Sons Co. are of the most roseate character. "Business is fine," said Irving H. Buescher. "We have increased our sales force and now have six on the floor, and they are kept constantly busy. The summer sales have been compared with last year's and we made a big gain in spite of the fact that we changed our location in the middle of the summer.

Mrs. E. I. Leighton, nee Edna Rankin, is now connected with the Buescher Co. She is well known in this line and is a very popular and capable saleslady.

"Business is moving along prosperously and very satisfactorily," said A. O. Peterson, manager for Lawrence H. Lucker, jobber of Edison phonographs and records. "Orders from dealers in this territory," he said, "are coming in steadily and with increasing frequency, indicating they are already making preparations for the coming holiday trade. I am receiving many inquiries and booking orders for the new disc machines, also for the new unbreakable Blue Amberol and Concert records."

Increasing business has forced the Hart Piano Co., 33-35 The Arcade, to enlarge the talking machine department by the addition of two demonstration rooms. Mr. Hart stated he was agreeably surprised with the large volume of trade the department was attracting for both the Victor and Edison lines.

The new talking machine department in the store of Wm. Taylor Son & Co. has been fitted up in beautiful style, conjointly occupying the art rooms. The company has put in a commodious line of Victor machines and records, and are prepared to meet the wishes of all classes of customers.

T. H. Towell, of the Eclipse Musical Co., is one of the busiest of busy men nowadays, supervising the daily receipt and shipment of Victor goods. "Business in the wholesale department is fine," he said. "It has increased 50 per cent. over the same period of last year. Dealers are ordering machines and records liberally, covering all grades, from the cheapest to the highest priced.

In accord with the other dealers, the most satisfactory conditions are reported by Collister & Sayle. Bessie M. Grabler, in charge of the talking machine department, said business was good, both retail and wholesale, and that the past month had been a very busy one. The favor with which the new Victrolas had been received was said to be surprisingly good.

"We are very well satisfied with the way business is coming along in our new location," said F. B. Guion, of the B. Dreher's Sons Co. "We made

a considerable increase in sales in September over August, and made a number of sales of the high-priced machines during the past month—in fact, our sales of Victrolas were larger than during any previous month."

Marked activity and an optimistic feeling are prevalent at the Bailey Co. store. E. A. Friedlander, manager of the talking machine department, said: "Business is good. We are having a fine trade in machines and records. We are fitting up a large room especially for the display of the Edison Home kinetograph and will give daily exhibitions and expect to attract many customers." Mr. Friedlander has opened new display quarters and two demonstration rooms in the most prominent position on the floor, directly in front of the elevators.

"The Victor-Victrola X and the Victor-Victrola XI are the two articles that are attracting most attention just now," said O. E. Kellogg, of McMillin's. "We have made a number of sales and are having numerous inquiries. They are making quite a hit."

R. W. Schirring, manager of the talking machine department of the Caldwell Piano Co., said: "Machines are in active demand, and we are having a fine record trade, which is daily increasing."

Extensive arrangements have been made in the talking machine department of the May Co. for a large fall trade. Miss Ethel M. Volk, manager, said business was good and improving.

The most prosperous conditions exist at the store of Chas. I. Davis. He says it is not so difficult to dispose of machines and records as it is to obtain the goods from the factories. He is superintending the opening of the new talking machine department in his store at Buffalo, which occupies an entire floor.

D. Gold, located at 8310 Woodland avenue, occupying unpretentious quarters, is doing a prosperous business in the talking machine line. He sells and repairs all kinds, carrying in stock principally the cheaper grades suited to the customers of his environment.

J. Witt, of the Witt Music Co., Lorain, O., the graphophone dealer of that city, frequently visits the Columbia headquarters here. Meeting him recently, he said: "Our enterprising city is growing rapidly, and with it the talking machine business is thriving in the most satisfactory manner. We are doing a fine business, which is constantly expanding, and the prospects for a big fall trade are very bright."

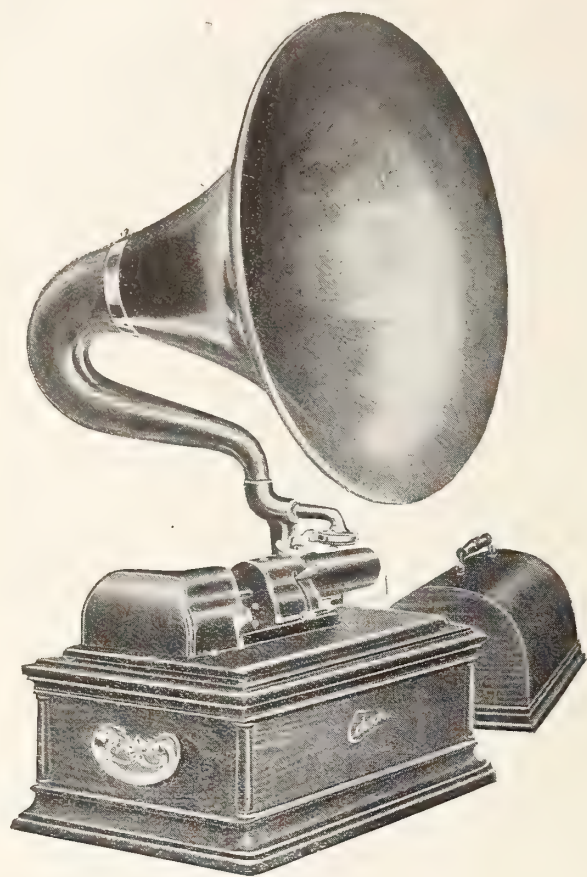
Sales Manager G. M. Nisbett, of the U-S Phonograph Co., recently spent a few days in Canada on a pleasure jaunt exclusively, accompanied by Mrs. Nisbett. Notwithstanding wet weather was experienced during the whole trip, he says they had a most enjoyable time.

QUALIFY AS VICTOR DEALERS.

Among the recent piano houses that have qualified as Victor dealers are the Hallet & Davis Piano Co., of New York, who have just remodeled their warerooms at 125th street, near Fifth avenue. In the alterations just completed a number of special Victor rooms have been allowed for.

The Edison

The Opera



This type has a powerful double spring motor, geared to body. It plays Amberol Records only, and is equipped with the new style Model L reproducer which is stationary, the mandrel feeding the record past. Furnished in mahogany or oak with self supporting wood cygnet, horn to match.

All Edisons have

The right home tone.

The sapphire reproducing point.

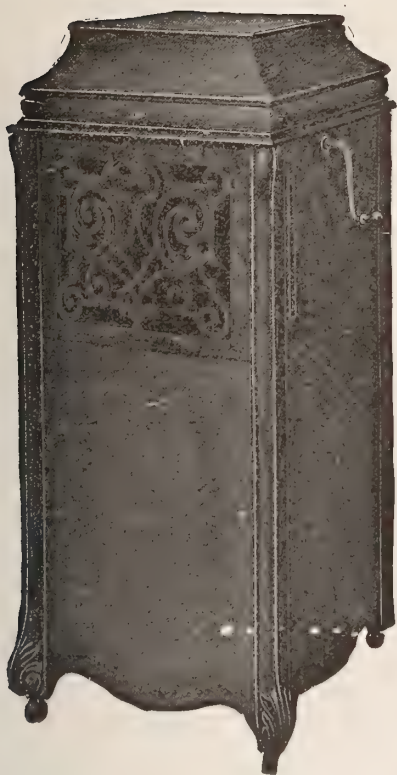
The long playing, smooth running motor.

Thomas A Edison
INCORPORATED

59 Lakeside Avenue, Orange, N. J.

Phonograph

Amberola



The finest sound reproducing instrument made. Furnished with cabinet of oak, mahogany or Circassian walnut, capacity 100 records. New style motor with double springs and improved suspension, direct drive, will play five Amberol records with one winding. Stationary reproducer, model L, plays Amberol records only. Automatic stop of new design.

All Edisons render

Amberol Records.
Every kind of music.
The best talent.

Home recording with Triumph, Home, Standard Combination, Fireside, Gem and Alva types.

Thomas A Edison
INCORPORATED

59 Lakeside Avenue, Orange, N. J.



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NEW YORK, OCTOBER 15, 1912.

IN the great campaign of education which is being conducted to enlighten our legislators and the general public regarding the bill, fathered by Congressman Oldfield, which contemplates interference with the manufacturers' right to regulate the prices at which his goods may be sold, the contribution of Eldridge R. Johnson, president of the Victor Talking Machine Co. and reproduced elsewhere in this issue of *The World*, is a most important document—one that merits the closest reading.

Mr. Johnson goes to the very heart of the subject and studies it from varied viewpoints. No one who reads this forceful, argumentative and convincing presentation of facts entitled, "Price Cutting—A Restraint of Trade," cannot help but realize that the suggested Oldfield amendment to the present patent law, should it meet with legislative approval, would work a distinct injury to the best interests of the manufacturers and trade of this country.

The talking machine industry would be particularly affected, because from the very start it has been conducted on a very high plane. The type of men engaged in the business is above the average. And it is all due to the maintenance of fixed prices, and the absence of those competitive wars which come into being with elastic, or cut prices.

THIS subject of price-cutting is particularly well covered by Mr. Johnson when he says: "Price-cutting is generally confused with competition and, while it may be so classed, there is a very great and important difference, as many forms of price-cutting are unquestionably unhealthy competition. It benefits no one save a class of price-cutters who could very well be dispensed with, for they live and grow rich by breaking into and diverting to themselves the good-will of a trade that others have created. They never build up a business, but invariably appropriate that which someone else has created. The foundation on which their business stands is not constructive, but destructive and monopolistic. They sell at less than an ordinary percentage of profit if, by so doing, the trade that is going to many others can be diverted to themselves. This is the whole story. There would, of course, be a public gain in this were it done fairly and in good faith, but more than often it is not done fairly, or even decently, and is but the means to an end that has aroused so much indignation in this country—monopoly. There are many legitimate occasions to reduce prices, but such occasions are temporary and have no relation to professional price-cutting."

Our national legislators, even our state lawmakers, cannot fail

to be impressed with the fact that the price cutter, and particularly the man who cuts prices on a standard article, is not considered as having a legitimate standing in the business world. In fact, the discussion of the Oldfield Bill, and the discussion which has arisen over the statement of Justice Holmes in the Miles Medicine Case, in which he refers to "Knives who cut reasonable prices for mere ulterior purposes of their own," has given an opportunity to the business man to show to the public exactly where the price cutter stands in the business community, and to expose the methods he used to "bunco," or hoodwink, the majority of his customers.

MR. JOHNSON is a keen student of trade and economic conditions and he presents such a masterly array of facts against the passage of the suggested amendment to the present patent law that no one, free from prejudice, can fail to be impressed. He has made one point in particular which has come in for editorial mention and approval in the *New York Sun* and other papers when he says: "The suggested amendments to the present patent law may be in response to the needs of the present administration in enforcing the Sherman anti-trust law, but should the administration change a law that has been working entirely satisfactory for more than one hundred years in order to punish a few who may have missed it?"

This is the situation in a nutshell, and it is a point well worthy of consideration.

This little volume of Mr. Johnson's should prove a stimulus to members of the talking machine trade not to relax in their campaign, during the present recess of Congress, against the effort being made to undermine price stability. They should keep in touch with their Congressmen and Senators and reiterate their position as opposed to this legislation to the end that when Congress opens there will be a solid front on the part of the manufacturers and dealers of this country—at least those who believe in business advancement and progress along the right lines—so that the efforts of Mr. Oldfield and his associates may be thwarted.

THE patent situation is further handled in a very illuminative way in a recent letter sent out by the Victor Talking Machine Co., and it contains many supplementary facts in connection with Mr. Johnson's arguments that really compel consideration by reason of their pertinence to the subject under discussion. After pointing out that a number of new bills most dangerous to general business interests had recently been introduced in Congress, it says:

"The purposes of these bills are to prevent the regulation of prices by manufacturers either through the patent laws or any other method whatsoever. They are based on the erroneous theory that the manufacturer has no rights, interest or responsibility in goods after they leave the hands of the original producer. These bills are aimed at the so-called trust monopolies. No doubt their authors are acting in good faith, but they do not understand the true situation. These bills will not only fail to accomplish the object intended, but will foster certain classes of monopolies, based on price-cutting conspiracies from which the public as well as honest manufacturers and merchants are already sadly in need of protection.

"It is necessary, in order to carry on many lines of modern business, to have fixed policies and fixed prices. These policies and prices are regulated according to the character of the commodity dealt in and the quality of the goods produced, and can only be maintained by the maintenance of that certain standard of quality or by the fairness of the policies. All the better classes of manufacturers market their goods by some such system either through the patent laws or by refusing to sell to price-cutters. A complete estoppel of such a beneficial system would produce a chaotic condition hard to realize. It is only the sweatshop manufacturer and the producer of goods of poor quality that care nothing about the price at which their goods are sold or the conditions under which they are sold."

MANY of the great producing combinations have systems of distribution entirely under their own control. This class of manufacturers and producers are not always dependent on patent protection, nor are they dependent upon the ordinary means

Merchandising, Selling and Operating Plans.

PLANS that are outlined early usually mature best. Many merchants delay business plans for fall and winter to such an extent that they are apt to lose some of the finest results of seasonable trade.

Business problems should be solved now instead of later, for there is but a portion of October left and with November looming up it is not wise to delay placing orders until too late or until a time when the delay may be expensive and annoying.

Merchandise stocks must not only be assembled in warerooms and in the different departments before trade actually opens up, but selling and operating plans must be formulated that will further the movement of goods.

Plans for stimulating trade must be not merely outlined, but must be completed and problems of administration and systematization must be worked out; also the personnel of the sales and operating forces must be looked into as well as important items relative to the store's physical accommodation.

Merchandising, selling and operating plans are never good until they are well matured.

They cannot be devised and applied simultaneously to fit the problems of selling. Therefore, the farther ahead the average merchant can look, the clearer his survey of the road and the smoother his going.

Already much of the merchandise in many lines of trade which will form the basis of business later on has been bought, and it is quite time that talking machine merchants obtain an accurate line on the fall campaign while October is still on the calendar.

Now is the time to get the whole machinery of business into careful working order, and now is the time to begin getting up steam to run the machinery—that is, if full merchandising speed is expected when the flood tide of business actually reaches us.

A careful survey of business possibilities in the local fields should be taken at this time. Has the population of your city and town increased within the year? Since last fall has any material change taken place in the population with direct reference to the absorption of talking machines and records? Has the percentage of high-class trade increased?

Are there many newcomers to your city whom you have not canvassed directly in order to acquaint them of your store—its line of instruments and its service?

All of these things require minute consideration and should be looked into with a view of meeting every new circumstance of trade with force, precision and directness.

Then, again, have you a clearly formulated idea of how your store measures up with other stores in your vicinage with special reference to competing lines of goods?

If you have failed to do this, now is the accepted time to analyze the situation.

The talking machine merchant with keen foresight should see to it that the individual members of his sales force obtain an intimate knowledge of the various lines of instruments which he handles.

Every salesman should acquaint himself thoroughly with the different styles of machines and how they fit into different selling plans.

Every salesman should understand the kind of advertising put forth daily, not only by the establishment with which he is associated but by others in his vicinage, and the proprietors should see to it that there is no haphazard advertising.

Space in newspapers may be a source of great loss at any time unless that space is wisely used.

There are many things to consider in the fall campaign, but the ones which I have outlined are well worthy of the careful consideration of readers everywhere, for we should remember that securing a profitable business is largely a matter of being equipped to handle it when the proper time comes, in response to well directed efforts to stimulate business. Being in full readiness to handle fall business is pre-eminently a matter of foresight and planning ahead.

There are in the business world of America too many men who do not give the whole business situation the careful study which it deserves.

They go at it in a haphazard way with plans perhaps not varying from those of years ago, thus forgetting that the world is constantly changing; and the business man who fails to adjust his machinery with the changing times will be thrown in the scrap heap of trade failures unless he remodels his plans so that they conform to a 1912 setting.

EDWARD LYMAN BILL.

of advertising and distribution. Most of these enterprises are a great public benefit, and, fortunately, they can change their methods faster than the laws can be changed to interfere with them. But the great middle class of producers and manufacturers, such as those that advertise extensively and sell through jobbers to the retailers, would get the full force of a blow that would prove more disastrous and confusing to general business than any legislation yet suggested.

The writer of this letter says furthermore: In defense of the public, the maker upon placing his name and the specifications on an article, giving the purchaser a clear and truthful conception of the value of the purchase, should be allowed to regulate the retail price by a contract with the retailer, whether the article is patented or not. This plan under reasonable restrictions is practical, and we believe a constitutional right if labor is worthy of its hire. This would stop the tendency to abuse the patent law; would encourage the production of a better grade of goods; would show up the makers of the poorer grades of goods; would protect the purchaser against cheap goods marked at a high price; would check the tendency to combine among manufacturers; in short, its every influence is for good. On the other hand, absolute prohibition of price control is an innovation with which no civilized community has as yet had experience. It is Oriental in principle and a backward step. It would encourage monopolistic combinations; reduce the average quality of goods manufactured to worthlessness by making the selling price the only feature of competition; would breed labor troubles by making wage reductions necessary; in short, every influence is for the bad.

THE whole idea of totally and unconditionally prohibiting price control is wrong, and the quality of goods made in the United States has rapidly deteriorated since this policy has been pursued, and will continue to deteriorate until a more intelligent policy is adopted.

None of the bills offered by individuals or by Congressional Committees for changing the present patent laws, or for regulating methods of trade, should be even considered by Congress. No doubt beneficial changes can be made, but each subject to be considered should be assigned to a commission composed equally of business men and Congressional representatives appointed by the President. These commissions should give each subject careful consideration, and submit a report to Congress from which intelligent bills could be drawn.

These questions are all of great importance, and bungling legislation will have a far more disastrous effect in these matters than anyone is likely to conceive of without careful study of the situation from the standpoint of long experience in business affairs.

DO not lose sight of the great fundamental truth—the value of advertising—its trade-pulling power depends on individual advertising in your local newspaper over your own name. The royal route to success and the shortest route is by personal appeal—letting the folks at home know who you are, where you are and what you have to sell. Thus you help the manufacturer who creates the national demand for talking machines. Local publicity tells readers where the advertised goods may be obtained and this co-operative work brings about mutual benefits.



There are still some not-yet-Columbia dealers who don't positively know that they are absolutely at liberty to carry the ready-money Columbia line along with their present lines and let their customers have the privilege of doing a little choosing without going across town or down street.



**Columbia Phonograph Co., Gen'l
Tribune Building, New York**

MCMENIMEN DISCUSSES VITAPHONE CO. POLICY.

Secretary and General Manager of the Vitaphone Co., Who Has Had a Long and Varied Career in the Talking Machine Field, Reviews Recent Accomplishments—The Principle Upon Which the Construction of the Vitaphone Is Based—Some of the Patents Controlled and What They Cover—The Vitaphone Machine Plays Any Disc Record.

H. N. McMenimen, secretary and general manager of the Vitaphone Co., manufacturer of the Vitaphone, at Plainfield, N. J., in an interview recently with The World representative, gave some interesting facts anent the products and policy of this company. Mr. McMenimen is credited with being the first traveling man to sell disc goods and he is considered an authority upon talking machine matters.

"It has been my fondest hope and desire for years," said Mr. McMenimen, "to see the talking machine made a musical instrument of the highest order, realizing that the talking machine is the one musical instrument that combines all musical instruments. For a long time I have watched C. B. Repp working out the details of his basic principle of a wood vibrating arm, the perfection of which would bring out all the musical tone that the record has in it. No better evidence of the realization of this can be found than in the quality of rendition of all classes of records from the smallest machine manufactured by us, retailing at \$12.50.

"The scientific and mechanical principle of the Vitaphone is simply a process of taking advantage of the knowledge gained through all wooden musical instruments—vibrating tones by a molecular displacement in the molecules of the wood and being applied to talking machine reproduction. If one were to take a string of a violin with a tin body and draw the bow across it, nothing would be secured but a very nasal metallic screeching sound, whereas the constant displacement of the molecules of the wood in the body gives that sonorous, sweet tone that has even caused destinies to fall."

"Your explanation of the Vitaphone principle is fine, Mr. McMenimen," commented The World man, "but how about the patent situation?"

"As to patents," answered Mr. McMenimen, "this company controls all the patents secured by Mr. Repp on the basic principle of reproducing and recording sound. Chief among the basic patents is No. 1,003,655, issued September 19, 1911. This, together with the many applications which he has at the present time in the Patent Office, gives us a position that cannot be successfully attacked by any company or persons, for the simple reason that we have not followed anyone in making our products, but have worked out an entire new basic principle of reproducing and recording. We have had the advice of the most eminent attorneys knowing the art of sound production, and not one of them has been able to discover that the principles utilized in the Vitaphone have ever before been used in talking machines, or to cite an instance where we in any way infringe any existing patents. We intend to maintain our position in every way possible, and shall prosecute all infringers of our patents, as well as resist any attempt that may be made to litigate us through unreasonable claims

or selfish motives. Beyond the question of a doubt our position will be maintained and the Vitaphone will be shown to be not only the best reproducing machine ever offered to the trade, but one that comes into it with a clear title."

"What are your general styles of machines?"

"These will be hornless constructed machines that can be equipped without the use of tools, time or ingenuity, with horns of any type in order to



H. N. McMenimen.

satisfy the public who demand a big volume of tone. We have a line of solid wood horns ranging from a 16-inch bell to a 22½-inch bell horn that we will catalog as an extra. While the public seems to demand a hornless constructed machine, yet most of us in the trade realize that the horn presents a greater detail and volume of the reproduction. This has been shown by the number of orders that we have on file at the present time. However, the fact that we can use a horn on our hornless constructed machine is a very great advantage to both the dealer and the public."

"And the records?"

"The Vitaphone is capable of playing any known cut of disc record equally as well as it will play the Vitaphone record. A simple change of the position of the tension spring causes the arm to take either the lateral or vertical cut vibrations."

If the plans of the Vitaphone Co. mature as

they have been formulated, the shipping production of the present factory will be soon over 200 machines a day. The production of the present works has been sold for a number of weeks in advance, and Secretary McMenimen says it is discouraging to look at the pile of inquiries and orders every morning, knowing that they cannot cope with the situation. When the new factory is built there will be enough goods to go around—unless the demand grows with it as it gives promise of doing.

A REMARKABLE BOY SINGER

Is Walter Lawrence, Who Has Just Made Records for the Columbia Phonograph Co.—Two Examples of His Versatility.

The Columbia Phonograph Co. has just secured two selections of unusual interest. These are records produced by Walter Lawrence, the famous boy soprano of All Angels Church, New York City. In this connection it says: "For the first time in the annals of recording art, a perfect voice of a boy soprano has been adequately recorded." The Columbia Co. has just cause to feel proud of the new records—they are remarkable in every way.

Walter Lawrence is only twelve years of age, and possesses a wonderfully sweet and clear voice. He is not a prodigy in any sense of the word, but a normal, healthy, American boy, gifted with a remarkable voice. He is acknowledged to be the greatest boy soprano in the United States. His first selections comprise two famous coloratura numbers, calculated to tax the resources of the most experienced, and which this gifted boy executes with the grace, and finish of the great artists. They are "With Verdure Clad" from Haydn's "Creation," one of the most melodious and perfect examples of the old oratorio forms, and the light and dainty measures of Dell Acqua's "Villanello," (The Lark's Song)—a coupling of compositions, in which the contrast serves to accentuate the versatility and high musical intelligence of the young singer.

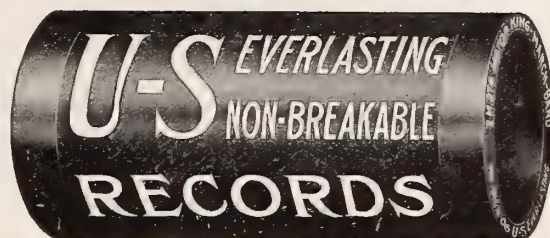
A GREAT ADMIRER OF THE VICTROLA.

Joseph Sheehan, for many years the principal tenor of the Savage Grand Opera Co. in New York, and who later organized the Sheehan English Opera Co., touring through the West with great success, is a great admirer of the Victrola. Mr. Sheehan has found this instrument most helpful, and on the train, at the hotel, and, in fact, whenever and wherever possible the members of the Sheehan Co. played, listened to, discussed and profited by Victor music. This is in line with the policy of a great number of vocal teachers, who consider the records of noted singers most valuable in getting proper ideas of phrasing, interpretation and all the vital considerations which the singer must observe.

The W. F. Frederick Co., Pittsburgh, Pa., is devoting one whole side of its immense main floor to Victor booths and reports a great business in this line.

Breakage Loss Eliminated

—by—



Fit Any Phonograph

STATE OF NEW YORK, }
COUNTY OF ERIE, } ss.
CITY OF BUFFALO }

EDWIN H. FORSTER, being duly sworn, deposes and says, that he resides at No. 129 Laurel Street, in the City of Buffalo, New York; that since April, 1909, he has been employed at the PEOPLES' ARCADE, operated by the Automatic Exhibit Company, at 206 Main Street, in the City of Buffalo, New York; that he has entire charge of the phonographs and other machines at said arcade, including Edison and Columbia phonographs and other coin machines; that he also has entire charge of the repairs and adjustments on these machines and of changing the selections or records.

Deponent further says that U. S. PHONOGRAPH CO. "EVERLASTING" RECORD No. 219, "LA SECRET—BELLS SOLO—BENZLER" was placed on one of the machines in said Peoples' Arcade by deponent and that at that time the automatic register on said machine, which shows the number of times the records on this machine had been played up to that time, was 60,812; that at the time the said record was removed from this machine, the automatic register thereon bore the number 113,233; that the said record, therefore, was played on that one machine, without interruption 52,421 times.

Deponent further says that U. S. PHONOGRAPH CO. "EVERLASTING" RECORD No. 223 "PETER PIPER MARCH—XYLOPHONE SOLO" was also played on one of the machines at the Peoples' Arcade; that the automatic register number on said machine at the time the record was placed thereon was 41,591 and at the time the said record was changed, the automatic register bore the number 82,035; that the said record was therefore, played without interruption on that one machine for 40,444 times.

EDWIN H. FORSTER.

Sworn to before me this 28th day of November, 1910.

OWEN B. AUGSPURGER,
Notary Public, Erie County, N. Y.

**A true story of Everlasting Records meaning INCREASED PROFITS
to Jobber and Dealer alike.**

A request on your business stationery, accompanied by four cents (covering postage) will bring to you
(safely by mail) a Sample Record.

THE U. S. PHONOGRAPH COMPANY

ASSOCIATED WITH

THE BISHOP-BABCOCK-BECKER COMPANY

CLEVELAND, OHIO



We are so well satisfied with the multiplication-table increase of Columbia business pretty nearly everywhere, that we can't for the life of us see how any not-yet-Columbia dealer *can* be.



**Columbia Phonograph Co., Gen'l
Tribune Building, New York**

TALKING MACHINE TRADE WAS NEVER BETTER.

Milwaukee Dealers State the Demand Makes It Difficult for Them to Keep Stocks on Hand—Excellent Crop Conditions Help Sales—New Types of Machines Prove Popular with Public—A. G. Kunde Calls on Wisconsin Dealers—Will Oakland Shows How Records Are Made—Lawrence McGreal Home from the East—Recent Trade Visitors.

(Special to The Talking Machine World.)

Milwaukee, Wis., Oct. 9, 1912.

The talking machine business was never better at this season of the year than it is at the present time, according to jobbers and retailers. In fact, all expectations have been exceeded and a feeling of genuine optimism is noticeable everywhere in the local trade. Dealers all over Wisconsin seem to be rounding up a big business and are forced to file duplicate orders with jobbers for records, supplies and machines. Local dealers are so rushed that they are meeting with considerable difficulty in keeping their stocks up to a point where the trade can be satisfied.

General business in all lines in this section of the Northwest has taken on new life during the past month. Fears that the corn crop, all important in Wisconsin and surrounding territory, might not ripen satisfactorily have been set aside and a bumper crop is being harvested at the present time. This, added to the remarkably heavy grain crop which Wisconsin farmers threshed this season, has resulted in widespread prosperity, and the talking machine interests are coming in for a goodly share of the money, which is flowing more freely than at any time since the days preceding the panic of 1907.

Industrial conditions in Milwaukee have shown decided improvement of late, and the big heavy machinery manufacturing plants are operating more nearly at the capacity point than at any time in the past five years. Working people are more prosperous than they have been in many a day, despite the much mooted problem of the high cost of living. Jobs in Milwaukee are now hunting the men, according to the recent report of the Wisconsin Free Employment Bureau, which says that there are twenty-five jobs waiting for every man who happens to be in the field for a position. All the local talking machine houses report that sales in low and moderate priced machines are exceptionally good. The call for the high-priced machine has naturally increased in direct proportion.

"Business in the jobbing and retail field is so good that we are having trouble in getting in enough stocks to meet the demands of the trade," said Miss Gertrude Gannon, owner of the McGreal retail store and head of the Wisconsin Talking Machine Co., jobber for the Victor. "The new styles of Victrolas X., XI., XIV. and XVI., which were placed on the market on September 15, have been popular from the very start and have done much to increase the general volume of business. Here again we are finding it hard to get in enough of these machines."

J. H. Becker, Jr., manager of the Victor department at the Espenhain department store, says that business has been increasing steadily. He finds the daily concerts given are most resultful.

Several good sales of Victors to the Milwaukee

schools have been made by L. C. Parker, manager of the talking machine department at Gimbel Brothers' store, since the fall opening of the schools. Manager Parker reports an exceptionally large increase in business during the month of September, as compared with the same period a year ago.

Business is so good at A. G. Kunde's Columbia store at 516 Grand avenue that Mr. Kunde has been forced to increase his sales and office forces. Keith Meyer and Roy Peterson have joined the sales force and Arthur Lembke has assumed charge of the bookkeeping.

Mr. Kunde was one of the 100 members of the Merchants and Manufacturers' Association of Milwaukee who visited the Dodge County Fair at Beaver Dam, Wis., on October 2. Mr. Kunde called upon various dealers at Beaver Dam and other points in the interests of his jobbing trade, and he reports that the trip was highly successful. Mr. Kunde gave out an interesting little souvenir. Mr. and Mrs. Kunde recently returned from a business trip to the Chicago offices of the Columbia Phonograph Co.

Paul A. Seeger, enterprising young manager of the new talking machine department at the Edmund Gram Music House, has been making some remarkably fine Victrola sales during the short time that the handsome new Gram store has been opened to the public. The formal opening of the \$125,000 establishment was held about the middle of September, and people who visited the store, which is undoubtedly one of the finest west of New York City, were evidently well impressed with the attractive talking machine quarters and the fine line of Victor machines carried, as sales thus far have exceeded all expectations.

Miss Elizabeth Hughes, who is in direct charge of the talking machine department at the Third and Garfield street store of Edward Schuster & Co., is more than "making good" in the talking machine business, and during the past month has made several Victrola XVI. sales. Miss Elsie Meisner, who is in charge of the talking-machine department at the other Schuster store at Twelfth and Vliet streets, has also made some fine sales during the past four weeks. J. W. Campbell is general manager of both Victor departments.

The Heller Piano Co., 516 Grand avenue, has secured a lease on adjoining quarters, which, together with an addition now being erected on the rear, will give the concern at least 12,000 square feet of additional floor space. Special quarters have been provided for the new Victor talking machine department, located in the new portion of the establishment, and Manager Louis Leo expects to make a special feature of the talking machine business. The adjoining quarters have been connected with the main store by archways and the

entire interior has been remodeled in a handsome manner.

William P. Hope, genial traveling representative of the Thomas A. Edison Co., Inc., in Wisconsin and northern Michigan, spent a few days in Milwaukee recently. Mr. Hope was displaying the new "Blue" Amberol records.

W. J. Augustine, enterprising young Edison and Victor dealer at Fond du Lac, Wis., is receiving the congratulations of dealers about the State as the result of his recent marriage to Miss Marie Connor, formerly a school teacher of Fond du Lac.

Will Oakland, the well-known singer, who has made so many records for both the Edison and Victor people, spent a week at one of the Milwaukee theaters recently. Mr. Oakland appeared at the McGreal retail store one afternoon, presenting several of his songs and explaining fully the system of record making. Miss Gannon and Mr. McGreal had advertised the event extensively and the new auditorium at the McGreal store was packed with people.

Lawrence McGreal, Edison jobber, has returned from a business in the East. Mr. McGreal spent several days at the Edison factory and ordered his fall stocks. He is anxiously awaiting the appearance of the new Edison disc machine, and says that dealers expect great things of the new machine. Mr. McGreal reports that the new Edison Kinetoscope, for which he has the Wisconsin State agency, is selling even better than he had anticipated. Dealers seem to be meeting with some good sales from schools all over the State.

William Voss, of Appleton, Wis.; William Schoofs, of West Bend, Wis., and Peter Kraus, of Kraus & Grau, of Port Washington, Wis., were among the Wisconsin Edison and Victor dealers who were recent Milwaukee visitors. All report that trade is brisk and that the prospects for a big fall business were never better.

CARUSO AND HIS INCOME.

First Began Making Records in 1903, and Income from That Source Now Nearly \$90,000 Annually.

Caruso's income from talking machine records, it is estimated, runs close to \$90,000 a year, and according to an official of the Victor Talking Machine Co. it has even surpassed that figure. Caruso made his first record in 1903, and he has a contract running over a long period of years with the Victor Co. While some of the ballads which he has sung are exceedingly popular, yet it is the operatic numbers that find the greatest favor, and his selections from "Faust," "Aida" and "Pagliacci" are constantly in demand.

TAKES ON HOME KINETOSCOPES.

Among the New York concerns who have recently taken on the new Edison Home kinetoscopes is the Blackman Talking Machine Co., 97 Chambers street, who received its first lot of machines late last month and already reports a surprisingly large demand for the interesting adjunct to the Edison lines.

BUSINESS EXPANSION IN THE QUAKER CITY.

Each Month Seems to Reveal Most Satisfying Conditions so Far as Business in the Talking Machine Field Is Concerned—New Styles of Machines Are Winning a Great Deal of Favor—New Quarters of the Columbia Phonograph Co. Most Attractively Gotten Up—Many New Accounts Opened by This Company—Some Estey Innovations—Cornell Retires from Wanamaker's to Develop Victor Trade—Other News of Interest.

(Special to The Talking Machine World.)

Philadelphia, Pa., Oct. 8, 1912.

With each month the talking machine business is pushing itself upward, and each month brings the same information that it was much busier than last year, and has surpassed expectations, followed by the same old complaint of the inability to get goods. The new lines of the Victor Co. have caught on well here; the Columbia Co. is just about putting the finishing touches to its ware-rooms, making them the most attractive in the city, and probably there is nothing finer in the country—at least nothing where business can be done with greater facility. The Keen-o-Phone Co. has been able to get a number of prominent capitalists interested here, so that it will have unlimited capital with which to proceed. There are many other interesting things in the talking machine life of Philadelphia which will be treated in connection with the news from the various houses.

When I asked Louis Buehn how his business was in September, he replied, "We sold some stuff in September," with emphasis on the "some." Mr. Buehn is highly elated over his business, and said that every month during 1912 has been much better than last year, and that September was exceptionally so. In fact, it was the best month they have had this year, due, Mr. Buehn says, very largely to the sale of new Victor machines. While the shipments from the factory were very good, they were not large enough by a great deal. Among the visitors to the Buehn store was Frank Stanton, who was showing the new indestructible Edison records—the hard "Blue" Amberola.

Mr. Cornell, who had been at the head of the Wanamaker talking machine department, has resigned, and it is said that he will assist in establishing Victor stores in a number of the large cities. J. C. Angle is in charge at present, but whether permanently or merely temporarily could not be learned, as Manager Commerer is out of town.

The Edison business phonograph is growing rapidly in popularity in Philadelphia. Louis Buehn & Bro. have succeeded in placing them in large numbers with prominent firms here, and they have prospects at the present time for several more large orders which they expect to close during the present month. C. Auerbach has been added to the Buehn selling force to assist in the handling of the Edison business phonograph.

Manager Walter Linton, of the Estey Co.'s Columbia department, has introduced a number of innovations into that business. Not the least striking of which is the getting out of a full page on calendared paper, which is headed "Estey Hall Bul-

letin No. 1." It contains pictures of the Estey building, both interior and exterior, as well as pictures of the various machines they handle, and a list of records that "should be in every home." These pagelets have been mailed to all the customers of the Estey house as well as to a large number of other addresses. They are getting the business there, and why shouldn't they, for they have most attractive salesrooms, a most genial manager, and machines that sell on sight, if you will allow the proverbial term.

Lit Brothers have been renovating their talking machine department. They have removed the unsightly platform and have recarpeted the department and have much better facilities for waiting on customers. They are also adding an additional hearing room to the department. Manager Elwell, of the Hepe talking machine department, reports that their business has been very good all through the month of September. "Our business," he says, "is far in excess of the supply from the factory." They have never had a September as big as the one just past. Among their recent visitors were Harry J. Halt, of Mt. Holly, N. J.; A. F. Winterstein, of Bristol, Pa.; and Harry F. Cake, of Trenton, N. J. They all report a good business in their section, with most flattering outlook for the future.

The Gimbel department is hustling these days for business, and in a few days will have added two new hearing rooms to their department. These rooms were previously occupied as offices, which will be moved elsewhere. They made a gain in September of 60 per cent. over last year. They have put on a new outside man, David Davidson, who had been connected with their piano department for a short time, and came here from Pittsburgh, where he had been connected with the Miller firm.

Word has been received in this city from Emmet Stewart to the effect that he is doing very well in his new position with Keller & Sons, Easton, Pa.

The Columbia Phonograph Co. on Saturday last finished a work which it started more than a month ago of improving its warerooms, in rearrangement, redecoration and refurnishing, which makes them in most ways among the finest warerooms in this city. They have been doing an excellent September business, and October already shows signs of even better results. Walter L. Eckhardt has certainly the right idea not only in the beautifying of the warerooms and making them very much more convenient for the business, but in every other way he has infused an unusual amount of life into the business and has started out to leave nothing undone to keep the Columbia to the front.

Since the rearrangement of the warerooms, the company is handling considerably more business than it ever handled before, and with very much less confusion.

Mr. Eckhardt was in New York last week to see the new machines that the Columbia will get out the middle of November, and he was very enthusiastic over them. He believes that when those new machines are put on sale that they will cause a sensation. The Columbia Co. here has opened a number of new accounts. It has started Charles W. Flood, 4914 Baltimore avenue, and Charles Heinle, 3501 Kensington avenue, in the exclusive handling of the Columbia here, and it has secured a number of new men in the State to handle the Columbia. They have put on some new salesmen. R. W. Jackson, for years eastern salesman for the Sheldon School of Scientific Salesmanship, is covering eastern Pennsylvania, and A. J. Heath is traveling in the northern central part of the State for the firm. The Columbia Co. has also supplied the complete stock for Guiseppe Piacentiana, who has opened a talking machine store at Pacific and Tennessee avenues, Atlantic City. The firm had orders last month for a great many Dictaphones, and it has increased its business in this line over last year more than 100 per cent. A year ago it had two men looking after this end of their business, and to-day it has eight, and where it had one traveling man in Pennsylvania it now has three.

REAL MUSIC IN THE AIR.

Aviator Takes Victor Machine with Him on Trip During Michigan State Fair—Music Plainly Heard at Height of 700 Feet.

(Special to The Talking Machine World.)

Detroit, Mich., Oct. 9, 1912.

For what is believed to be the first time in history, a talking machine went aloft in an aeroplane here a while ago, entertaining the aviator and the throng on terra firma with "The Midnight Flyer" during its flight. It was at the recent State fair. A birdman was at the grounds all the week, and one day Manager Rupp, of Grinnell Brothers, who was at the fair in charge of the Victor exhibit, suggested that he take a machine aloft as an experiment. The offer was accepted and a Victor VI. was selected for the entertainment of the angels. It was arranged so that it could be started with a string, to be pulled from the aviator's seat.

The machine soared up about 700 feet, when the aviator pulled the aforesaid string and the music started. It could be heard very plainly by the audience below. The aviator then commenced a spiral glide to his starting point, the Victor playing throughout the descent. Extensive applause greeted the landing. As 700 feet is about the height of a sixty-story skyscraper would be if there were such a thing, it is likely that this is the nearest to heaven that music ever has originated—music on mountains not figuring, for no matter how high up, it still is on earth.



"DUSTOFF" de Luxe

for discs made of Wilton fabric mounted on oxydized metal holder finished in "unique" "tigerback" design. Each in a box and 12 in a DISPLAY CARTON.
Retail at 50c. each. (In Canada at 75c. each.) Liberal discount applies.

YOUR JOBBER can supply you, or write us direct.

"DUSTOFF" RECORD CLEANERS ARE A POSITIVE NECESSITY

To all owners of talking machine records, for their use before playing adds life to the record through removing the accumulated dust and dirt from the minute sound grooves—the cause of the wear and friction in the reproducing point track. It insures a wonderfully clear and distinct tone reproduction free from scrapings, blurs and harsh sounds. "DUSTOFFS" are effective and simple to use, with no possibility of scratching the record in the least.

"DUSTOFFS" are proven "swift sellers" wherever displayed—and there is a good profit in their sale for you. We supply with every shipment a quantity of mailing circulars free.
SAMPLES SENT FREE, for inspection to rated firms, upon naming jobbers.
USE THE COUPON NOW for samples of these PROFIT-MAKERS.

Address all communications direct to the manufacturers

MINUTE SHINE COMPANY 280 CANAL STREET, S. W. PROVIDENCE, R. I., U. S. A.



"DUSTOFF" (REGULAR) MODEL

for discs made of Wilton fabric mounted on varnished wood holder.
Each in a 2-color box.
Retail at 15c. (In Canada, 25c. each.) Liberal discount applies.

SPECIAL OFFER COUPON.

(94)

MINUTE SHINE COMPANY, Providence, R. I.:

Please send us, all charges prepaid, for inspection, samples of the "DUSTOFF" RECORD CLEANERS.

Name.....

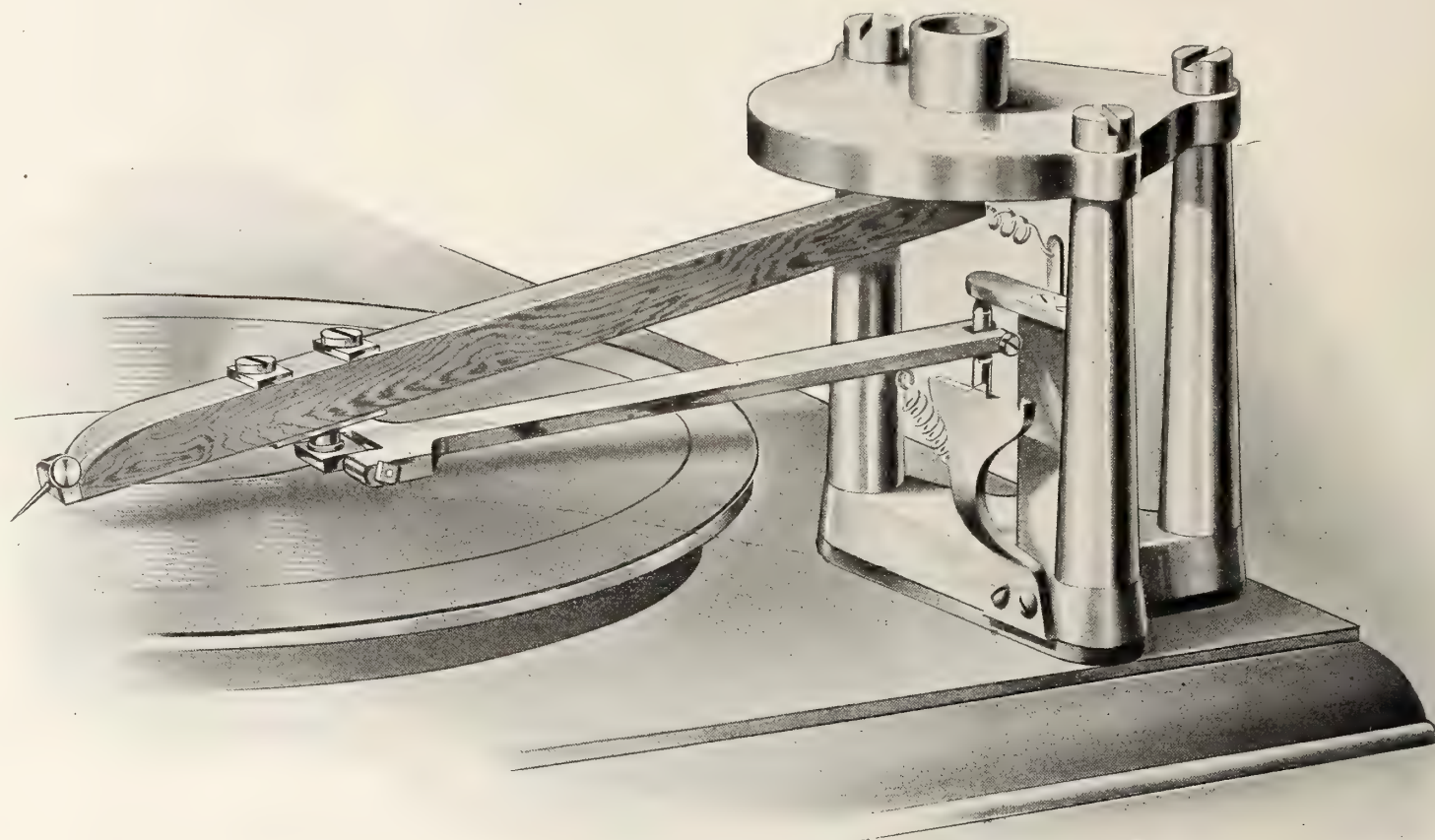
Address.....

Town..... State.....

Our Jobber is.....

(Please pin coupon to your business letter-head.)

Vitaphone Reproducing Device



A NEW BASIC PRINCIPLE OF REPRODUCING SOUND

A FEW of the EXCLUSIVE VITAPHONE FEATURES

VITAPHONE SOLID WOOD ARM (without metal parts) through which passes every vibration of the needle, refines and develops every note, only reproducing the self-same life-like strains that were received into the original master record; without that metallic, nasal, scratchy sound.

VITAPHONE STATIONARY SOUND BOX eliminates the necessity of carrying a floating sound box across the face of the record, tearing out the delicate sound waves, the life of a record used on the VITAPHONE is more than doubled.

VITAPHONE HORNLESS MACHINE has an amplifying sounding board that allows the sound to travel upward (not under the reproducer). By uncoupling the hornless connection at the sound box it is possible to use any size horn.

VITAPHONE WILL PLAY equally as well either the lateral or phonocut records.

VITAPHONE products are manufactured under Basic patents and we will maintain and protect in every way the exclusive rights enjoyed by dealers handling the VITAPHONE.

VITAPHONE COMPANY,

Plainfield, N. J.

UNITED STATES AND
FOREIGN
PATENTS AND
TRADE MARKS

FRANK T. WENTWORTH
PATENT AND TRADE MARK CAUSES
41 PARK ROW, NEW YORK

CABLE ADDRESS:
"FROWNPAT" NEW YORK

TELEPHONE:
4084 CORTLANDT

September 26, 1912.

The Vitaphone Company,
Plainfield, N. J.

Gentlemen:-

In reply to your inquiry of the 23d inst. as to your legal standing concerning patents, and the advisability of your agreeing to protect the trade in handling the "Vitaphone" machine, I can but repeat the substance of the opinion which I gave you in writing some time ago, that the "Vitaphone" machine differs radically in its fundamental theories from any talking machine which had been patented prior to the invention of your Mr. Repp.

The tensioned diaphragm, the wooden transmitting arm and the manner of mounting same, and the adjustability of the device to both up and down and lateral out records, are the main features in which the "Vitaphone" differs from earlier machines, and, in my opinion, your product does not infringe any existing patent.

The patent to your Mr. Repp granted under date of September 19, 1911, and the pending applications controlled by you, contain basic claims of such scope as to secure to you a monopoly of your product and place you in a position where you can not only defend against attacks, but against competitive machines operating similarly to the "Vitaphone".

In view of your impregnability, both offensively and defensively, I can see no possible objection to your agreeing to protect the trade in handling "Vitaphone" machines whenever an agreement of this kind is required.

Very truly yours,



FTW/EW.

The Talking Machine Trade in New England

GRAND OPERA MUSIC VIA GRAFONOLA FOR HIGH SCHOOL.

William E. Getchell, in Charge of the Instalment Department of the Columbia Phonograph Co. in Boston, Arouses Interest of Instructors and Pupils in Springfield, Vt., School.

(Special to The Talking Machine World.)

Boston, Mass., Oct. 8, 1912.

William E. Getchell, who is in charge of the instalment department of the Columbia Phonograph Co., went up to Springfield, Vt., the middle of September, where he supervised a concert of grand opera music given in the hall of the Springfield

music. Another guest was Professor Jackson, a blind pianist, who gave selections himself between the two parts of the regular program.

While up in Springfield Mr. Getchell attended the Springfield Fair, which ran for two days, and where he was able to give considerable publicity to the Columbia outfits, as the company had a good



Grafonola Concert in Springfield, Vt., High School.

High School. The program was a most carefully and judiciously selected one, and gave great pleasure to a large company of the school and faculty. Mr. Getchell went to Springfield in the interest of the local dealer there, Mr. Wheeler, and as an admission was charged quite a goodly sum was netted with which to purchase a Columbia Nipper. Enough money was made so that a first payment of nearly \$70 was made on the outfit.

Among the interested persons enjoying the concert was Mrs. Jennie M. McCulloch, the supervisor of music in the Springfield schools, and H. D. Casey, the superintendent of schools, both of whom were most enthusiastic over the quality of the

exhibit under a large tent, which Mr. Wheeler installed.

BUSINESS MEN AS EXAMPLES.

Often Depended Upon to Set the Standard by Which Their Community Is Guided and Is Judged.

Commerce and trade concern us all. Commerce and trade are controlled largely by the business men; but not only are millions relying for livelihood upon an intimate relation to commerce and trade, but those who are not exactly engaged in

that exercise are just as much in touch with it; for the farmers, the professional men, the women, the children of the community, and those who do no active work whatever, are all customers, and as such are in touch every day with trade and commerce, and therefore are influenced to a marked degree by the standards of trade and commerce, and of the men who are engaged in trade and commerce.

If those standards are high they react throughout the community, and the tone of the community is raised; if they are not as they should be, then there is a corresponding depreciation in the moral sense of the community, so that the business men have the great responsibility of being the most conspicuous examples for good or for bad throughout the land.

CONDITIONS IN NEW ENGLAND

So Far as They Affect the Columbia Phonograph Co. Are of the Brightest, Judging from the Report Made by H. A. Yerkes, Manager of the Wholesale Department, Who Has Just Returned from an Extended Visit Over That Territory—What He Tells The World.

H. A. Yerkes, manager of the wholesale department of the Columbia Phonograph Co., returned recently from an extended trip through New England. Mr. Yerkes found general trade conditions excellent, and states that the political situation has not affected prosperity in the least. At Portland, Me., both talking machine and record sales have increased so rapidly that the distributing branch in that city is rearranging the store in order to accommodate the unexpected demands made on their products. In Boston, the approach of the opera season has helped to boom sales all along the line. As the Boston Opera Company performers are under exclusive contract with the Columbia Co., many new records will shortly be produced. As an indication of the prosperous conditions in Boston, one of the leading piano houses, with branches throughout New England, is arranging for a line of Columbia products for each store. At Springfield, Forbes & Wallace, who recently installed a talking machine department, are greatly pleased with the results to date. At Hartford and New Haven, the outlook for fall business is most promising, and a large department store in the former city will shortly close a deal for the addition of a talking machine department. Mr. Yerkes is now enjoying a well-earned vacation at his old home in Washington. While there, he introduced his mother to her youngest grandchild.

NOTABLE BUYERS OF COLUMBIAS.

Wealth and politics both figured in two recent sales of Columbia records made in a leading store of Portland, Me. An automobile containing Mrs. Alice Roosevelt-Longworth, Mrs. Cornelius Vanderbilt and Col. Fred Hale, son of ex-Senator Hale, of Maine, drove up to this store and the occupants alighted to make some purchases of Columbia records. Strange as it may sound, the first song chosen by Mrs. Longworth was that famous Champ Clark anthem entitled "You Gotta Quit Kickin' My Dawg Aroun'." Later in the day W. L. Douglas, the well-known shoe manufacturer and ex-Governor of Massachusetts, purchased a number of the latest Columbia records. This Portland store is doing a thriving business with Ellery Band records. The proprietor uses these records as a lever to sell instruments, as the Ellery records sound clearest on the "Favorite," which induces many persons to make exchange arrangements for Columbia machines in order to obtain the full value of these beautiful selections.

It is safe to say that every person you get into your store, or that you talk to, or who sees the displays and store before Thanksgiving Day will begin to think of Christmas and gift-giving on the day after.

Feature the new Edison Records!

55 Blue Amberol Records have appeared; fifty regular and five concert; all indestructible.

These are the new ones that you and your customers have been awaiting. The demand is there and your sales will be big, but you must have the records for demonstrations.

Send for the set—55—and make October the big record month.

At BOSTON and NEW HAVEN

THE PARDEE-ELLENBERGER CO.

NEW EDISON MACHINES with DIAMOND-POINT REPRODUCERS are also out :: Send for several

FROM OUR BOSTON HEADQUARTERS

324 WASHINGTON STREET, JOHN H. WILSON, MANAGER.

(Special to The Talking Machine World.)

Boston, Mass., Oct. 16, 1912.

Thomas A. Edison, Inc., has one of the most interesting exhibits at the Electrical Show at Mechanics' building, which opened a few days ago, to continue for four weeks. The exhibit occupies a large portion of the basement under the stage in Grand Hall, and no one cannot miss the display, as at each end of the stage where the stairways descend there are illuminated signs surmounted by a large portrait of Edison. There are two discs which keep flashing out intermittently and a hand points to a "special entrance to Thomas A. Edison, Inc., demonstration exhibits and Edison disc amusement phonographs, kinetoscopes, Edison storage and primary batteries, dictating machines and home kinetoscopes."

Booths Handsomely Decorated.

When one reaches the quarters of the Edison exhibit there is a treat in store, for the whole interior is so artistically arranged that one never would realize the barren state that the space ordinarily is in. Over the top has been spread a canopy of light blue, and the walls are done in a darker blue oatmeal paper with a pretty panelled border. On one side are a series of windows with small panes, and these are curtained in a soft brown, which harmonizes splendidly with the blue. At one end is a slightly raised stage, on which are two big bay trees, and two table electroliers of stained glass. Down one side of the room are other handsome lamps. At the back of the stage "Thomas A. Edison, Inc.," blazes forth in small electric globes. On the stage and down one side of the room are

a number of Edison machines in handsome cases of different woods.

The demonstrations are entirely those of the new disc machine, and it is of more than passing interest that this is the first time that these machines have been given a public exhibition. In the apartment are a number of comfortable chairs which the visitors occupy while listening to the music, and thus does the room become a small concert hall.

Lectures on New Edison Disc Machine.

Before each concert H. R. Skelton, the New England traveling man for the Edison concern, gives a short talk explaining in considerable detail the mechanism of the new disc machine. He tells how music is reproduced in its natural state, what is the cause of the ordinary mechanical noises that one sometimes hears on talking machines, how a permanent diamond point reproducer is used on these new machines, tells of the indestructibility of the discs, tells how Edison took out patents on discs in 1908, but as he could not find a material that would meet all the requirements he did not attempt to put anything of the kind on the market. He proceeds to explain how with these discs there is no chance for leakage of good tones, how Edison found a means of holding all the vibrations that are young and strong.

How the Records Are Demonstrated.

Then Mr. Skelton takes a record and puts it on the machine so that the audience can see just how it is done, and shows how the stylus works, explaining incidentally how the movement is up and down instead of right and left, as in other disc machines. He tries out several records so that one may note the variety of reproduction, such, for instance, as a vocal quartette, a soprano solo, some orchestral or band number and others. Throughout the demonstration the audience sits in the deepest attention, and when the people hear the music one then quickly realizes that Mr. Skelton has given a very accurate description of the tonal quality of the new machines. These demonstrations are given a number of times each day and are largely attended by a most intelligent class of people, who show their interest after each recital by making innumerable inquiries.

Eastern Talking Machine Associates Meet.

The first meeting for the season of the Eastern Talking Machine Associates was held on Oct. 3 in the quarters of the company in Tremont street. President Taft presided, and when it came to the election of officers was unanimously re-elected. Mr. Chamberlain was elected vice-president, succeeding W. J. Fitzgerald; Mr. Fitzgerald was elected secretary, and Mark Read was made treasurer. It was voted to allow the women attached to the large staff of the Eastern company to become members, so they will be privileged hereafter to attend the meetings. During the winter it is planned to have a number of social features, but as the members have not the large opportunities for extensive entertaining they had in previous years they will not be able to entertain this season on so big a scale. However, their quarters are equipped with a piano, so that there always will be opportunity for good music, and among the Associates there is much good talent.

New Quarters Attract Increased Business.

Since the improved quarters of the Eastern Talking Machine Co. have been opened to the public business has shown a marked increase. The interior of the Tremont street quarters are among the handsomest in the city. The wholesale business is reported to be especially good at this time, and it is further stated that the new Victor machines are making a big hit with customers.

A Visitor from New Hampshire.

J. M. Hassett, who is the manager at Portsmouth, N. H., for F. W. Peabody, who is an Edison dealer, was in town a few days ago taking in the Electrical Show. Mr. Hassett lately was fortunate in being able to install a home kineto-

(Continued on page 20)

WHAT ARE YOUR NEEDLE POLITICS?

Join the ranks of the
Duplexetone Boosters

and



Cast your ballot for the needles with
the biggest reputation, the largest
profits and the most satisfaction—

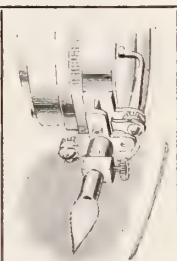
DUPLEXETONE Talking Machine Needles

If you counted every intermediate tone of each slight twist of position, you could get 50 tones, but all you really require is 2 tones—LOUD and SOFT. Both secured instantly with Duplexetone Needles; there's no chasing around for different needles for different records—everything is in that ONE needle.

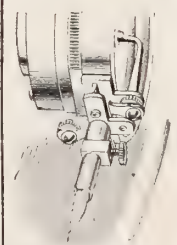
Write for more particulars; a booklet covering the Bagshaw service and a lot of Duplexetone samples. You'll sell Duplexetone needles at a good profit—we guarantee it. Mail us the request to-day.

W. H. BAGSHAW

LOWELL, MASS., U. S. A.



LOUD



SOFT



The Columbia Saturday Evening Post advertisement this week (printed in this issue) will give Columbia dealers a beautiful bundle of business to start the Fall with—business based on the one instrument that has become the **standard** of the world, and that needs no introduction to our dealers, but only needs prompt **deliveries**—and we are prepared for that.



Columbia Phonograph Co., Gen'l
Tribune Building, New York

FROM THE WORLD'S BOSTON HEADQUARTERS.

(Continued from page 19.)

scope on the United States gunboat "Wheeling." He has also installed complete Victrola XI. outfits on the "Wyoming" and "Arkansas."

Reports Strong Victrola Demand.

Harry Rosen, of 3 School street, reports a land office business this fall, and he says he is selling Victrolas as fast as he can get them. Mr. Rosen further states that he proposes to keep up the pace along with other dealers and jobbers, and the growth of his business has necessitated the addition of three more booths, which will be installed in a few days. Mr. Rosen, with a party of talking machine dealers, went to the Electrical Show yesterday to inspect the new disc machines of the Edison Co.

"Blue" Amberol Records Make Good.

Manager Silliman, of the Pardee-Ellenberger Co., reports a heavy demand for the new "Blue" Amberol records, samples of which are now in the hands of the Edison dealers. The diamond pointed reproducers likewise are coming in for a big demand, and those who have tried them with the cylinder records make a most favorable and enthusiastic report on them. Manager Silliman is spending considerable of his time at the Electrical Show these days.

F. K. Dolbeer, manager of the sales department for the Eastern Talking Machine Co., with headquarters over in New York, was a visitor to Boston a few days ago.

Mrs. Frances Clark to Give a Talk.

Mrs. Frances E. Clark, formerly superintendent of schools in Milwaukee, who now is superintendent of the Educational Department of the Victor Talking Machine Co., is coming to Boston on Oct. 15. At Young's Hotel on that evening she will meet a number of school teachers at dinner, after which Mrs. Clark will give a talk on the value of talking machines as an educational factor in the schools. The meeting is under the auspices of Henry B. Hall, master of the John Winthrop School, and among those present will be Mr. Dyer, the new superintendent of the Boston schools, and James M. McLaughlin, director of music in the schools. Samuel Freeman, of the Eastern Talking Machine Co., and George M. Reese, Jr., will be present in the interests of the Eastern Co., and will operate the machines, which will be used by Mrs. Clark for purposes of demonstration.

W. H. Beck Homeward Bound.

President W. H. Beck, of the Eastern Talking Machine Co., is expected in Boston shortly. Mr. Beck has been in Europe most of the summer and spent considerable time in Paris.

Mr. Chamberlain, manager of the wholesale department of the Eastern Talking Machine Co., has been spending a week up in the White Mountains, having gone north in his automobile.

Victors at Electrical Show.

George Lincoln Parker has a good display of Victor outfits at the Electrical Show in Mechanics Building. It is well arranged on the ground floor, and a part of the time Mr. Parker is there and at other times one sees Charles Trundy in charge.

Visitors are given every opportunity of inspecting the workings of these instruments.

Berkley with Landay Bros.

Herbert D. Berkley, formerly of Boston, and widely known in the talking machine business, has gone to New York, where he is now connected with Landay Bros., and he is to be located in their new store in the Longacre building, opposite the Hotel Knickerbocker. The store opened this week. Mr. Berkley formerly was with the M. Steinert & Sons Co. at their Arch street Victor department, and latterly with George L. Schirmer, of this city.

Rushing Business with Ditson.

At the Oliver Ditson Co. Manager Winkelman reports a rushing business, the month of September having shown up exceptionally well. With a most courteous staff of clerks and salesmen Mr. Winkelman is able to have all customers given polite and intelligent attention.

Francis T. White in Charge.

In the Victor department of the Henry F. Miller Co. the greatest difficulty is being experienced in getting a sufficient number of the new machines. Since the retirement of Mr. Urquhart the Victor department has been placed in charge of Francis T. White, whose valuable services to the Miller house thus are shown appreciation. Mr. White is alert, active and courteous, qualities quite essential in attaches of such a house as the Millers, with its splendid traditions.

LANDAY'S NEW PLAYER-PIANO STORE

Will Be Opened This Week—Is an Annex to Present Victor Quarters at 563 Fifth Avenue.

By the time this paper goes to press the new player-piano and music roll store of Landay Bros., Inc., will be open to the public. This new store is an annex to the present Victor quarters at 563 Fifth avenue, and presents a most attractive and pleasing appearance. The furnishings are tasteful and match the decorations of the Victor department.

The new store will be under the management of Frank W. Weems, formerly connected with the American Piano Co., and prior to that with Kohler & Chase in the West. Mr. Weems is an acknowledged player-piano expert and will doubtless be most successful with the new store. The stock to be displayed will be the American Piano Co.'s player-pianos and the well-known Rythmodik music rolls.

Clinton D. Price has opened a phonograph store at 182 Main street, Poughkeepsie. Mr. Price was for nine years in business at 293 Main street, and sold his business there three months ago to his partner, Mr. Ryan.

The Victor Talking Machine Co., Camden, N. J., in the Voice of the Victor, states that Chickering & Sons, of Boston, Mass., one of the largest piano concerns in the East, are making extensive preparations to establish a Victor department some time this fall.

The DITSON Pledge

Is to see that our clientele has a better service than ever—setting a new standard in Victor jobbing deliveries. The demands of alert Victor dealers—the kind that grow—are many and varied, and we furnish the "first-aid" in every instance.

We believe this year's Victor business will be of tremendous proportions, and it will pay you to have

The Fastest Victor Service

which is a requisite in this hustling age. We possess the largest stocks, the best organization and most up-to-date equipment in the Eastern half of the country.

This covers Victor machines, records and supplies of every kind, not to mention cabinets, needles and trade-marked accessories.

Will you let us tell you more about Ditson co-operation? A postal gets this information!

OLIVER DITSON CO., Boston, Mass.

FROM OUR CHICAGO HEADQUARTERS

ROOM 806, NO. 37 SOUTH WABASH AVENUE, E. P. VAN HARLINGEN, MANAGER.

(Special to The Talking Machine World.)

Chicago, Ill., Oct. 8, 1912.

Both from the manner in which orders are coming in from the country dealers to Chicago jobbers and the way in which the Chicago retail trade has opened up, it looks as though we were in for an unusually large talking machine business this fall. Everybody is jubilant regarding the volume of September business and that during October so far.

The only apprehension felt on the part of the jobbers is regarding the supply of goods, and they are advising their dealers to anticipate their wants to as great an extent as possible.

The demand for the new Victor types has been something remarkable. The Columbia Co. is having difficulty in filling orders for several of its latest models, and the record demand all along the line is very heavy. All jobbers speak of the number of new accounts being opened up in the West this fall and of the high character of the newcomers in the field.

The Edison Co.'s announcement of 55 new Amberol Blue records with the new diamond reproducer has created a great deal of interest among the company's dealers, and jobbers say that orders are coming forward in a most vigorous manner.

Unique Victor Recital.

John Otto, of the talking machine department of Lyon & Healy, gave a unique Victor recital before an audience that filled the auditorium of the Reformed Church of Irving Park, Tuesday evening, September 24. All of the records, played on a Victor IV, were accompanied on the pipe organ by Miss Nettie Cleveland, the church organist. The voices of Caruso and the other Red Seal artists rang out convincingly against the rich and exquisitely played accompaniments, and it was a matter of general comment that it was hard to realize that the singers were not present in person.

Mr. Otto gave descriptive talks before the playing of each record. The program was arranged with due regard to dramatic effect. The first part ended with the voice, now hushed in death, of Charles Glibert, who died last year on the ocean bound for America, and at the close of the program the audience found themselves singing "The Star Spangled Banner," led by the voice of the late Frank C. Stanley. The program, an ideal one for rendition before a cultured audience, was as follows:

Organ Solo	Selected
Miss Nettie Cleveland		
Solo Profugo (Lost Proscribed) from "Martha"	Flotow
Enrico Caruso and Marcel Journet		
Oh, Dry Those Tears	Bishop
Evan Williams		
M'appari (Ah, So Pure) from "Martha"	Flotow
Enrico Caruso		
Annie Laurie	Scott
Miss Geraldine Farrar		
Crucifix	Faure
Enrico Caruso and Marcel Journet		
Caro Nome (Dearest Name) from "Rigoletto"	Verdi
Luisa Tetrazzini		
Largo from "Xerxes"	Handel
Charles Glibert		
INTERMISSION.		
The Lost Chord	Sullivan
Enrico Caruso		
Oh, Loving Heart, Trust On	Gottschalk
Reed Miller		
Fruhlingzeit (Spring Tide)	Becker
Ernestine Schumann-Heink		
Eternelle (Forever Thine) Garden Scene from "Faust"	Gounod
Geraldine Farrar and Enrico Caruso		
Lolita (Spanish Serenade)	Buzzi-Peccia
Enrico Caruso		
Lucia—Sextet (What Restrains Me)	Donizetti
Sembrich—Severina—Caruso—Scotti—Journet—Daddi		
Star Spangled Banner	Key
Frank C. Stanley		

An interesting coincidence was found in the fact that the pipe organ of the Reformed Church, an exceptionally fine one, by the way, is a Lyon & Healy and the last one built by them before closing that branch of their business a few years ago.

Wedding Bells.

H. R. Jones, assistant to Manager Powers, of the talking machine department of the Taylor Carpet Co., of Indianapolis, was recently married to Miss

Edna P. Tyer. Mr. Jones is well known in musical circles in the Indiana capital, his first experience being as a member of the Newsboys' Band. He developed into an accomplished musician and is making a record for himself as a talking machine salesman. Mrs. Jones is well known among the young society people of the city.

Hunting in the Northland.

Roy J. Keith, sales manager of the Talking Machine Co., left early last week for a hunting trip in the wilds of Saskatchewan, Canada. His friends in the office expect daily shipments of game from the Northland.

Good Advertising.

The Ditzell Music Co., Oklahoma City, Okla., is using large space in the local papers in exploitation of the Columbia product. They call themselves "The Piano and Grafonola House" and feature the Grafonola end of the business most vigorously and with excellent results, according to all reports.

Visitors and Personals.

George W. Lyle, general manager of the Columbia Phonograph Co., is expected in Chicago this week in the course of a general Western business trip which will take him to the Coast.

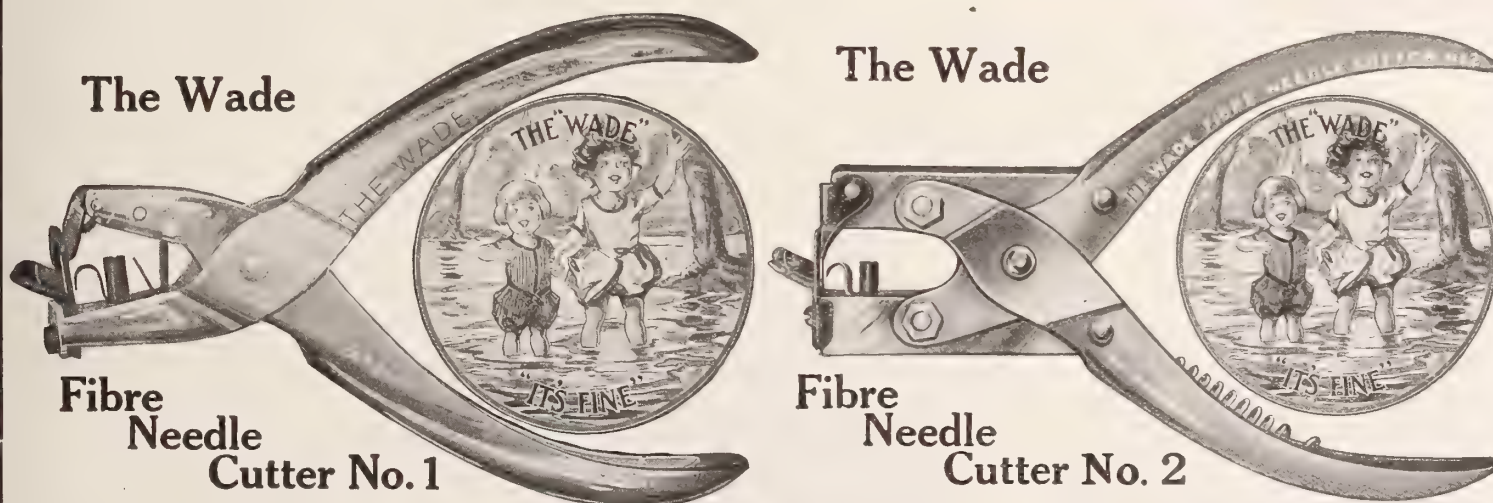
Mr. Koester, of the Eilers Piano House, of Portland, Ore., was a recent Chicago visitor.

Robert Smallfield, the well-known talking machine and piano dealer of Davenport, Ia., is spending several days in Chicago buying fall stock. He reports that last month was the best September in the history of his business.

Miss Gertrude Gannon, the capable talking machine dealer of Milwaukee, was a recent Chicago visitor.

George Ornstein, manager of traveling salesmen for the Victor Co., arrived in Chicago from the East last week and made the rounds of the job-

(Continued on page 22.)



The WADE FIBRE NEEDLE CUTTERS, No. 1 and No. 2, trim the needle at the proper angle, and the needle can be repointed from ten to twelve times, thus giving more tunes per needle than any other cutter made. This cutter is provided with a self-acting stop, which prevents cutting away more than enough to make a new point.

The WADE CUTTERS have an upper and a lower blade, the upper blade being loosely pivoted and pressed against the lower blade by means of a spring, making a perfect contact. These blades are made from the best Swedish Tool Steel and are scientifically hardened by electricity, giving the most lasting and finest cutting edge that it is possible to produce, and seldom ever needs sharpening.

The construction of the WADE No. 2 affords the most powerful cut of any tool ever made, and the blades work parallel to each other, therefore it requires practically no exertion whatever to trim the needle.

We fully guarantee this cutter in every respect, and if the blade of this cutter ever gets dull we will give you a new blade upon return of the old one.

Order from your regular Distributor—we sell to Jobbers only.

List Prices—No. 1, \$1.50; No. 2, \$2.00

WADE & WADE, 1227 East 46th Street
CHICAGO, ILL.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 21.)

bers. He was met here by "Doc" O'Neill, of the Victor field force, and who had been on a trip covering Atlanta, New Orleans, Birmingham and other Southern points. He reported conditions in the South as being peculiarly favorable.

Among the recent visitors at the Talking Machine Co. were Mr. Butters, proprietor of the Western Michigan Music Co., of Luddington, Mich.; R. S. Kinningham, of Danville, Ill.; Mr. White, of the Milliken-White Music Studios, Muskegon, Mich., and Mr. Jackson, of the Talking Machine Shop, Rockford, Ill.

M. P. Baukin, of Beloit, Wis., was a Chicago visitor the latter part of last week.

C. W. Parker, manager of the Victor department of the Gimbel department store, Milwaukee, spent a day in Chicago last week.

Wurlitzer's Handsome Department.

The remodeled and enlarged retail talking machine department on the ground floor of the Chicago store of the Rudolph Wurlitzer Co. will be completed in another week or ten days and will rank with the very finest departments in the country. Full description is postponed until everything is in shape and photographs can be presented, but it may be said that a number of new ideas have been embodied in the enlarged department which will be of decided interest to dealers everywhere. A method of wall construction has been secured which, it is believed, will make the booths as soundproof as it is possible to make them. There are fourteen record demonstration booths, all beautifully decorated and in the Tiffany finish in various shades. The booths are on either side of an aisle in which the record shelving is placed and from which the record clerks work. The customers' entrance to the booths are from aisles on the sides of the booths opposite from the court or aisle in which the record shelves are located. The large store formerly known as the "annex" and hitherto devoted to pianos has been added to the talking machine department. The rear half is taken up with four large machine demonstrating booths and a general machine display room, while the front half has been fitted up as a concert room with a commodious stage. Here daily recitals will be given. The entrance to the concert room is directly to the right of the entrance from the street, and those wishing to hear the concerts do not have to run the gamut of salespeople.

Phenomenal Business Rush.

At the office of the Talking Machine Co. there was every evidence of a business rush unusual even for that busy institution. "The demand for the new types of Victor machines has been simply abnormal," remarked General Manager Arthur D. Geissler. "Notwithstanding the greatly increased capacity of the Victor plant and the extended preparations made to meet the demand, the volume of business has been so great as to make it impossible for the jobbers to fill promptly all the orders that are flooding in. We hope, however, that there will be something of a lull after the first reorders have been satisfied, and I am inclined to think that at the present high rate of speed at which the Victor organization is turning out the new types that there will not be much of a shortage for the holiday trade. The business this year has certainly been wonderful. Up to October 1 our business showed an increase of 33 per cent. over last year, and September, notwithstanding the shortage of the new types, was away ahead of the same month of last year."

Business Records Broken.

"We always expect September to mark the opening of the fall trade, but last month broke previous records in that regard," said L. C. Wiswell, of Lyon & Healy. "It was a wonderful month both in wholesale and retail—one of the best opening months we have had in our history. The demand for all of the new types of Victor machines has been exceptional. The \$100 to \$150 machines lead, perhaps, but the \$200 type is more than holding its own. The demand record orders have been exceptionally good and the dealers are generally preparing for a fine fall business."

"The new Edison Amberol cylinder records and the new diamond pointed reproducers, which have

just been announced for sale, constitute one of the best cylinder propositions I have ever seen placed on the market, and the orders are coming in from the dealers most satisfactorily."

Siemon Visits Victor Factory.

F. A. Siemon, assistant manager of the Chicago house of Wurlitzer, spent several days the latter part of September at the Victor factory, Philadelphia and Cincinnati. He says that the Victor Co. is straining every nerve to meet the demand for the new types of machines, and that with its greatly increased output he believes that there will perhaps not be as great a shortage as last year, although it does not seem possible that the great demand can be met altogether if it continues at anything like the present rate. The September business was unusually good, one of the best months in the history of the Chicago house. There is a general feeling of confidence among the dealers, and an especially encouraging feature is the number of desirable new accounts being opened up.

Opens New Department.

A Victor department has been opened at the branch store of Louis Weber & Co., on North avenue, under the general charge of Mr. Eggerstedt, who has charge of the Victor department at the main store at Van Buren and Clark streets.

Improve Warerooms.

Manager C. F. Baer, of the Chicago office of the Columbia Phonograph Co., is making various improvements to its retail warerooms. The large windows on Wabash avenue and on the corner of Wabash avenue and Washington street, which open right into the store, will have paneled backgrounds built, finished in mahogany, on the store side, but enameled in white in the window, thus forming an effective backing for the handsome displays of machines and records and lighting up the general display effect. The windows on Washington street will have draped backgrounds. Retail Manager O. D. Standke now has his office on a raised platform where he can keep his eye on the entire retail floor.

District Superintendent W. C. Fuhri, of the Columbia Phonograph Co., recently returned from a trip to St. Louis, Kansas City and Omaha. He reported that he found conditions most satisfactory in the sections tapped by the offices located in those cities, and that the prospects for a large fall and winter trade are of the best.

Expansion with Columbia Co.

The September business of the Chicago office showed an increase of about 35 per cent. over last

year. The demand for the new Eclipse \$20 hornless machine and the Regal \$40 machine has been so great that the company is having difficulty in filling orders. The increased output of the factory has enabled them to keep pace with the demand for the other types, and a notable feature of the trade is the manner in which the sales have kept up on the higher priced types, the \$200 table machine, for instance, being strongly in favor in spite of the desirable Grafonolas offered at lower figures.

Will Have Fine Store.

The building at 227 Wabash avenue, in which the newly organized "Phonograph Co. of Chicago" will be located, is now being entirely remodeled. The entire front has been torn out and the building will be practically rebuilt and fitted up in the most modern fashion. It will probably be the middle of November before the improvements are completed. As stated last month the company will be distributors and retailers of Edison goods.

A New Wade Cutter.

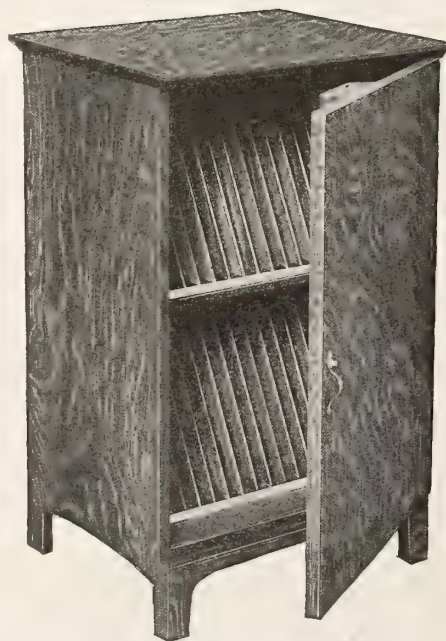
In their advertisement in this issue, Wade & Wade, 1227 East 46th street, announce a new Wade fiber needle cutter which will be placed on the market in addition to the popular cutter which has been on the market so long and is so popular with the trade. This gives the firm two excellent cutters, one selling at \$1.50 and the other at \$2, and enables them to meet fully the demands of the trade.

A Big Cabinet Line.

The Salter Mfg. Co. is having an unusually fine fall business on the Salter horizontal shelf, felt-lined cabinets. The various new styles recently introduced have met with instant favor in the trade. Besides its big line of disc and cylinder record cabinets the company also makes a fine line of sheet music and combination sheet music and music roll cabinets, and dealers would do well to write the company for catalogs of all the entire line.

Good Business Phonograph Installations.

Edwin C. Barnes, the Chicago Edison business phonograph dealer, is sending out some handsome post cards from his headquarters in the First National Bank building. On the address side a brisk talk regarding the Edison dictating machine is given, while on the reverse is a photograph in colors of Mr. Edison seated at his desk in the act of approving the perfected electric motor operating his steel cabinet dictating machine. Mr. Barnes has made some very large installations of Edison business phonographs of late.



No. 413 Cabinet for Disc Records

Quartered oak top, front and sides. Any Victor finish. Mahogany front and sides. Holds 272 10 or 12 inch disc records.

A Cabinet That It Will Be Easy For You To Sell

A beautiful and comprehensive New Catalog is ready for you. Shown between its covers is a splendid line of Cabinets and Table Cabinets for Disc Records and Cabinets for Cylinder Records.

The point is just this; that we make attractive designs that are properly priced: then we guarantee the workmanship and finish. Because of a heavy demand all styles are cut in large quantities which is your assurance of prompt shipment.

The necessity for a cabinet to file your customer's records in is unquestioned.

It only remains for you to sell that customer the best in a cabinet that you can buy.

So get Udell Cabinet Catalog No. 41 by dropping a line to

Catalog Department

THE UDELLWORKS

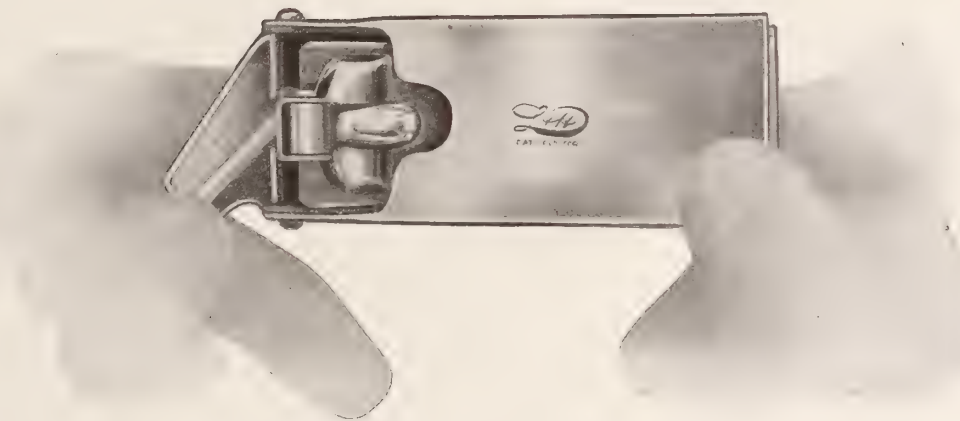
INDIANAPOLIS
INDIANA

Live Dealers Make Money Selling Live Goods

Here is something that has a market in every Victor home

The L. & H. Fibre Needle-Cutter

SIMPLE
AND
EASY
TO
OPERATE



CORRECT
LEVERAGE
FOR A
PERFECT
CUT

FINEST TOOL STEEL

The L. & H. Needle-Cutter or Fibre Repointer we now offer to the user of Fibre Needles is the result of four years' exhaustive experiments, and, we can safely assert, NONE BETTER CAN BE MADE.

The lover of GOOD music will find this cutter invaluable. The upper blade being pivoted above and back of cutting edge insures perfect contact with lower blade. Both of these blades are made from finest tool steel and properly tempered and with ordinary usage will last for years, without sharpening or renewal.

The cutter has a self-acting stop, which prevents cutting away more than enough, thus a pin can be played twelve or fifteen times before becoming too short. Also a receptacle for retaining the needle clippings. We give our absolute guarantee with every cutter sold.

RETAIL PRICE, \$1.50

LET US SEND YOU A SAMPLE TO-DAY!

World's Largest
Music House

Lyon & Healy

Chicago

A request from a dealer will result in us placing his name at once on our rapid-fire mailing list.

DICTAPHONES USED BY PROMINENT RAILROADS.

Shipment of Ninety-Six Dictaphones to the M. S. & D. A. Byck Co., of Savannah, for the Central of Georgia Offices—Some Other Prominent Sales Recorded—Used Recently in Some Famous Court Trials—Holding a Strong Position in the Business World.

The Dictaphone department of the Columbia Phonograph Co., of which Frank Dorian is manager, is doing an excellent business, and the outlook is promising for an exceptional season. N. B. Easton, executive office representative, recently returned from an extended trip through the Middle West, where he paid particular attention to conditions in Indiana and Kentucky. He reports a steady demand for Dictaphones, with an increasing appreciation of their superiority over the old-fashioned methods of handling correspondence. He closed several important installations which were consummated only after thorough tests and demonstrations.

A recent addition to the Dictaphone selling force is M. Elser, Jr., who formerly represented the American Indian, a publication of 20 volumes, retailing at \$4,000. Mr. Elser met with remarkable success in the sale of this high-class work and is a valuable addition to the efficient Dictaphone force.

The company has been giving considerable time and attention to the possibilities in the railroad field, and in an interview with *The Talking Machine World*, George D. Smith, in charge of the railroad end of the department—a former railroad man and well qualified to specialize in railroad Dictaphone installations—gave an interesting account of work accomplished and plans for the future. He said: "The possibilities of the Dictaphone in the railroad field are growing greater day by day. The roads must be educated and convinced of the value of the Dictaphone, and once that is accomplished, the rest is comparatively easy. Our main drawback at the present time is

road installations were the Louisville & Nashville Railroad and Central of Georgia Railway. Over one hundred machines were placed in the L. & N. offices, and with the recently installed machines there are 96 Dictaphones in the Central of Georgia's offices. We have just renewed our contract with the M. S. & D. A. Byck Co., of Savannah, to handle our machines, and this company was instrumental in our closing the Central of Georgia Railway business. By the first of Janu-



A Dictaphone Shipment Received by the Byck Co., Savannah.

ary I expect to install a thousand machines in railroad offices throughout the country, and these will be the foundation for a record-breaking 1913 business."

Frank Dorian, manager of the Dictaphone department of Columbia Phonograph Co., is away on a week's trip as far West as Detroit. He will accompany General Manager Geo. W. Lyle as far as Detroit. J. D. Westervelt, executive office representative, is away for a week on a trip through New England. Business is especially fine in the Dictaphone department, many prominent firms having installed them in the last few weeks. Among these may be mentioned the American

Radiator Co., 12 machines; Illinois Steel Co., 7 machines; Universal Portland Cement Co., a number of machines installed after a severe test. All of these firms are in Chicago, and shows splendid work on the part of the Chicago office. Business in Washington, D. C., has increased considerably since the passage of the annual appropriation bill. An interesting installation was that of a half dozen machines in the court room at Salem, Mass., where the famous Ettore case, resulting from the Lawrence strike, is being conducted. John Haddon & Co., of Cape Town, South

Africa, Dictaphone agents, report a steadily increasing demand for the machines by business houses throughout that country.

During the past week a fall exhibition, held at Gimbel Bros., 33d street and Sixth avenue, attracted many visitors to the store and the talking machine department.



Using Dictaphones in Freight Claim Office of C. of G. R. R.

a lack of efficient salesmen for Dictaphone work. This is a serious handicap to my plans, but with gradual additions to our sales force the work will go ahead steadily and unceasingly. I was sick from December, 1911, to May of this year, and unable to proceed with my work, but since June 1 I have laid plans for several large installations which will be closed any day. Among recent rail-

NOW THE RECORD REVIEW.

Buffalo Times Devotes Large Space to Careful Review of Talking Machine Records for Current Month—A Movement That Should Spread to Numerous Other Cities.

An announcement of particular interest to talking machine dealers and also to the manufacturers, and which indicates a higher appreciation by the daily press of the importance of talking machine music and the increasing interest shown in it on the part of the public, recently appeared in the Buffalo (N. Y.) Times and read as follows:

"Believing that there are in Buffalo a very large number of people who are interested in talking machine records, particularly those used in the beautiful cabinet-style machine, The Times has decided to publish a monthly review of the best records turned out by the leading companies, with a view of helping those of its readers interested in the purchase of these. The monthly 'record review' is inaugurated in this issue.

"The month of October sees a large number of splendid records turned out by the manufacturing companies, and the lover of music, whether he prefer operatic or comic, sacred or ragtime, violin or band selections, will find it a task to select the best in any department.

"People, everywhere, are recognizing the wonderful pleasure and education to be derived from the modern graphophone, with its wide range of repertory and its superb tonal qualities, as great an improvement over the old talking-machine with its squeaking, grunting, metallic melody as the six-cylinder, 60 h. p. is over the one-lunged machines of the first generation.

"The popularity of the present-day machine is so widespread that the discussion of records, their qualities and advantages is one of the chief topics of conversation of the American dinner-table."

Following the notice and introductory paragraphs, over two full columns of the paper were given over to careful reviews of the new records issued by the Victor Talking Machine Co., and the Columbia Phonograph Co., including a review of the new "Victor Book of Grand Opera." Surely it is a step in the right direction and with the co-operation of dealers in other cities should be widely imitated.

NEW SOL BLOOM STORE

In the Metropolitan Opera House Is Most Attractively Fitted Up—Excellent Location.

Sol Bloom, Inc., is to be congratulated on the location of its new store at 40th street and Broadway—a corner of the Metropolitan Opera House building and in the heart of the theatrical world, it is accessible to all music lovers. The store presents a beautiful appearance, the decorations being of the Louis XVI epoch, and the colors throughout being French gray and old rose. There are demonstration rooms of a most tasteful arrangement, and in the rear are the clerical offices of the store. Milton Goldsmith, manager of Sol Bloom, Inc., tells us that the store has done remarkably well since its opening. A particularly high-class clientele is attracted to the store, and as a result there are many sales of high-priced Victor machines.

HEADS NEW REPAIR DEPARTMENT.

A. H. Dodin Takes Charge of Large New Department Opened by Benj. Switky.

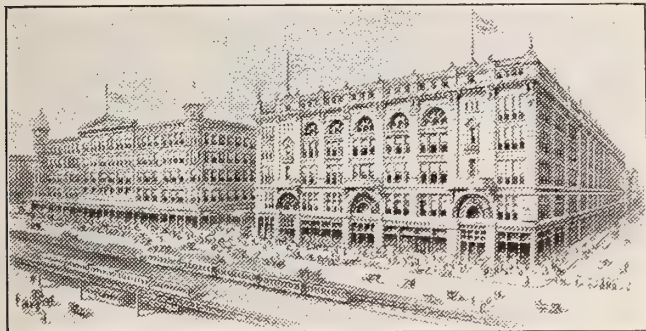
Andrew H. Dodin, formerly in charge of the repair department of the New York Talking Machine Co., has resigned and is now manager of a complete new talking machine repair department opened by Benj. Switky, the prominent jobber in his store at 273 Eighth avenue, New York. Mr. Dodin's long experience in the repairing of talking machines makes him especially fitted for his new position.

Watch the new customers and cultivate their acquaintance, for they sometimes turn out to be the best customers.

FOUR NEW DEALERS IN NEW YORK.

In Addition to the O'Neill-Adams Co. the Two McCreary Stores and the Lord & Taylor Store Will Handle Victor Talking Machines.

The opening of a handsome talking machine department in the great O'Neill-Adams Co. department store on Sixth avenue, 20th to 22d streets, under the competent management of Otto A. Gressing, was recently announced. This has now been followed by the announcement that three more new talking machine departments will be opened in



O'Neill-Adams Co. Store in New York.

New York City—one in the Lord & Taylor store on 20th street and Broadway, one in the store of James McCreary & Co. on 23d street and Sixth avenue, and also in the McCreary 34th street store. Special departments in these prominent concerns are now being erected and a full equipment of Victor talking machines and records will be carried in these stores as in O'Neill-Adams Co.

Otto A. Gressing, manager of the talking machine department of the O'Neill-Adams Co., will also have supervision over the departments, acting as general manager of the four talking machine stores. It is unnecessary to speak of Mr. Gressing's qualifications, as he is widely known throughout the country as a man of ability, having been connected with many prominent houses.

CAPITAL NOW \$1,000,000.

Keen-o-phone Co. Report Progress of Business—New Capital Interested.

(Special to The Talking Machine World.)

Philadelphia, Pa., Oct. 11, 1912.

The Keen-o-phone Co., whose establishment is located at 227 South Broad street, this city, announces that its capital has been increased from one-half to one million dollars, and that the company is now busy at its factory in Frankford, Pa., on a large number of machines which are built along new lines, as well as the big line of indestructible records which possess special features of excellence.

The company has recently brought into its management such names of prominent Philadelphia business men and capitalists as H. W. Stoll, a man who stands high in Philadelphia in financial and corporation circles; Mahlen W. Newton, of Greene's Hotel; Mr. Moeller, of the Philadelphia Knitting Mills; Edgar E. Young, of William B. Riley & Co.; John W. Cooper, the wool merchant; Alexander Uhle, the prominent specialist. Morris Keen is at the head of the company.

TO MANAGE VICTROLA DEPARTMENT.

(Special to The Talking Machine World.)

Crawfordsville, Ind., Oct. 8, 1912.

Arch H. Olds, an experienced publicity pusher and formerly advertising manager of a local paper, has joined forces of the M. L. Claypool Piano Co. as advertising manager and head of the Victrola department of the three stores of the company in Lebanon, Frankfort, and this city. In his new capacity, Mr. Olds will give an elaborate series of recitals at the three stores throughout the winter.

The New York office of the U-S Phonograph Co. at 5 Union square, reports an exceptionally good business at the present time. Orders for U-S machines are coming in rapidly.

INTERESTED IN NEW COMPOSITION.

E. L. Aiken Resigns from Thomas A. Edison, Inc., to Take Executive Position with Manufacturers of Articles from New Composition, Regarding the Development of Which He Played a Prominent Part—Given Gold Watch.

E. L. Aiken, who for nine years has been connected with Thomas A. Edison, Inc., most recently as assistant superintendent of the record plant of the company, has resigned for the purpose of becoming assistant general manager for the Dickinson Manufacturing Co., of Springfield, Mass., which will engage in the manufacture of various articles from a new composition of the general appearance of hard rubber, but much more durable. The composition may be used in the making of pipes, telephone receivers and mouthpieces and articles for which a rubber composition is used, and has been tried very successfully in the making of disc talking machine records, though at the present time the cost of the material has been too high for the latter purpose.

Mr. Aiken and J. W. Ailesworth have done much in the development of the composition and hold several patents covering various processes in that connection.

Before leaving Thomas A. Edison, Inc., Mr. Aiken was presented with a handsome gold watch by his associates with the company as a mark of their esteem.

GOOD YEAR WITH VICTOR LINE.

(Special to The Talking Machine World.)

Indianapolis, Ind., Oct. 7, 1912.

The Taylor Carpet Co. have experienced a fairly good year in the Victor business so far, and are very enthusiastic over the new style Victrolas. They have just added another booth to their department, and have a complete catalog of records.

Miss Anna Abell, although new in the Victor line, has been quite successful as a Victor saleslady, and is making lots of friends in the way she has been handling the record proposition.

BONCI TO MAKE COLUMBIA RECORDS.

The Columbia Phonograph Co., General, announces that Bonci, the world-famous tenor, has contracted to make Columbia records for this company exclusively. He has already produced several records which have met with remarkable success. Bonci possesses a wonderful voice, particularly adapted to record singing, and, needless to say, the Columbia Co. is proud of being the medium of conveying this great artist's voice to its large army of customers.

L. F. GEISSLER'S ABLE ARTICLE.

A further valuable contribution to the campaign of publicity in connection with the Oldfield bill is the article entitled, "Save Fixed Price, or Have Chaos," which was written for a recent issue of Printer's Ink by Louis F. Geissler, general manager of the Victor Talking Machine Co., and which has attracted much favorable notice by the vigor with which he has handled this subject and the many striking arguments adduced. Surely the officers of the Victor Talking Machine Co. have done their share to arouse the business men of this country to the danger that may result from this bill becoming a law, and it is now up to all interested in maintaining fixed prices in the commercial world to get busy and submit their views on this question to their representatives in the national legislature.

A catalog of unusual interest, cleverly written and illustrated, has just been issued by the Vitaphone Co., of Plainfield, N. J. It treats in full of Vitaphone features.

WINS IMPORTANT DECISION.

Searchlight Horn Co. Wins Suit for Infringement of Horn Patent Brought Against Sherman, Clay & Co.—The Latter Will Appeal.

(Special to The Talking Machine World.)

San Francisco, Cal., Oct. 5, 1912.

Following the hearing of the suit of the Searchlight Horn Co., of New York, against Sherman, Clay & Co., of this city, as Victor agents, which commenced October 1, a decision was handed down yesterday by Judge Van Fleet in the Federal District Court, in favor of the plaintiff.

This suit was started May 19, 1911, and was for infringement of patent granted in 1904 to Peter C. Nielsen, assigned to the Searchlight Horn Co., for a phonograph horn, having bell shape, with abruptly flaring outlet, composed of longitudinally arranged metal strips secured together at edges by seam of such character as to produce longitudinal ribs on outer surface.

Judge Van Fleet's decision was to the effect that all metal ribbed horns coming within the above definition are an infringement, and it is claimed by the Searchlight Co. that this covers the horns now in general use by the talking machine trade. Damages of \$3,578 were awarded the Searchlight Horn Co. against Sherman, Clay & Co. This is estimated on the basis of 50 cents each for each horn sold by them. The decision also holds distributors, jobbers and retailers responsible for infringement. Sherman, Clay & Co. took steps at once to appeal the decision.

BELIEVES IN ADVERTISING.

R. Montalvo, the successful talking machine dealer of New Brunswick, N. J., has displayed his faith in the selling qualities of the four new Victrolas by inserting full page advertisements in the local papers regarding the new instruments three times weekly. The ads are strikingly set up in large type and have produced excellent results.

A dreamer is one who dreams and dreams—a doer is one who dreams and does.

Salesmen Wanted

Must have experience in selling Victor goods at retail. Permanent positions offered to the right men, good salaries to commence with, and good prospects for the future. All communications will be held strictly confidential and appointments will be made for the evening, so as not to interfere with their present employment.

Address All Applications To

Max Landay

563 Fifth Avenue

New York

BLACKMAN DISCUSSES ASSOCIATION PLANS.

The President of the National Association of Talking Machine Jobbers States That Harmony, Combined with Progressiveness, Will Be the Keynote of His Administration.

In discussing association matters with *The Talking Machine World* this week, J. Newcomb Blackman, president of the Blackman Talking Machine Co., 97 Chambers street, New York, and president of the National Association of Talking Machine Jobbers, said:

"I have just returned from a two days' visit to Philadelphia. While there I discussed association ways and means with Louis Buehn, secretary of the association, and formulated plans and ideas for my administration. We talked over the various committees and other incidental details, and I expect to have my preliminary arrangements completed in the very near future, and will then be ready for the furtherance of my present plans.

"In order that the objects of this association may be clearly and universally understood, I think it well to say something at this time regarding the plans and purposes of this organization. I would like to have it clear in everybody's mind that this association is for all the members, not a few, and should be a body for the commission of good results regardless of affiliations of the members. We should not refrain from taking up important matters simply because the factory viewpoint might not be inclined favorably toward some.

"I want every member of the association to feel that he is a part of it, and that his requests or suggestions will always be welcome and will be given such consideration as they seem to warrant after careful thought, always with the idea in mind that we must consider the welfare of the association as a whole. As our members are inclined toward different manufacturers, it can be readily seen that the association must always regard the welfare of the members as a body, and not favor any one manufacturer. The by-laws of the association state clearly that the association is organized for the promotion of everything that tends for the betterment of the industry. As the industry is not represented by any one member, we must consider the entire industry, and be guided always in that direction.

"What I aim for during my administration is harmony. Any organization, business, social or fraternal, will flounder on the rocks of failure if harmony is missing. I do not want harmony at the expense of progressiveness, however. This association has been organized for a purpose. If its purpose has ceased to exist, then we do not want an organization. If the purposes are still there, however, let us make the best of them, and use the organization for what it was intended. The talking machine business, I believe, in the future will show a most remarkable growth, not only because the business itself is capable of it, but because it will have the added advantage of favorable conditions.

"We have the advantages of protection given us by the patent laws, and the business has never stood still. What has been accomplished is only a start for something better, and we should not rest our oars on it. It is indeed gratifying to see that the trade has taken this position, and successful jobbers and dealers everywhere bear evidence of the splendid work now being done. Though some have failed to take advantage of opportunities, there are many more who have grasped them and are on the road to success.

"The foregoing are some of my ideas for the furtherance of association plans. As regards my own business, I have several ideas for carrying out next year's business. We are improving our organization in every reasonable way. We have put out additional salesmen and are going to do a larger business than ever before, if it will be possible to get the goods. I will leave no stone unturned to give our customers the best available service. Those dealers who are what we might term steady or regular customers will have first call, for I believe that we owe service to those dealers who have been loyal to us under all conditions. We will be forced to recognize not only

this, but the credit standing of customers placing orders, especially for goods that are scarce, for the only way a jobber can give service is to be able to pay his bills. We cannot continue service if we do not get paid. Sentiment is less a factor in business than ever before. Reputations among business houses are based on making good on a 'dollar-and-cent basis,' rather than through the social popularity of the members of the firm; for after all, watches were made to 'keep time,' guns to 'shoot straight,' and boats to 'keep afloat,' regardless of their ornamental beauty.

"How often have we heard it said of the man who was a business failure, 'It is too bad, for he was such a nice fellow.' Business is a legalized constant battle. It can be fought fair, and, regardless of failures, successes are many; but who can please everybody and still be successful? A man often makes enemies among a certain class because he is on the level, but those who know him, and whose opinion and friendship are valuable, appreciate a person with backbone enough to maintain a policy that is fair, even though it does not please all. These problems confront the manufacturer, jobber and dealer in all lines from the 'boss' down to the most humble employe, but the credit man has examples of them every day. There is a big reward waiting for the man who will please everybody in the talking machine business, and who will give them all the machines, records and credit that will be needed during this holiday season. I am afraid he does not exist."

CONDEMNS OLDFIELD BILL.

New York Sun in Strong Editorial Points Out Evil of Proposed Legislation.

Since the booklet "Prince Cutting," by Eldridge R. Johnson, president of the Victor Talking Machine Co., was sent out, a very striking editorial on the revision of the Patent Law appeared in the New York Sun, in which this editorial emphasized that this great metropolitan daily is alive to the danger of the proposed amendment to the Patent Law as interpreted in the Oldfield Bill.

It virtually takes up the same arguments as are set forth by Mr. Johnson. Lack of space prevents reprinting this very excellent editorial, but one section of it, where it points out that this new bill would make the patent laws an effective adjunct to the Sherman Anti-Trust Law, thus causing considerable confusion, says:

RECORDS OF TAFT, WILSON AND ROOSEVELT

Announced by Victor Talking Machine Co. This Week—Subjects of Interest Discussed by Republican, Democratic and Progressive Candidates for Presidency of United States.

The Victor Talking Machine Co. this week announces a series of special records of exceeding interest, in view of the political campaign now under way. They are made by President W. H. Taft; Woodrow Wilson, the Democratic candidate, and Theodore Roosevelt, the national Progressive candidate for President of the United States.

The titles of the three records by Mr. Taft are as follows: "President Taft on Prosperity," "President Taft on a Protective Tariff. 'Who are the People?'" "President Taft Discusses Labor and Capital." Popular Unrest—by President Taft. "The Anti-Trust Law," "Peace—An Address by President Taft."

The titles of the three records by Woodrow Wilson are as follows: "Woodrow Wilson on the Third Party," "Woodrow Wilson on the Trusts," "Woodrow Wilson on the Farmers," "Woodrow Wilson on Democratic Principles," "Woodrow Wilson on Labor," "Woodrow Wilson on the Tariff."

These addresses are on double disc twelve-inch records.

The records by Theodore Roosevelt are as fol-



NYOIL

For polishing
varnished woodwork it is
extremely satisfactory. No oil is so clean.

Ask your watch repairer whose
oil he uses on your watch.

"The Sherman Law was devised for the prevention and prohibition of monopolies. The patent laws, under specific constitutional provisions, grant to patentees and owners of patents exclusive and monopolistic rights. A strong argument might be made to show that if the Sherman Law is inadequate for its proper purposes change should be made in that law without dragging in for its support a system so vital and so complicated, so essentially different in its nature and in its intent as the laws providing for and regulating patents."

DUTY ON DISC RECORDS UPHOLD.

(Special to The Talking Machine World.)
Washington, D. C., Sept. 30, 1912.

In the case of Kronfeld, Saunders & Co. and others against the assessment of duty by the Collector of Customs at New York on talking machine discs composed of hard rubber or gutta percha, the Board of General Appraisers has ruled in favor of the collector. Duty was assessed upon these articles by the collector at the rate of 45 per cent. ad valorem under the provisions of paragraph 468 for "phonographs, gramophones, graphophones and similar articles, or parts thereof." The claim relied upon by the importers is that said discs are dutiable at 35 per cent. ad valorem as manufactures of gutta percha, hard rubber, etc., under paragraph 464 of the tariff act of 1909.

lows: "Mr. Roosevelt Pays His Respects to Penrose and Archbold," "The 'Abyssinian Treatment' of Standard Oil." "Why the Trusts and Bosses Oppose the Progressive Party," "The Farmer and the Business Man." "The Liberty of the People."

The four first titles are on two twelve-inch double discs, and the last named is on a single faced disc.

In these records the candidates discuss questions of moment, and they should find a tremendous market where properly introduced by dealers. In sending out these records, the Victor Talking Machine Co. remarks:

"Certainly, no time is more opportune for the announcement of these records by the three men who are so conspicuously in the public eye. And certainly nothing offers so splendid an opportunity for reaching all the big men of your city as will these personal records of the rival candidates. Once you get them in your store to hear Taft, Wilson and Roosevelt, it will be an easy matter to play for them a record or two by Caruso, Melba or Harry Lauder—the actual sale of an instrument ought to follow in many instances."

A good suggestion.

EDISON NEWS FROM ORANGE.

Much Interest Shown in New "Blue" Amberol Records—Shipments Made to Coast—Some Real Baseball Fans—New Disc Records Not Yet Ready—F. K. Dolbeer Visits Boston Show—Recent Visitors of Trade Note.

The chief event of interest at the phonograph works of Thomas A. Edison, Inc., this month is the placing on the market of the new "Blue" Amberol records, which will take the place of the regular November Amberol record supplement, and which are being eagerly awaited by the dealers. Shipments of the new records began last week, when several carloads were dispatched to the Pacific Coast. The "Blue" Amberol records are made of a composition claimed by the manufacturers to be indestructible, and to back up that statement a test record has been played at the factory over 3,800 times and to all appearances, even when examined under a strong microscope, has not been damaged in the slightest. The new records will be supplied to the Far Western trade first, and the shipments will work East in regular order. There are at present orders on hand for over 1,500,000 "Blue" Amberol records.

The executives of the company are strong baseball fans and on the days when the world's series for the baseball championship were being played off at the Polo Grounds in New York the majority of the force was "on the job" at the grounds. The rooting is about evenly divided between the New York and Boston teams, or, at least, was before the final decision.

The announcement of the placing on the market of the new disc records is still held in abeyance in order that the disc records may meet every conceivable test at the factory. The new records are a hobby with "The Old Man," and he and his assistants in the laboratory have been breaking no-sleep records during the last month perfecting all the details. According to those who are well acquainted with the talking machine situation, the new disc records are claimed to be all that could be desired, but Mr. Edison has not yet put his final O. K. on them for the purpose of placing on the market. Meanwhile plenty of machines are ready for the first record shipment.

Frank K. Dolbeer, sales manager for Thomas A. Edison, Inc., recently spent some time in Boston in connection with the exhibit of the company at the Boston Electrical Show. The company also had a display of business phonographs at the Electrical Show in New York last week, when the New York Edison Co. tendered a luncheon to Thomas A. Edison. There were present, besides the guest of honor, Frank L. Dyer, president of Thomas A. Edison, Inc., and other officials of that organization.

Among the members of the talking machine trade who visited the Edison works during the month were: J. F. Cox, J. F. Cox & Sons, New Haven, Conn.; E. M. Wallace, Olney Music Co., St. Joseph, Mo.; E. M. Backus, Jr., New York City; Louis Poulain, Clarion, Pa.; Mr. Bennett, with Louis Poulain, Clarion, Pa.; B. L. Beard, W. D. Andrews Co., Syracuse, N. Y.; T. J. Blanch, Highland Falls, N. Y.; J. M. Hassett, F. W. Peabody, Portsmouth, N. H.; James H. Fletcher and Mr. Fletcher, Fletcher Bros., Victoria, B. C., Canada; J. C. Haines, R. C. Kretschmar Co., Philadelphia, Pa.; R. L. Proudfoot, Proudfoot Sporting Goods Co., Ogden, Utah; Mr. Mason and Mr. Bainbridge, Quackenbush & Co., Paterson, N. J.; C. B. Haynes, C. B. Haynes & Co., Richmond, Va.; F. H. Putnam and A. E. Severe, Putnam-Page Co., Peoria, Ill.; Mr. McKnight, Brookville, Pa.; W. L. Kipp, Kipp-Link Phonograph Co., Indianapolis, Ind.; W. I. Whitson, Washington, D. C.; W. O. Pardee, Pardee-Ellenberger Co., New Haven, Conn.; O. Stillman and O. Stillman, Jr., Westerly, R. I.; M. C. Koester, Eilers Music House, Portland, Ore.; Edgar C. Smith, Kimball Piano Co., Chicago, Ill., and A. W. Toennies, Jr., Hoboken, N. J.

It is an old and true maxim that "a drop of honey catches more flies than a gallon of gall." So with men. If you would win a man to your cause, first convince him that you are his sincere friend.

PRODUCES SPEAKING FILM.

A. M. Newmann, an American, Residing in Berlin, Produces a Film Which He Claims Will Revolutionize the Cinematographic World—Doubts as to Durability Expressed.

A. M. Newmann, an American residing in Berlin, Germany, has produced a speaking film which it is claimed will revolutionize the cinematographic world. Based on speaking film patents taken out here in 1907, Newmann has formed a Berlin company, with a capital of about a half million dollars to exploit his invention at first in the form of a talking clock. These clocks, which will shortly appear on the market, instead of striking the hour, will call it in a loud, distinct voice at every quarter.

Newmann's company is manufacturing them for all parts of the world, in every civilized language. The whole German output for the next two years has been purchased in advance by a well-known Baden firm. It was an extraordinary international gathering at Newmann's factory recently to hear the talking clocks. Siamese, Persians, Turks, Bulgarians, Russians, Americans and English, after hearing the specimen clock, were invited to make time voice records for the clocks going to their various countries. A Siamese merchant present observed that the Tower of Babel was made real to him at last.

Berlin clock dealers consulted by the World admit the new clocks are pretty sure to compete

seriously with the existing systems, especially for office work.

"Nevertheless," said one dealer, "I should think it would be pretty exasperating to have a mechanical voice calling off each quarter of an hour extra that you allow yourself in the morning before getting up. A kind of mechanical conscience, I suppose."

Other dealers express doubt whether the films or reels will last long enough to appeal to ordinary clock buyers. They will have to be extremely durable, and if they are not, people will soon tire renewing them. The inventor says the question of durability will be satisfactorily solved.

FILES PETITION IN BANKRUPTCY.

Leon Epstein, a dealer in talking machines at 141 Orchard street, New York, has filed a petition in bankruptcy with liabilities of \$2,319 and assets of \$250 in stock and accounts.

RETURNS FROM EUROPE.

I. L. Cochrane, export manager of the Vitaphone Co., Plainfield, N. J., returned two weeks ago from England and other European countries, where he consummated some important business arrangements for his house.

C. W. Lindsay, Ltd., of Montreal, has installed a beautifully decorated department for the handling of a complete Victrola line.

ROOSEVELT-TAFT-WILSON: WHO WINS?

SUPPOSE ALL THREE WERE ELECTED, "ON TRIAL."

¶ If this was the rule, and they were all subject to "recall," history might read different.

DEALERS HAVE THIS PRIVILEGE WITH JOBBERS.

¶ Edison and Victor Dealers elect Jobbers to give "service." They are, and should be, subject to "recall" and "replacement," if they don't make good.

EXPERIENCE COSTS MONEY, BUT IS VALUABLE IF CASHED IN.

¶ What has been your experience as to the ability of your favorite Jobber, or Jobbers, in giving you holiday service on machines and records?

NO JOBBER IS "PERFECT," NONE CAN DO THE IMPOSSIBLE.

¶ You can judge best by "comparison." Don't hunt trouble, but when you find it seek a "remedy."

WE ARE TRYING TO PRACTICE WHAT WE PREACH.

¶ This is important, otherwise we would encourage our Dealers to try the "other fellow." If the "other fellow" is "beating us out," the sooner we know it the better, and we will leave no stone unturned to "catch up" and "get ahead."

NOW TO THE POINT, "BUSINESS IS BUSINESS."

¶ Unless you are in business for your health, you can't afford to have anything but the "best service," and we cannot afford to give anything less. Don't delay, "time waits for no man." Investigate and give us a chance to help you. All applicants will be received in turn and regular customers receive special consideration.

THE PLACE TO GET THE GOODS—EDISON AND VICTOR



Blackman
TALKING
MACHINE CO.
97 CHAMBERS ST. NEW YORK
EVERYTHING FOR EDISON OR VICTOR WHOLESALE OR RETAIL



More of the big

This Columbia *definite offer* advertisement appears in the Saturday Evening Post this week.

Once more the "Favorite;" and the "Favorite" just as it was so successfully offered back in February—the same outfit of records (with the addition of the Columbia Demonstration Record), and the same general layout, except that the "Favorite" is shown with the Columbia tone-control shutters. It is a long time, as time is reckoned in the talking machine industry, since there has been any single improvement or addition so universally approved as these same Columbia tone-control shutters.

You will notice also that this advertising was designed not to create a demand for something the dealer did not carry, but to make a direct, definite, sales-making offer of stock that the dealer already had and assist him to keep it moving in a healthy fashion. Nor is this advertisement the whole story—nor yet the entire year's advertisement—but it indicates the whole story of healthy, solid, continuous and rapid Columbia increase that affects you, right there in your office, just as sure as interest on your bank balance.

This is not meant to suggest to you that you ought to throw out any other line for the Columbia—but we should be

THE SATURDAY EVENING POST

October 12, 1913

Till the end of October at \$59¹⁰ complete



This is a short-time renewal of the most popular proposal ever made to music lovers—except that the Columbia Gramophone "Favorite" is now equipped with the perfected tone-control shutters instead of the former two small doors, and our Demonstration Double-Disc Record is added to the record-outfit.

The 26 selections on the 13 Double-Disc Records include the splendid Sextette from "Lucia," and also the famous Quartette from "Rigoletto," for which two selections alone many talking machine owners have had to pay \$13. (Or your own selection of records to the same value will be supplied.) Record album extra.

\$200 Tone-Quality at a Quarter of the Price

The Columbia Gramophone "Favorite" is a notable combination of high quality and low price. The mechanism is fully cabineted, the reproducing unit being beneath the lid, and the sound waves being led through the tone-arm to the tone-chamber where they are gently amplified and then thrown out through the eugenic, solid, and richly resonant, baffle. The perfect complete closing of the tone-control shutters. The exact work is of the highest possible craftsmanship, the wood used being either selected grain quarter-sawn oak, or strongly marked gesso mahogany, hand polished. No finer finish is applied to a standard instrument. The turntable is revolved by a powerful triple spring motor, which plays three records at one winding, and it is the sound while running. The operation of the motor is absolutely silent, and its speed is regulated on a graduated dial.

If the nearest dealer happens not to be able to supply it, write to us here. If you don't know where to reach a Columbia favor dealer, write us and we will send you his name and address.

If you have been waiting for the perfected talking machine, we are glad to wait any longer it is to you. If you have not been ready to purchase the best included type of instrument could be sold for less than \$200 here is the perfect instrument at a quarter of the price. If you have not yet realized the

quality of the music that the modern Gramophone is capable of, remember that the same was until recently true of many of the greatest artists in the world who are now under contract with the Columbia—Nielson, Nielsen, Pasquini, Bisiani, and a long list of others. The voice of every artist who has made records, without exception, is at your command to take advantage of this October offer.

Hearing is believing—and trying is proving. Don't let this chance pass by before you take action. This is the objective point we have been working for four years, and the only mistake you can make is the missing of it. Don't miss it—see

Columbia Phonograph Co. Gen'l, Box 339, Tribune Bldg., New York

Creators of the Talking Machine Industry. Pioneers and Leaders in the Talking Machine Art. One of the Fundamental Patents. Largest Manufacturers of Talking Machines in the World.

Thousands of Dealers from East to West—and rich openings for many more here and there between. Write for DEALER proposal.

Columbia Phonograph Tribune Building



Creators of the talking machine industry. Pioneers and leaders. Largest manufacturers of talking machines in the world. Ex

news for the Fall

THE SATURDAY EVENING POST

- (a) The one standard "talking machine" model of the world—the Columbia Grafonola "Favorite"—the one best-selling and most successful of all musical instruments, with—
- (b) A full outfit of double-disc records—26 selections,
- (c) At \$59.¹⁰ spot cash, or at the same price, without interest or extras, in five dollar payments,
- (d) Subject to *three days' free trial*—and now ready for delivery by dealers all over the country.



The Columbia Grafonola "Favorite" is equipped with the new TONE-CONTROL SHUTTERS, an exclusive feature of Columbia instruments. They replace the fast-acting shutters. They are operated by one of the small lower keys and provide more subtle, accurate and effective control of tone volume.

extremely glad to have somebody give us one solitary good reason why you should be prevented from carrying the Columbia line with your other lines if you happen to want to.

It is a fact that the Columbia Grafonola "Favorite" occupies a place all its own as the *one standard "talking machine" model of the world—the one best selling and most successful of all musical instruments*—and the profit is highly interesting.



P. S.—Turn this message into money. Get some of this "Favorite" business. Unless it interferes with Columbia selling-rights already granted, we will put you in touch with the ways and means. You *can't* lose a cent, and you *ought* to make a basketful.

ph Company, Gen'l g, New York

the talking machine art. Owners of the fundamental patents.
e selling rights granted where we are not actively represented.



A TALKING MACHINE ADJUNCT

Which Is Greatly in Favor with Talking Machine Dealers and the Purchasing Public, Is the Adaptor Made by the Picture Disc Co., of Los Angeles—A Description of This Clever Entertainer for Which There Is Big Demand.

(Special to The Talking Machine World.)

Los Angeles, Cal., Oct. 3, 1912.

The Picture Disc Co., of this city, is receiving orders and inquiries not only from all parts of the country but from abroad for the Adaptor, which can be used with either the Victor or Columbia talking machines for the purpose of automatically illustrating the record being played.

This illustrator sprang from the frequent remarks every talking machine man hears from his customers: "The music is delightful, but how nice it would be if we could have the pictures also."

The Adaptor is a picture projection machine or automatic stereopticon used in connection with a talking machine. When so combined it automatically presents on the screen the picture in the song or story record being played. The series of pictures and the song or story are synchronized and thus each picture described appears automatically at the right moment. The picture-disc consists of photographs on a disc of unbreakable positive-film which is inserted in the Adaptor as easily as the record is placed on the talking machine. There are in all sixteen views on the disc whenever such number is required, but some songs require only twelve or thirteen. The Adaptor does not present a motion picture effect but gives what is known as illustrated songs and stories.

The Adaptor is a machine for a threefold use, and is as serviceable for one as for the other. When connected to a talking machine it is a song and story illustrator. When used in the show-window it is a show window advertiser. When used without the talking machine it is a home stereopticon operated by hand like any other lantern.

"The main purpose of the machine, the first idea for its manufacture," said an officer of the company to The Talking Machine World, "was to bring the public into the store and the demonstrating rooms; to advertise records and machines; to stimulate trade in records and cause and compel people to talk about talking machines; to attract to the window display. By this means the window at night can have the pictures of the great artists shown on the screen and changing automatically. The public can be delighted with not only the novelty of the device but with the beautiful and artistic pictures illustrating the songs being rendered.

"To those who give talking machine concerts this Adaptor is of incalculable value. It stops folks in front of the window display and brings them into the store. It helps sell talking machines and records.

"Connecting the Adaptor to a talking machine causes no trouble nor injury to either. It takes but a second. They are independent of each other in their action. The connecting of this Adaptor to the talking machine does not interfere in the least with the speed of the motor nor with the quality of tone production. The selection will be rendered precisely and exactly the same as though the illustrator was not connected. Motive power is obtained from the talking machine by means of a belt.

"Light is obtained from any regular lighting circuit of 110 to 120 volts by plugging into the ordinary lamp socket. An arc lamp is not used because of its heat and danger to the operator. The lamp for the machine is an incandescent bulb with tungsten spot-filament giving a very intense, brilliant, white light.

"The size of the picture one can throw on the screen depends on the length of the room in which you operate. The machine will give a picture from three inches to ten feet in diameter. A thirty-foot room will allow a ten-foot picture. For the average living room we have found the fifteen to twenty-inch picture the most satisfactory and we supply a translucent screen of vellum suitable for this size picture with folding stand with each machine.

"A large number of picture discs containing illustrations of standard and popular songs are now ready and it is planned to issue a regular list monthly.

"There is another field now into which the Adaptor fits, and it is to the kodak user a long-felt want satisfied. With it he can make his own bromide enlargements any size at his own home in the evening if he has no dark room. Any other lantern to do this one thing alone would cost him \$45. Thus it covers four different fields:

"The talking machine devotee can illustrate his records.

"The picture lover can have his stereopticon and throw his views on a screen.

"The kodak enthusiast can make his own bromide enlargements.

"The business man can have changing ads and views in his own window.

"All done with one machine, the Adaptor.

"We have been two years enlarging, changing, remodeling and combining new features. We could have placed the goods on the market sooner but preferred to get the machine right in every particular before doing so. The main aim has been to combine and simplify to the extent of making it foolproof. It is easier to run than a talking machine."

For the holidays the Adaptor promises to be one of the big sellers with the talking machine trade.

WANTS FOUR-MINUTE RECORDER.

Edison Phonograph Enthusiast in Indianapolis Sees Great Possibilities in New Four-Minute Home Recorder.

"The recording feature in connection with the Edison machine, in my opinion, is very much in its favor. I have been experimenting with the recording device for some time and have succeeded in making some very good piano and talking records. I have one piano record in particular which was made in my home that I prize very much, and I have been told by some Edison dealers that it is the best they have ever heard."

In replying to this letter from H. J. Weir, of Indianapolis, Ind., we told him of the new four-minute recording device which would soon be on

the market. His immediate answer to our communication read in part as follows:

"I am pleased to learn that you are putting on the market a four-minute recording outfit and, in my opinion, I think it is one of the best steps toward making the Edison phonograph far more superior to all other talking machines. I would like to know about what time the new outfit will be on the market, as I would like to be the first person in this city to purchase the entire new outfit; if the new four-minute recorder will fit on the 'Opera' machine I thought of changing my 'Home' for a new 'Opera.'"

The letter shows possibilities of the new four-minute recording outfit which might escape some dealers—it may lead owners of small machines to buy Operas and Amberolas. Or rather, it will permit those whom interest in the old recording device forced to retain their cheaper machines, to purchase the newer and more expensive models without sacrificing the pleasure of record making.

Every dealer must know those of his customers who have been using the two-minute recorder. Get up a form letter to these people telling them about the new recorder, emphasizing the fact that it is adaptable to the high-priced machines, and also featuring the hand shaving machine, the value of which they will be quick to realize.

Don't lose sight of the enthusiasm which the mere possibilities of the four-minute device have aroused in this phonograph owner. He is one of many who will be delighted by the new Edison feature and will be eager to purchase an outfit. Are they going to get it from you?—Edison Phonograph Monthly.

The talking machine department in the new Aeolian Hall, New York, will be opened this week. It is located on the sub-first floor, and is equipped with 19 soundproof rooms. Chas. Bobzin is in charge.

Three hundred Javanese records, containing many weird and rare songs, have just been issued by the Columbia Co. They will be sold in Java by Tio Tek Hong, of Weltevden.

An increasing trade in talking machines and records with China and Latin-American countries is reported.

PHONOGRAPH CARRIES MESSAGE FOR AVIATION SCOUTS.

According to experiments made at the Buc aeroplane grounds, near Paris, it is no longer necessary when scouting to carry a second man acting as observer. The pilot can make all the records of the flight by speaking into a specially arranged phonograph. This was tried with good success on a Farman aeroplane piloted by Capt.

back is overcome, and without ceasing to steer, he dictates his observations into a speaking tube. This connects with the phonograph so as to make the record. The record, when filled, may be put into a box and dropped from the aeroplane at any point, while a fresh record is used. It appears that the noise of the motor does not prevent



Courtesy Scientific American.

Aviators Using Phonographs in the Air.

Barès, who was accompanied by M. Jules Richard, the inventor of the new "Roneophone," as it is called. In ordinary cases the pilot, when alone, is not able to note down all that he sees, for even should he be able to write, he must then cease to observe. With the new phonograph, this draw-

making a good record of the voice. During the flight, M. Richard noted all the interesting points on the ground by speaking into the apparatus, and afterward, when alighting, the record could be very well heard. All the aeroplane officers of the Buc grounds were impressed with the results.

VICTOR LICENSE LABELS.

Legal Department of the Victor Talking Machine Co. Calls Attention to Recent Revisions of the Label and Points Out the Importance of Its Observance by the Trade.

(Special to The Talking Machine World.)

Camden, N. J., Oct. 10, 1912.

To comply with legal technicalities, the Victor Talking Machine Co., through its legal department, is directing the attention of its dealers to the fact that the license labels appearing on this company's product, both talking machines and talking machine records, have recently been revised, the date of the revised labels being May 1, 1912, or subsequent thereto.

The text of the talking machine labels follows:

"This patented sound reproducer is licensed by us for sale and use only when sold to the public at a price not less than —, and is licensed only for use in reproducing sound from sound records manufactured or sold by this company or its licensees. No sale of this machine is licensed when sold by any means of transfer to the public at less than the above price, including, among others, sales under order of a court, an auction sale or a sale by underwriters, or a sale by those to whom such underwriters may sell this machine, or a sale by bankrupts or their trustees or referees in bankruptcy, or their representatives, or a sale by sheriffs, assignees, legal representatives, or a sale by any other person, firm or corporation of a similar or analogous nature, or a sale by any of the above mentioned persons, firms or corporations, directly or indirectly. No license is granted to sell or use this machine except under these conditions; all other rights are reserved. Any sale or use of this machine when sold in violation of either of these conditions will be construed as an infringement of our United States patents; among others, U. S. Patents (here is given the list of letters patent under which the talking machine to which the label is applied is manufactured), and all our other U. S. patents under which this machine or parts thereof are constructed; and all parties selling or using this machine, contrary to any of the terms of this license, will be treated as infringers of each of the said patents, and will render themselves liable to suit and damages.

"No license is granted to sell or use this machine in any altered or changed condition, or with any parts not manufactured by this company or its licensees. This machine is licensed for use and sale only in the condition, construction and arrangement in which it is put out by us, and any use or sale of this machine, or parts thereof, in any other or altered construction or arrangement, or in any other casing or cabinet than this casing or cabinet, in which it is licensed to be sold and used, will be construed as a violation of the license.

"This license is good only so long as this label remains upon this machine; any erasure, alteration or removal of this label, or of any of this company's labels or marks, attached to this machine, will be construed as a violation of this license.

"A purchase is an acceptance of these conditions. All rights revert to the undersigned in the event of any violation."

The text of the record label reads as follows: "Licensed under the following patents only when sold to the public by any means of transfer at not less than the retail price marked hereon, and only so long as this record and label remain unaltered. Copying or duplicating prohibited. (Here is given the list of letters patent under which the record to which the label is applied is manufactured.)"

Both labels contain substantially similar provisions, although the record label is necessarily shorter, due to the limited space upon which it must be printed. Both labels, with equal scope, prohibit an unlicensed sale to the public "by any means of transfer."

In connection with the foregoing notice, the Victor Talking Machine Co. reiterates its former notices, "with reference to unauthorized alterations of Victor patented product and the unauthorized use of attachments or accessories in connection therewith," and adds:

"Such unauthorized acts fall within the scope of, and are prohibited by, the license under which Victor talking machines and records are placed upon the market, as will be apparent from the license labels attached thereto.

"The conditions in the license labels seem entirely self-explanatory; it will be noticed that the license is violated, among other things, by adding to a Victor talking machine, any attachment, or any device whatsoever not forming a part of the machine at the time when it is sold by this company, or by substituting for any part or parts of the talking machine any part not manufactured by this company, or by making any alteration or change in the construction or arrangement of the machine whatsoever.

"A provision prohibiting the alteration of Victor records is also included in the said revised record labels, which read, in part, as follows: 'Licensed under the following patents: — only so long as this record and label remain unaltered.' This provision, among other things, prohibits any alteration of the records for any purpose whatsoever.

"A violation of any of the above conditions will be considered an infringement of the patents set forth in the corresponding license label, or labels, attached to the patented product, and under which it is manufactured and sold, and any party guilty of such violation renders himself liable to suit for infringement by the Victor Talking Machine Co. Any party manufacturing, using, dealing in or in any way supplying such infringing devices or attachments, designed to be attached to or embodied in Victor talking machines or records, or used in connection therewith, is also guilty of infringement and liable to be sued."

MUST BRING FRESH ACTION.

Judge Hazel Holds That American Graphophone Co. Must Bring Action Against Hill Piano Co. Assignee in Courts Which Issued Order Permitting Sale of Assets of Company.

(Special to The Talking Machine World.)

Buffalo, N. Y., Oct. 8, 1912.

Attorneys for the American Graphophone Co. appeared before Judge Hazel in the United States District Court here this week for the purpose of securing a restraining order against C. A. Pickard, assignee for the Hill Piano Co., Jamestown, N. Y., to prevent him from selling graphophones and Grafonolas valued at \$4,100 at less than list prices. The plaintiff also demanded that the machines in question be turned over to the Godenough Piano Co., of Jamestown, who now have the agency for the Columbia phonographs and Grafonolas in that city. Judge Hazel denied the injunction and held that the American Graphophone Co. must bring action in the courts of Chautauqua where the original order permitting the sale of the Hill assets was issued.

NEW VICTROLA DEPARTMENT.

W. F. Frederick Piano Co. to Open Large Recital Hall and to Give Much More Space to Display and Sale of Talking Machines.

(Special to The Talking Machine World.)

Pittsburgh, Pa., Oct. 8, 1912.

Following the closing of a fifteen year lease on its present quarters, the W. F. Frederick Piano Co., remodeled several portions of the building and rearranged the departments. Among the improvements will be the giving over of the entire fourth floor to the talking machine and player-piano departments and the enlarging of the Victrola department, which will be known in the future as Victrola Hall. It is planned to give an elaborate series of recitals in the new hall during which the player-piano and organ will also be used.

The Board of Education of New York has approved the use of talking machines in the public schools next year. The introductory cost will only be about \$5,000, and the pleasure derived from their use will, doubtless, be worth far more than this small expenditure.

THE GRAFONOLA-MOBILE

Made by the Columbia Co. and Designed for Use in Schools, Is Proving One of the Season's Big Sellers.

The Grafonola-Mobile, the latest addition to the Columbia line, is designed for use in schools throughout the country. The machine is mounted on wheels and can be readily moved from one



Grafonola-Mobile.

classroom to another without any outside assistance. It is practical and useful and paves the way for a wide range of business for "live" dealers. The price of the machine shown in the illustration is \$60 complete and \$25 without the instrument. The new educational department, in charge of Prof. Frederic Goodwin, has been established to co-operate with dealers in the sale of this new product.

LUNCHEON FOR EDISON.

Inventor Honored on Thirtieth Anniversary of Electric Lights in New York.

In honor of Thomas A. Edison a luncheon was given in the new Grand Central Palace, at Lexington avenue and Forty-sixth street, on Wednesday, on the thirtieth anniversary of the lighting of New York by electricity. The event also marked the opening of the Electrical Show.

More than three hundred guests were at the luncheon, which was tendered by the New York Edison Co. Six men who were on the original payroll of the company thirty years ago and are still employees were, with Mr. Edison, the special guests of the occasion. They are J. F. Atkins, J. H. Redner, H. A. Campbell, J. B. Sproul, Thomas McComb and J. W. Lieb, Jr.

PLAN SPECIAL MUSICAL PROGRAM.

The Columbia Phonograph Co. is planning a special advertising campaign in musical programs throughout the country. Space has been reserved in the programs to be issued in Aeolian Hall, Carnegie Hall, Brooklyn Academy of Music, Metropolitan Opera House and the grand opera houses in Boston, Philadelphia and Baltimore. Whenever possible records will be advertised in the programs that were sung by artists appearing at the hall where the program is issued. It is expected that this advertising will attract a music-loving clientele to the Columbia line.

H. C. Brown, manager of the advertising department of the Victor Talking Machine Co., has just returned from a trip to the Canadian woods. With Manager Mitchell of the export department he succeeded in bringing down a fine specimen of bull moose.

DINNER IN HONOR OF A POPULAR MANAGER.

Members of the Sales Forces of the Talking Machine and Piano Departments of Gimbel Bros. Entertain Manager George W. Morgan at Banquet, to Mark Progress Made During His First Year as Chief—Most Enjoyable Evening—The Exchange of Gifts Made It Look Like a Christmas Eve Festival.

On Saturday evening, September 28, coincident with the celebration by Gimbel Bros. of the second anniversary of the opening of their New York store, the staff of the piano and talking machine departments of the store gave a dinner to George W. Morgan to celebrate the successful closing of his first year as manager of those departments. The dinner was held in the Pompeian Room of Colaizzi's Restaurant, and there were present besides Mr. Morgan Fred J. Fitzgerald, A. H. Kay-

who was appointed Toastmaster, and the gold pencils presented by the hosts, gave the gathering a real Christmas eve aspect.

The toastmaster was delegated by Mr. Morgan to express his appreciation of the honor done him and read the following:

"Fellow Workers and Friends—To say that I am delighted is putting it too mildly. For one whole year past it has been my pleasure to have been associated with a force that has always ac-



Those Present at the Morgan Dinner—W. A. Sambolino, F. J. Fitzgerald, Manager G. W. Morgan and J. H. Dodin, Seated in Front, from Left to Right.

ton, J. H. Dodin, H. Wakefield Smith, Harry K. Mance, L. Ball, Lipman Kaiser, Benj. Switky, George H. Boardman, Carl H. Eichner, J. W. Barlow, C. H. Sambolino, Wm. A. Sambolino, A. W. Lonquet, Jesse C. Van Camp, George D. Cullis, Theodore Nelson, J. P. Fitzsimmons and B. B. Wilson.

The dinner and all that pertained to it will long be remembered by those privileged to attend. The menu, prepared by J. H. Dodin, H. W. Smith and F. J. Fitzgerald, was a work of art and thoroughly entertaining of itself. Each course received attention. Nothing on the elaborate list was skipped. Then, too, under the name of each guest there appeared some trite phrase describing some special characteristic and calculated to make the reader pay close attention.

If the list of eatables was elaborate, the available supply of drinkables was such as would rouse the envy of a member of the bartenders' union, running the gauntlet of cocktails, beer, a bit o' mountain dew, described as being "as harmless as a baby," and a small ocean of real joy water, so much of the latter that there was some left over.

One of the pleasant features of the evening was the presentation by J. H. Dodin, who takes an active part in the conduct of the talking machine department of the Gimbel store, of a handsome silver loving cup to Mr. Morgan with the compliments of the male and female employees of the talking machine and sheet music departments. The men of the piano department also presented the guest of honor with a beautiful diamond studded watch fob. Mr. Morgan for his part came back with a dainty gold stickpin for each of those present. These, with the automatic cigar lighters distributed by Benj. Switky, the prominent talking machine jobber,

ceded to my last request in a most gratifying manner, and in this way greatly improved our departments, the success of which is due to me only in my selection of you gentlemen. On October 1 we start another year, and with the same hearty co-operation which you have given in the past, it seems to me to be a forerunner of a greater successful business future to Gimbel Bros. in both pianos and talking machines."

Following the exchange of congratulations and good wishes between Mr. Morgan and his staff, A. H. Kayton, president of the Milton Piano Co., who was listed as "A European Traveler," addressed the gathering on the subject of team work with the Gimbel staff as a concrete example of what might be accomplished when the members of a staff stick together. Then Lipman Kaiser, the well-known talking machine ambassador, followed with a short and complimentary address of informal character. Wm. A. Sambolino, the prominent small goods man, was also among the speakers of the evening, and paid many compliments both to Mr. Morgan and to the staff. Tel-

egrams of congratulation were received from Messrs. Oakley and Wendel, of the executive staff of Gimbel Bros., and a letter from Edward Lyman Bill, expressing his regret at his inability to be present, was also read.

The entertainment, offered and supplied in its entirety by the members of the staff, was of a nature to make the manager of a high class Broadway cabaret turn green with envy. There was H. Wakefield Smith, well known as a composer of high class songs, and who wrote a special song for the occasion dedicated to Mr. Morgan, who presided at the piano, and later recited with the grace and assurance of a professional. Jesse C. Van Camp, who sang numerous songs in a manner that aroused enthusiasm. George H. Boardman, dean of the staff, played the sextette from "Lucia" with the left hand alone much better than some good pianists can play it with both hands. Then there were six-hand renditions of well-known pieces, with Mr. Smith at one piano, Mr. Fitzgerald at the other, and Mr. Boardman dividing his attention between the two.

RECORDS BY THEODORE ROOSEVELT,

Made by Thos. A. Edison, Inc., Give the Views of the Progressive Leader on Important Public Questions of the Day.

Thomas A. Edison, Inc., Orange, N. J., with their customary progressiveness, began shipping to jobbers on September 12, four records made by Theodore Roosevelt, the first that has been made this season for any talking machine or phonograph. The records are listed under numbers 1146, 1147, 1148, 1149, with the following titles: "Progressive Covenant With the People," "The Right of the People to Rule," "The Farmer and the Business Man," and "Social and Industrial Justice." As their titles suggest, the records give the Progressive leader's views upon the great public questions which we as a nation must face.

BUSINESS VERY ACTIVE

With the New York Talking Machine Co.—Not Trying to Increase Line of Dealers.

The New York Talking Machine Co., of 81 Chambers street, New York, is doing the greatest business in years with the Victor products. G. T. Williams, manager, returned this week from a three weeks' vacation and has resumed work with renewed vigor and enthusiasm. V. W. Moody, who was in charge during Mr. Williams' absence, is greatly pleased with present conditions.

In a chat with *The World*, Mr. Moody said in part: "This is a banner season for Victor products. Our business is increasing faster than ever before, and as an indication of the volume of business on hand, it is of interest to note that we are not making any effort to secure new dealers. This is a new phase of old conditions, for in years past we have always made strenuous campaigns in the fall to interest dealers not carrying the Victor line. This year, however, we have all we can do to fill our regular customers' orders. Such a condition gives some idea of the amount of business we are doing. The new models are selling exceptionally well, and the outlook in general is for a remarkably fine holiday season for the Victor products."

N. H. Phinney & Co., Ltd., Halifax, N. S., have been appointed distributing agents for the Columbia Phonograph Co. in Nova Scotia.

Write To-Day

The ELECTROVA COMPANY

117-125 Cypress Ave., :: New York

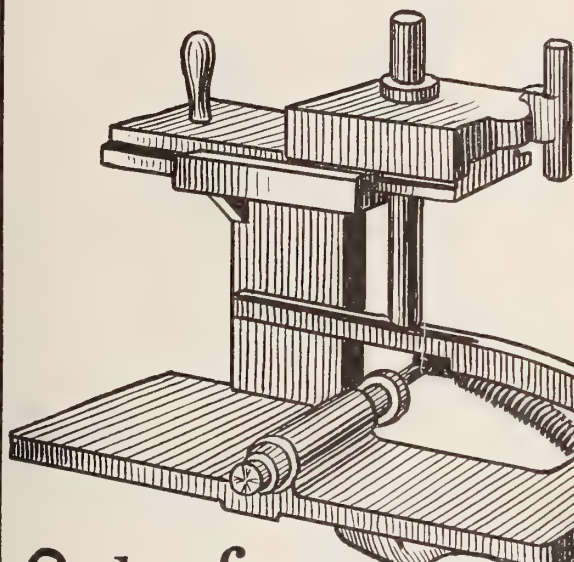
for their new illustrated booklet, "The Money Magnet," describing the most perfect and satisfactorily Coin-operated Electric Player on the market. 88 note, with automatic expression device and mandolin attachment.

Just the player for the better class of places

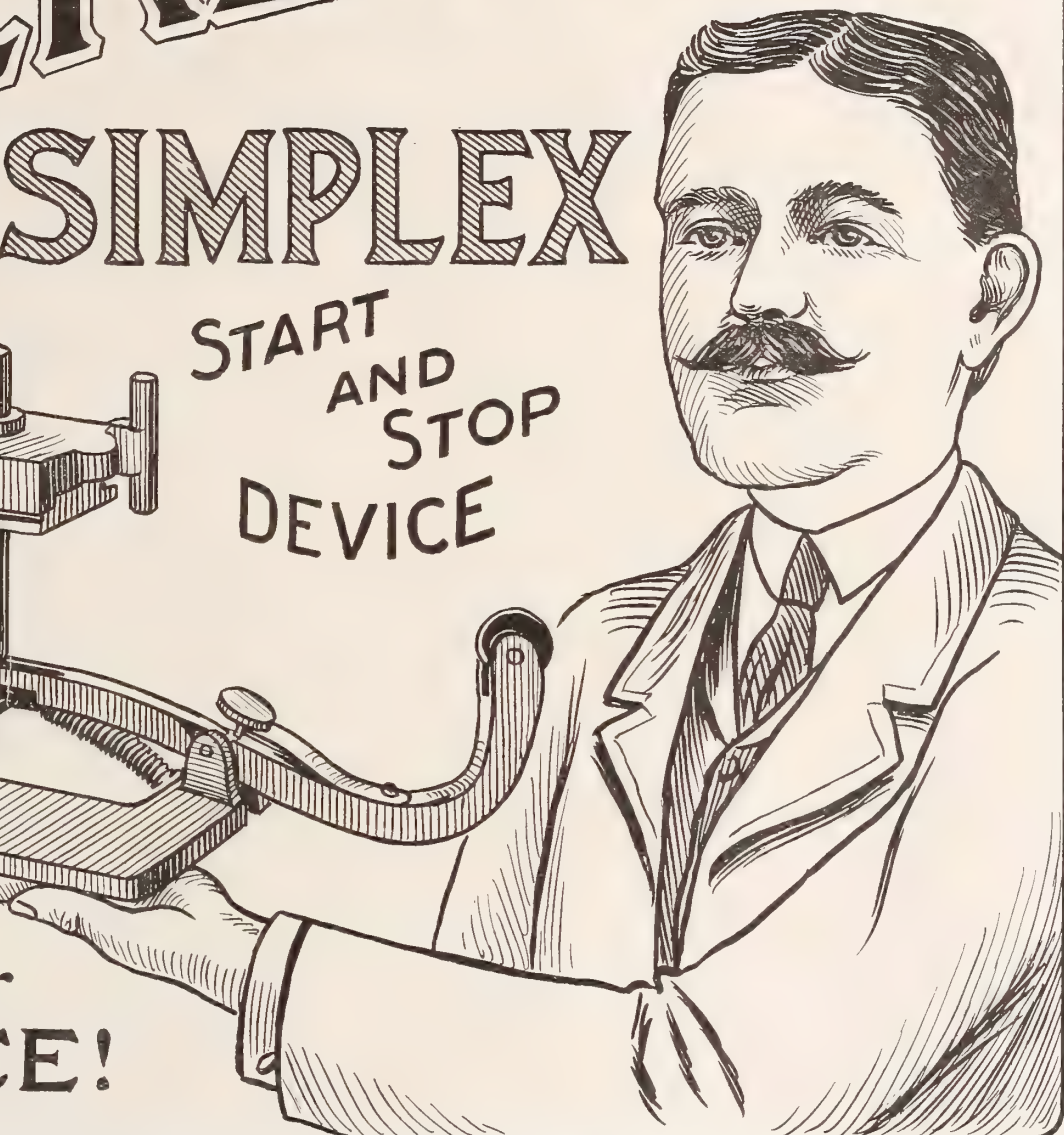
HERE IT IS!

THE SIMPLEX

START
AND
STOP
DEVICE



Order from
Your Jobber
AT ONCE!



Manufactured by

STANDARD GRAMAPHONE APPLIANCE CO.

173 Lafayette Street, New York

Sales Agents: Talking Machine Supply Co.

563 5th Avenue, NEW YORK, N. Y.

Leading Jobbers Handling the SIMPLEX

Baltimore, Md. Cohen & Hughes, Inc.
Birmingham, Ala. E. E. Forbes Co.
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Brooklyn, N. Y. American Talking Machine Co.
Buffalo, N. Y. Neal, Clark & Neal Co.
Cincinnati, O. The Rudolph Wurlitzer Co.
Cleveland, O. The Eclipse Musical Co.
Columbus, O. Perry B. Whitsit Co.
Des Moines, Ia. Harger & Blish, Inc.
Dubuque, Ia. Harger & Blish, Inc.
El Paso, Tex. W. G. Walz Co.
Houston, Tex. Houston Phonograph Co.
Kansas City, Mo. Schmelzer Arms Co.
Little Rock, Ark. O. K. Houck Piano Co.
Los Angeles, Cal. Southern California Music Co.
Memphis, Tenn. O. K. Houck Piano Co.
Nashville, Tenn. O. K. Houck Piano Co.
New Orleans, La. Philip Werlein, Ltd.

New York, N. Y. Blackman Talking Machine Co.;
S. Bloom, Inc.; Emanuel Blout;
I. Davega, Jr., Inc.; S. B. Davega Co.; Greenhut-Siegel Cooper Co.; Landay Bros., Inc.; Silas E. Pearsall Co.; John Wana-maker.
Omaha, Neb. Nebraska Cycle Co.
Peoria, Ill. Putnam-Page Co., Inc.
Philadelphia, Pa. Penn Phonograph Co., Inc.; The Talking Machine Co.; H. A. Weymann & Son, Inc.
Pittsburgh, Pa. Standard Talking Machine Co.
Providence, R. I. Manufacturers' Outlet Co.
Richmond, Va. The Corley Co., Inc.
St. Louis, Mo. The Aeolian Company of Missouri; Koerber-Brenner Music Co.
St. Paul, Minn. W. J. Dyer & Bro.; Koehler & Hinrichs.
Washington, D. C. Robert C. Rogers Co.

FROM OUR EUROPEAN HEADQUARTERS

1 GRESHAM BUILDINGS, BASINGHALL STREET, LONDON, E. C., W. LIONEL STURDY, MANAGER.

The Season Has Started In in a Most Pleasing Manner and the Leading Houses Are in Receipt of Substantial Orders from Distributors, indicating Increasing Activity Throughout the Country—Record Situation Causes Discussion—A Great Future in Great Britain for the New Edison Kinetoscope—The Month's List of Records of "His Master's Voice," and Other Concerns Up to the Standard—New Copyright Treaty Between the United States and Hungary—French Aviators Using Talking Machines—Welcome for the Edison Four-Minute Recording Outfit—Other Items of Interest from Abroad.

(Special to The Talking Machine World.)

London, E. C., Oct. 4, 1912.

The season's trade may now be said to have really commenced in earnest, substantial orders from distributors being a sure indication that progressive action is afoot. This aspect is fairly general, but to draw a simile one might say that while the big supply ships are well under way, smaller craft have yet to reach the trade-wind channel which, judging by their pilots' optimism, will soon be accomplished. From the viewpoint of general trade stability prospects are exceedingly good, the business returns of the Board of Trade showing that import and export increases have prevailed this last few months, while another satisfactory index is the absence of labor disputes, although there is some trouble brewing among men engaged in the great cotton industry. Given, however, a continuance of present conditions, the future situation should be one of unparalleled prosperity for all engaged in the talking machine trade.

With the commencement of operations, respective manufacturers are putting into force plans for capturing each their fair share of trade, and present indications make manifest that the fight will be a keen and prolonged one. Every year the big companies allocate larger sums for expenditure on advertising, and this season is no exception to the rule, extensive campaigns having been planned to take effect during the next few months. "His Master's Voice" Co. is spending £20,000, and liberal amounts will accrue to the London and provincial newspapers, magazines, etc., from other leading record companies. With this educational influence at work one cannot go far wrong in prophesying an abnormal volume of sales between now and Christmastide.

Situation in the Record Field.

Within recent months the 1s. 6d. double disc has made much headway here, not, in my opinion, because they can make claim to any special standard of quality or up-to-dateness of selections offered—this with some of them, apparently, being quite a secondary consideration—but their existence has been and is fostered by the hundreds of dealers who, finding a ready market for cheap records, become obsessed with the idea that they have struck a gold mine because they perhaps sell a few more than would be the case with half-crown discs. If manufacturers can profitably market a ten-inch double disc at one shilling and sixpence, well and

good—but can they? The enormous expense involved in recording, advertising, distribution, salaries, to say nothing of rent, rates, taxes, bad debts and other outgoings too numerous to mention, represent a formidable item when it comes to balancing the profit and loss account, and while no one doubts that two or three of such manufacturers could sell a sufficient quantity of records to leave them a substantial margin of profit at the end of their fiscal year, with the coming of others and correspondingly increased competition, which even an expanding demand cannot mitigate to any great extent, profits must eventually dwindle to the vanishing point when a continuance of this cheap record policy becomes alike unprofitable to both manufacturer, factor and dealer. With half a crown as the standard figure there is ample margin of profit to partly expend in creating the demand, and most important of all, in offering the public up-to-date titles by first-class artists. There is a rumor—I give it for what it is worth—that a large number of the best vocal and instrumental artists—the talent that really counts in this business—have been encouraged by extra fees, or exclusive contracts, to record only for certain of the higher-priced record firms. Needless to say this rumor has caused a deal of acrimonious talk. It will be appreciated that we are in the vortex of a peculiar, not to say unique, situation, the outcome of which one may expect to be determined before next season. It is intensely interesting to watch what I might term the evolution of methods competitive. Time will show whether or not these methods will prove detrimental to the interests of the talking machine industry.

Edison Home Kinetoscope Arouses Interest.

The amazing idea of being able to give a real motion picture show in the home will surely come as a great surprise to the British public when the Edison Co. makes public announcement of its Home kinetoscope, which, I believe, has already won popular favor in the States. Edison dealers have already received preliminary advice of the company's plans and the terms and conditions upon which they will market the great wizard's latest invention. The plan is to interest a limited number of factors—who, by the way, look upon the option of an agency factorship as a privilege—and the chosen few will themselves appoint such dealers as conform to certain requirements necessary to the proper handling of this unique line. An essential requirement is the erection of a suitable demonstration room with an intelligent man in charge competent to operate the machine to the best advantage, although from my own knowledge I can most emphatically state that the given A, B, C of the thing—gleanable from one demonstration—there should be no difficulty in that respect. It is proposed to discriminate in the selection of dealers principally with the object of avoiding excessive competition in any town or locality. This matter will, of course, be regulated according to population and other local conditions. Edison phonograph dealers prepared to make an approximate outlay of fifty pounds and abide by the conditions previously mentioned will be given preference.

The Film Exchange Proposition.

I am given to understand that a most useful exchange proposition will come into force after the initial film purchase, whereby at a very nominal cost the user will have a choice of something like fifty thousand subjects. Unlimited in scope, this new achievement must in the future represent an educational influence of a somewhat revolutionary nature in our schools, lecture rooms, and other public institutions, and with which the name of Thomas Alva Edison will be inseparably associated as a public benefactor—more so, perhaps, than in the past.

Correcting Trouble in Hearing.

In his investigation of the illusory sounds of the ear, Dr. Marage, who has examined over one thousand cases, says that derangement of hearing seems to be most often due to irritations of the auditory nerve centers, but the whistling—the most common of the imagined sounds—has been curiously traced to a very minute displacement of the stirrup-bone, one of the three tiny bones of the middle ear. It has proved possible, moreover, to jar this bone back into its place by means of a syren, producing sound waves of any desired length and intensity.

Piano Contest Much Discussed.

Some interesting correspondence has appeared in the Express bearing upon Dr. Charles Vincent's suggestion that British piano manufacturers should prove the superiority of the English instrument by challenging the German makers to a contest. For many years Continental pianos have been regarded as best, and the English makers now think the time has arrived to disprove this fallacy by taking drastic action in the direction indicated. The discussion is arousing great interest in German trade circles, but as yet no formal challenge has been received. It would certainly be a daring experiment.

Auxetophone to Sooth Turbulent Crowds.

The last day of Sir Edward Carson's Ulster tour was marked by a great meeting of "loyal" citizens at Belfast, and the occasion was seized by Thos. Edens Osborne to demonstrate an Auxetophone at the City Hall overflow meeting. Every Irishman belongs to a party, but our friend was out to amuse the crowd by playing over anything but party selections, to which, by the way, the organist in the hall confined himself. Mr. Osborne is a staunch supporter of —, well, never mind, it is sufficient that he exercised a wise discretion in the choice of tunes calculated to pacify rather than provoke any likely attempt by the turbulent section to disorder. Mr. Osborne's enterprise naturally received the wide publicity it deserved, many references being made of the matter in the various local journals, who also report, by the way, Mr. Osborne's recent importation of 900 Edison records, and a large consignment of gramophones, records and albums.

New Copyright Treaty in Force.

The copyright treaty between the United States and Hungary, negotiated by Ambassador Richard Lerens, at Budapest, January 30, 1912, was, says "Music," passed last month by the Senate. The treaty becomes effective after ratification. It will

RECORDING WAX

MOST PERFECT RECORDING-SENSITIVENESS

Noiseless Cutting.

Ready for recording without any further preparation.

SPECIALTY

Wax plates for private record taking.

Has unlimited life.

Plates absolutely ready for recording.

ERNST WILKE & CO., Goerlitz. Factory: Berlin, Ger., N. 20, Kolonie Strasse, 3-4

FROM OUR LONDON HEADQUARTERS—(Continued from page 34).

give Americans the right to obtain literary, artistic, dramatic, musical and photographic copyrights in Hungary on the same terms accorded native Hungarians. In return the United States extends full copyright privileges to Hungarian citizens.

Declare 10 Per Cent. Dividend.

"His Master's Voice" Co. has announced an interim dividend for the quarter ending September 30 at the rate of 10 per cent. per annum on the ordinary shares.

Lower Cable Rates Announced.

The Western Union Cable Co. has arranged with the Postmaster-General to make substantial concessions in the charges for "deferred" communications and to accelerate the dispatch of same. A new night letter service to Canada and the States is also instituted. Other changes are to obtain, and readers can get details from any post office.

"His Master's Voice" Records for October.

A fine bumper list of "His Master's Voice" records is that for the month of October, and especially noteworthy are the new double-sided discs bearing popular titles by such eminent instrumental combinations as the Band of H. M. Coldstream Guards, Mayfair Orchestra and the Metropolitan Orchestra. The various items which they offer will be found below. It may be mentioned that this new departure of the H. M. V. Co. has won golden opinions from its dealers, who look forward to a splendid harvest of sales this season in consequence. The complete list of titles is as follows: His Master's Voice 12-inch records—"Unfinished Symphony," second movement (Schubert), New Symphony Orchestra; "Symphony Pathétique," third movement (Tchaikowsky), New Symphony Orchestra; "The Jewels of the Madonna," intermezzo after Act 1 (Wolf-Ferrari), Imperial Philharmonic Orchestra; "The Jewels of the Madonna," intermezzo after Act 2 (Wolf-Ferrari), Imperial Philharmonic Orchestra; "Astoria" (Trotire), John McCormack; "Ora Pro Nobis" ("Pray for Us") (Piccolomini), Stewart Gardner; "Good-By"

(Tosti), Percival Allen; "Coolan Dhu" (Leoni), Marion Beeley; "Once Again" (Sullivan), Ruby Helder; "Drink to Me Only With Thine Eyes" (traditional), W. H. Squire, 'cello solo, accompanied by Hamilton Harty; "Scherzo and Allegro" (Scarlatti), Herr W. Backhaus, piano solo; "Gems from Princess Caprice," Part 1 (Leo Fall), the Light Opera Co.; "Gems from Princess Caprice," Part 2 (Leo Fall), the Light Opera Co.; "Green Grass Grew All Around" (Montague and MacLaren), Tom Clare; and "The Other Chap," "Sunshine Girl" (Rubens), George Grossmith. His Master's Voice 10-inch records—"A Bachelor's Love Song" (D. Slater), Robert Howe; "The Old Gray Fox" (M. V. White), Percy Whitehead; "Printemps" (Stern), Lucy Marsh; "In Sweet September" (Hope Temple), Mme. Kirkby Lunn; "Waltz Song," Tom Jones (Edward German), Florence Smithson; "Allegro" (Fiocco), Marie Hall, violin solo; "Hear That Orchestra Rag" (Hollander), American Quartet. Double records—"Serenata," "Love in Idleness" (A. Macbeth), and "The Whispering of the Flowers" (Von Blon), Mayfair Orchestra Co.; "Echo des Bastions" (H. Kling), and "Un Pew d'Amour" (Las Silesu), Mayfair Orchestra; "Dreams of Ragtime Intermezzo" (Thurban), "Massa Johnson" (Finck), Metropolitan Orchestra; "Mirella Overture" (Gounod), "Marco Spada Overture" (Auber), Band of H. M. Coldstream Guards; and "Parade of the Tin Soldiers" (Jessel), and "Convivial March" (O'Hara), Band of H. M. Coldstream Guards.

New Columbia Exclusive Artists.

Another big star comedienne has recently been added by the Columbia Co. to the rapidly growing list of exclusive artistes, the latest being Miss May Moore Duprez, whose tag "The Jolly Little Dutch Girl" has aroused laughter and encores at nearly every hall in the kingdom. Her Dutch dialect songs are very well known and appreciated.

Jack and Evelyn are also down in the Columbia-Rena list with their screamingly funny burlesque,

"The Little Corporal Napolian" and "Take Me Somewhere with You, Johnnie." I need scarcely mention that there are several other big sellers in the list, some examples of which are as follows: Columbia 10-inch records—"The Sunshine Girl," selection, Part 1 and Part 2 (Rubens), Band of H. M. Scots Guards; "Sweet Jasmine" (Hesse and Oakley), and "The Colored Major March" (S. R. Henry) (banjo solos), Olly Oakley; "Sunshine and Rain" (F. Blumenthal), and "Beautiful Land of Nod" (Edwin Greene), Miss Carrie Herwin; "Louisa Schmidt" (G. W. Meyer), and "Gretchen" (Wells and Everard), Miss May Moore Duprez; "Baby Rose" and "Alexander's Ragtime Band" (Irving Berlin), the Two Bobs, comedians; "The Manager of the Splitz Hotel" (Geo. Robey) (E. W. Rogers), and "The Night Watchman" (Wilkie Bard) (Frank Leo), Arthur Leslie. 12-inch Records—"When I Was a Lad" (from "H. M. S. Pinafore"), and "Tit Willow" (from "The Mikado"), Walter Passmore; "Laughing Love" (H. Christine), and "Gipsy Love Waltz" (Franz Lehár), Prince's Orchestra; and "Motoring," Part 1 and Part 2 (Harry Tate), Harry Tate and his company.

Little New at Leipzig Fair.

The Autumn Fair at Leipzig revealed little of interest to visitors out to find novelties. Very few members of the trade went over from this side, the fact being that the autumn show is not regarded as of sufficient importance to warrant the journey. Large orders were somewhat scarce, but a considerable business obtained for all that.

Talking Machines for Aviators.

Ever in the van of progress, French aviators are now experimenting with the business phonograph as a medium for recording their observations and impressions when up in the clouds. It is an admirable and practical idea, and if adopted to any extent is likely to avoid the necessity (as at present) of taking up a special observation officer.

(Continued on page 36.)



To T. M. the KING and
QUEEN OF SPAIN



To H. M. the KING
OF SWEDEN



To H. H. the KHEWIVE
OF EGYPT



To H. M. the KING
OF ITALY

'His Master's Voice'

Trade Mark is recognized
the world over as the

Hall Mark of Quality



To H. M. the SHAH
OF PERSIA



BY APPOINTMENT
TO H. M. QUEEN ALEXANDRA

AUSTRIA: Oesterr. Grammophon-Gesellschaft, m. b. H., 8, Krugerstrasse, Vienna.
BELGIUM: Cie. Française du Gramophone, 51, Avenue de la Porte de Hal, Brussels.
DENMARK: Skandinavisk Grammophon-Aktieselskab, Frihavn, Copenhagen.
FRANCE: Cie. Française du Gramophone, 15, Rue Bleue, Paris.
GERMANY: Deutsche Grammophon-Aktiengesellschaft, 35, Ritterstrasse, Berlin, S42.
HOLLAND: American Import Co., 22a, Amsterd, Veerkade, The Hague.
HUNGARY: The Gramophone Co., Ltd., IV. Kossuth Lajos-utca 8, Budapest.
ITALY: Compagnia Italiana del Gramofono, 5, Via S. Prospero, Milan.
SPAIN: Cia. Francesa del Gramophone, 56, Balmes, Barcelona.

RUSSIA: The Gramophone Co., Ltd., 45, Nevsky Prospect, St. Petersburg; 9, Golovinsky Prospect, Tiflis; 30, Novia Svit, Warsaw.
SWEDEN: Skandinaviska Grammophon-Aktiebolaget, 52, Appelbergsgatan, Stockholm.
EGYPT: The Gramophone Co., Ltd., 13, Rue Stamboul, Alexandria; Rue Mousky, Cairo.
EAST AFRICA: Bayley & Co., Lourenço Marques, 8 Beira.
SOUTH AFRICA: Darter & Sons, Adderley St., Cape Town; Mackay Bros., Rissik St., Johannesburg; Mackay Bros & McMahon, 443 West Street, Durban; Ivan H. Haarbarger, Maitland street, Bloemfontein.
INDIA: The Gramophone Co., Ltd., 139, Balliaghatta Road, Calcutta; 7, Bell Lane, Fort, Bombay.
AUSTRALIA: The Gramophone Co., Ltd., Hoffnungs Chambers, Pitt Street, Sydney.
GREAT BRITAIN: The Gramophone Co., Ltd., 21, City Road, E. C.

GREAT BRITAIN

The Gramophone Co., Ltd.

21 CITY ROAD
LONDON, E. C.





Hitch the Columbia Grafonola "Favorite" onto your Fall and Christmas display and you have the \$50 market with a ring in its nose.



**Columbia Phonograph Co., Gen'l
Tribune Building, New York**

FROM OUR LONDON HEADQUARTERS —(Continued from page 35).

Certain tests have demonstrated that the pilot can speak into the tube and operate the phonograph without detriment to the control of his aeroplane.

New Zonophone Records.

With their usual enterprise the Zonophone Co. has recorded and issued six new titles by the world-renowned Billy Williams, whose latest effusions are, if anything, funnier than the many others which he has recorded for this company. He is certainly at his best in this instance and dealers everywhere should find a ready sale for the following titles: "It's Mine When You're Done with It," "The Kangaroo Hop," "It's a Grand Old Song Is Home, Sweet Home," "Molly McIntyre," "Where Does Daddy Go?" and "Wait Till I'm as Old as Father."

The latest list of Zonophone discs is truly a sensational one, if only from the viewpoint of artists, everyone of whom is a leader in his or her particular musical sphere. They are all "star" artists, and every selection recorded is rendered with lifelike fidelity. 'Twere invidious to choose, but especially worthy of mention are: "A Summer Shower" and "The Miller and the Maid" (Marzials), Mme. E. Jones Hudson; "Why Do You Keep Laughing at Me?" (Long and Scott), and "Rum-Tum-Tiddle" (Madden and Schwartz), Jen Latona; "The Blarney Stone" and "The Same as His Father Did Before Him" (Lauder), Harry Lauder; "Carrot" (Long), and "Daisy's Daisy Roots" (Murray), Harry Champion; "On the Road to Zag-a-zig" and "Pirouette" (Finck), Peerless Orchestra; and "Jerusalem the Golden" and "Jesus Christ Is Risen To-day" (Clowes and Sons), Besses o' th' Barn Band.

New Four-Minute Recording Outfit Pleases.

The introduction of the Edison four-minute recording outfit opens up really great fields of exploitation not hitherto introduced by any company, aside, of course, from the Edison two-minute home recording apparatus. In a letter to traders the company points out that it has been working silently and patiently upon this device for a long time, carefully perfecting every little detail before making any announcement. Now, the only instrument of its kind is on the market. The owner of a phonograph can double his enjoyment with the aid of this wonderful new recording device, in addition to which, if he be a student of music, elocution, or would attain to linguistic accomplishments, he will find the Edison recorder invaluable. With this innovation specially prepared hard blanks are available, and there is also a simple yet effective hand machine for shaving them. Special publicity literature bearing on the subject is ready, and a sixteen-page booklet, "Making Records at Home," tells all about it. In conjunction with other important moves recently the foregoing amply demonstrates that the Edison people mean business—and will get it—this season.

Some Excellent Beka Records.

The Beka Record Co. has opened the season with an exceptionally brilliant issue of vocal and instrumental items, selections by the great Wilkie

Bard, Olly Oakley and the Beka London Orchestra being especially conspicuous. Mention should be made, too, of the wide variety offered, there being selections to suit every taste. The company's recent exchange scheme, which expired September 30, was very successful and full advantage was taken by the trade of the generous terms allowed.

Postal Order Law.

A somewhat revolutionary decision, which will come as a surprise to a good many people, was recently given in the English courts. A lady, it transpired, received from her husband abroad two postal orders which she cashed at a local office. Imagine her surprise to receive from the Postmaster-General a demand for the money to be refunded on the ground that both orders had been stolen before they reached her. It was not suggested that her husband was the thief. Upon refusal to refund action was taken to recover the money. Expressing sympathy with defendant, the magistrate said the law was against her, and she must therefore refund the money.

New Edison Amberol Records.

A particularly strong batch of titles is contained in the current list of Edison Amberol records, and although it is early to talk about Christmas, there are one or two titles which savor somewhat of that festive season. Some of the artists represented are Billy Williams, Harry Lauder, Florrie Forde, and others prominent in the musical world. The list complete is hereunder:

Edison Amberol Records—"Christmas Fairies" (E. W. Seymour), National Military Band; "Why Don't Santa Claus Bring Something to Me?" (Godfrey and Williams), Billy Williams; "Beautiful Girl" (Bryan and Blanke-Belcher), Glandon Roberts; "I Love a Lassie" (Lauder), Harry Lauder; "Fiddle-Dee-Dee" (Goetz and Berlin), Miss Florrie Forde; "Valse Maie" (Felix Godin), Alhambra Orchestra; "Alexander's Bagpipe Band" (Goetz, Berlin and Sloané), Jack Charman; "The Floral Dance" (Katie Moss), David Brazell; "Hello! Susie Green" (Barrett and Darewski), Stanley Kirkby; "The Star o' Robbie Burns" (Thomson and Booth), Archie Anderson; "A Day in Venice" (suite), No. 1 (A) "Dawn" (B), "Gondoliers" (E. Nevin), American Standard Orchestra; "Moonlight Bay" (P. Wenrich), Premier Quartet; "When I Was Twenty-one and You Were Sweet Sixteen" (Williams and Van Alstyne), Joseph A. Phillips and chorus; "Alexander's Ragtime Band Medley" (banjo solo), Fred Van Epps; "Pucker Up Your Lips, Miss Lindy" (A. Von Tilzer), Campbell and Gillette; "The Gaby Glide" (L. A. Hirsch), Billy Murray; "By My Little Baby Bumble-Bee," "The Grass Widow" (H. J. Marshall), Miss Elizabeth Spencer and Walter Van Brunt; "Old Black Joe," with variations (piano solo), André Benoist; "That Aeroplane Glide" (H. Israel), Peerless Quartet; and "La Marseillaise," New York Military Band.

New Companies.

Melophone, Ltd., capital £5,000; talking machine and record manufacturers. Registered by S. P.

Turner (managing director), 21 Highfield avenue, Golden's Green, N. W.

Britannic Record Co., Ltd., capital £2,000; talking machine and record manufacturers. Registered office, 60 Camden Road, London, N. W.

C. Hamilton Wickes Appointed.

The Board of Trade has appointed C. Hamilton Wickes to be His Majesty's Trade Commissioner for the Dominion of Canada and the colony of Newfoundland.

Every business needs system to make it run smoothly, but don't let system reach the point where it is nothing but red tape. Red tape is system gone to seed.

SALESMAN WANTED.

WANTED—Good Victrola and Grafonola salesman, capable taking charge of department; must be absolutely honest and a good salesman. Chas. L. Fischer, 121 South Burdick street, Kalamazoo, Mich.

OPENING FOR GOOD SALESMAN.

WANTED.—Opening in the Middle West for a good Retail Talking Machine Salesman; straight salary—part salary and part commission—or all commission—to assume charge of department with live Victor and Edison Dealers; good opportunity. Applicant must come well recommended. Address "B. H.," care The Talking Machine World, 373 Fourth avenue, New York City.

VICTOR SALESMAN WANTED.

WANTED.—New York dealer requires a hustler, capable of taking charge of store on busy thoroughfare and landing prospects; not afraid of night work; bright future for right man; state age, experience, and salary expected. Address "Confidential," care The Talking Machine World, 373 Fourth avenue, New York City.

CASH PAID

For any amount of phonographs, disc records and parts. Address H. Walcer, 137 Orchard street, New York City.

WANTED

TO HEAR FROM firm or corporation needing an experienced Talking Machine Manager; thoroughly conversant with the business, both wholesale and retail. Address "Manager," care The Talking Machine World, 373 Fourth avenue, New York City.

FOR SALE

5,000 Edison 2-minute records, 10c. each; 5,000 Zonophone 10-inch records, 15c. each; all new, clean stock. Deninger, 335 North street, Rochester, N. Y.

TALKING MACHINE BUSINESS FOR SALE

FOR SALE—Talking machine business on West Side of New York City; established 7 years. Address "Victor," care The Talking Machine World, 373 Fourth avenue, New York City.

DEALERS' ASSOCIATION MEETS.

Holds Regular Quarterly Session at Cafe Lion d'Or, New York—Many Matters of Trade Interest Discussed—The Question of Jobbers' Privileges Taken Up—Many Other Topics of General Interest Discussed.

The regular quarterly meeting of the Eastern Talking Machine Dealers' Association was held at the Cafe Lion d'Or on Wednesday, October 9, with David Switky, president of the association, presiding. The attendance was very fair for the time of year when the dealers find it hard to leave their businesses for a part of the day, and as usual many matters of particular interest to the members and the dealers were discussed though no definite action was taken in that connection.

Among the matters that came up for discussion was the question of jobbers engaging in the retail business and thus disposing of machines and records that were sometimes required by the dealers who depended upon them for their stocks and also the practise of granting jobbers' licenses to department stores and other large dealers who placed large orders for goods but had no intention of distributing among the dealers. It was claimed that in both cases those enjoying the jobbers discounts were in a position to offer special discounts that were harmful to the business of the regular dealer without exactly violating their agreements with the manufacturers. No action was taken on the matter and it was laid aside for further discussion at a later date.

As is usually the case at the meetings held by the dealers, methods of increasing business, handling and repairing machines and other topics of mutual interest were discussed, after which those present made up a merry luncheon party.

The S. B. Davega Co., 126 University place, New York, is experiencing a noticeable demand for high-priced Victors and Edison machines. Philip Marcus, who is in charge of this department, tells us that they have difficulty in securing machines.

LANDAY BROS.' NEW STORE

On Forty-Second Street and Broadway Has Just Been Opened to the Public—Most Attractively Arranged—Large Stock of Victors Being Carried in This Handsome Store.

Landay Bros., Inc., the well-known Victor dealers of New York, with stores at 563 Fifth avenue, 400 Fifth avenue and 37 West 34th street, now announce the opening of another store at 42d street and Broadway. This store is admir-



Max Landay.

ably located, and no resident or visitor to New York can fail to be attracted by its tastefully arranged interior and attractive window displays. In the new display rooms there are seven booths for demonstration and display purposes, and the architecture is of the French style, with decorations to match. A most comprehensive line of Victor products of all styles and description are displayed. Altogether it is a very handsome showroom, and a credit to the progressiveness of Landay Bros., Inc.

Invitations to the trade to visit this new Landay store will be issued within the next two weeks, as soon as some of the many details incident to the opening have been attended to. The manager of the new store for the present will be James B. Landay, treasurer of the company. In the course of a week or so a permanent manager will be named to take charge of this latest addition to the Landay stores.

TALKING PUMPKIN IN BOSTON.

Puzzling Novelty at the Boston Electrical Show Which Answers the Questions of Visitors and Defies Detection by the Curious.

(Special to The Talking Machine World.)

Boston, Mass., Oct. 7, 1912.

"Ask a pumpkin," is a new and engrossing game which is proving one of the attractive features of the Electrical Show at Mechanics' building. A mysterious talking pumpkin, the invention of an Australian professor, is the cause of it. It creates amusement and comment all out of proportion to its size.

A little light table and a stand on which are fastened three high tension insulators support three glass rods, which, in turn, support three high tension insulators. Upon these rests a fiber plate, on top of which sets the Pumpkin with a smile and tall hat and that's all there is to it. Even the layman and schoolboy could see the glass rods ground off, and, knowing glass to be an insulator, could see that it was absolutely a wireless demonstration.

There is nothing concealed about it; it is all in the open; everybody is invited to ask the Pumpkin questions, and the questions are answered. Baseball scores are given; information about the show and the Sons of Jove; and, when some of the audience say there is a phonograph inside the Pumpkin their next door neighbor wants to know how all those questions are prepared for the phonograph.

And there you are.

THE ADAPTOR

Attach it to
any Disc
Talking Machine
in one second by
one move of the
hand.

It automatically
illustrates the
record being
played.



with
Columbia

You need this
Illustrator.

Entertain and
amuse your trade.

It's New.

We will tell you
about it.

Use It 3 Ways

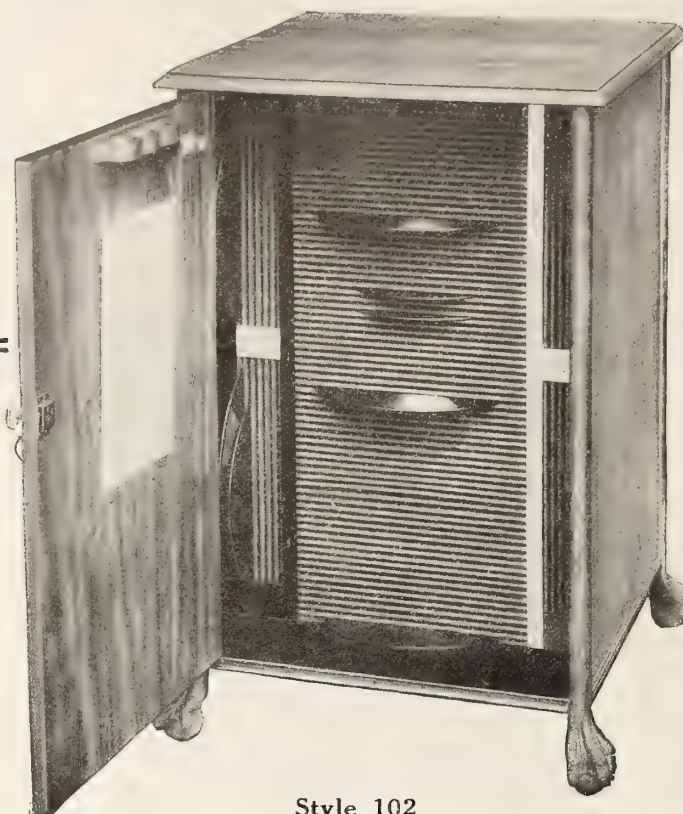
1 { Talking Machine Illustrator
See the pictures in the song

2 { Show-Window Advertiser
Present changing pictures of the great artists

3 { Home Stereopticon
Project your vacation views life size

PICTURE-DISC COMPANY

Los Angeles, Cal.



Style 102

THIS picture will give you a faint idea of the attractiveness of *this* talking machine record cabinet. If we literally filled the page with cuts we would succeed only in giving a partial idea of our line. So we want to confine ourselves to a talk about one cabinet, this Style 102, because it is a beauty and is representative of our whole stock.

Did you ever try to run a warped record on a talking machine? Then you will appreciate one of the good points of Style 102. The shelves are arranged horizontally and records lying in them *can't* warp.

Did you ever try to cram four or five records into one compartment with the result that you scratched all the records, probably split some of the compartment shelves, and lost your temper to boot? With Style 102 you wouldn't have tried that. *One* shelf is made for *one* record; each shelf is numbered and you know where each particular record goes. Furthermore *every* compartment *felt lined, and felt cannot scratch.*

Notice our large needle box on door, which has a separate cup for loud, medium and soft tone needles, also extra holder for used needles. Very convenient.

You cannot get a neater, more compact, or better made cabinet than the Salter Style 102. It is a handsome piece of furniture.

And, Mr. Merchant! If these good points in a cabinet appeal to you they will appeal to *your* customers. Remember that.

Salter products are not limited to talking machine record cabinets. The new catalogue will show talking machine record cabinets, sheet music cabinets, combinations of sheet music and player roll cabinets, in half a hundred different styles, all of the latest design and up to the Salter standard of quality. Write for catalogue.

"It's hard to find the equal of the Salter."

SALTER MANUFACTURING CO.

337-343 NORTH OAKLEY AVENUE

CHICAGO, ILLINOIS



No need to remark on the sales possibilities of the new style Victrolas. It is about settled that the only limit to be set upon sales of these great instruments is factory capacity.

Your real problem is to get the goods.

We are straining every point—doing our utmost to give our trade friends the best service possible. We are confident you will make no mistake in sending Wurlitzer your order for all machines you will want to December 25th. Mark your order for *immediate shipment* and the machines will be rushed just as fast as we can get them. If you say so, we will telegraph for your final O.K. on each shipment when ready.

We know positively no distributor will try harder to take care of you in the present crisis. None will, or can, give you any better service than Wurlitzer.


Wire us your order today and you will have no cause to regret it.

The Rudolph Wurlitzer Company

Victor Distributors

Cincinnati

Chicago

 *Two points of supply. Order from the nearer*

LOOKS LIKE SCARCITY OF STOCK

Judging from the Great Demand for Talking Machines Now in Evidence in Detroit and Locality—Experience in Which Frederick Co. and Grinnell Figure—Outlook for a Christmas Rush to Exceed Last Winter—Columbia and Other Stores Anxiously Awaiting Stock.

(Special to The Talking Machine World.)

Detroit, Mich., Oct. 7, 1912.

"Straws show which way the wind blows," once remarked a sage who ever since has been quoted thusly the world over, and here's a straw. Grinnell Brothers' talking machine department to-day received an order for a number of the new style Victrolas from the W. F. Frederick Piano Co., of Uniontown, Pa. That particular item of business is of no very great consequence in itself, for Grinnell's get many larger orders in the course of a month. But when the Pennsylvania house is willing to pay freight on Victrolas clear from Detroit, it is a compelling demonstration of what the demand for the instruments must be in all parts of the Middle West.

The Frederick Piano Co. could get them at less cost from jobbers in Pennsylvania, New York and Ohio—provided they were not all sold out. Evidently they were all sold out, for the Uniontown firm had to send to Michigan. They came near losing out here also, for Grinnell's are sending out the new style Victrolas as fast as they come in.

It takes a good many of them to keep their own twenty-seven stores supplied. Harry Rupp, manager of the talking machine department, stated to-day that all of the branch stores were practically cleaned out of the old style Victrolas, so the selling is almost entirely on the new ones.

In a less popular line of trade than the talking machine endeavor, the injection of a new and superior class of goods would inevitably result in a cessation of demand for the old ones and a consequent cutting of prices to get rid of them. But there is no danger of such a thing in Victrolas, in Michigan at least.

There is not a two hundred dollar machine remaining in the store. The sale of that style is not confined to the wealthy patrons. It is shaping itself along the lines of the piano trade, and two hundred dollars is a low price for a piano. There is a variance, however, in the facts that the price of a two hundred dollar piano generally is somewhat wobbly while that of a talking machine rules firm.

The new models of Columbias also are an exceedingly live force in the talking machine trade

HAVE ATTRACTIVE SHOWROOMS.

Headquarters of Harger & Blish, Des Moines, Iowa, Ideal for the Display of the Edison and Victor Machines and Records to Advantage.

(Special to The Talking Machine World.)

Des Moines, Ia., Oct. 7, 1912.

The general attractiveness of the quarters of Harger & Blish, the prominent talking machine job-

displayed to advantage, and the passage leading to the eight well-equipped demonstrating rooms in the rear of the store. The main showroom is light and commodious and is decorated chiefly with the large portraits of the various leading Victor artists hung on the walls. The separate demonstrating rooms are encased in plate glass, which ensures an abundance of light and adds materially to their general attractiveness. The Harger & Blish head-



View of the Harger & Blish Warerooms.

bers of this city, are well illustrated in the accompanying cut, which shows the main warerooms with the various types of Victor and Edison machines

here. The Regal and Eclipse, at forty and twenty dollars respectively, keep the shipping clerks busy constantly. The Columbia branch store here is able to keep only samples on the floor. The big advertising that has been done for these models has sent in a rush of orders from dealers all over the State. Manager K. M. Johns stated to the Talking Machine World that he was about three weeks behind on orders, estimating from the number on the books and rate at which the machines were coming in. Once in a while even the samples are sent out to fill rush orders, the main store waiting on its luck to get a machine in to show.

S. E. Lind, manager of the city sales, is constantly establishing new talking machine stores in all parts of the city. Detroit's growth just now is

quarters are a popular rendezvous for many of the music lovers of the city and have been highly praised by all those who have visited them.

such that a considerable sized village is built onto this and that side of the city every month or so, and new business centers are springing up everywhere. These all have to be looked after.

The outlook here is for a Christmas rush exceeding that of last winter, which is saying more than can be properly expressed in words. The Columbia store already has waiting orders amounting to \$2,300 on its books, which is a record for October. Grinnell's recently planned to grasp old Father Time by the forelock by writing to the Victor company a concise explanation of why a certain number of Victors should be shipped here in preparation for the winter's demands, and received back the information that the orders for Victors exceeded the manufactured stock on hand to the extent of some fifty thousand machines, and that the company was catching up as fast as it could, and surprising Manager Rupp by pointing out just how many thousands of machines had been shipped to Detroit in the last few months.

"I had no idea we had sold so many," said Mr. Rupp, "as I had not looked up the records recently."

Freight shipments always are slow in Detroit, after the close of lake navigation. Detroit is just off the route of through travel to the West, and for this reason comparatively few railroads make this port. This condition hampers the talking machine trade every year from December to March. So an effort is being made to get a large number of machines before the ice puts an end to easy transportation.

GEORGE W. LYLE OFF TO WEST.

Will Journey to the Pacific Coast, Visiting Canada First.

General Manager G. W. Lyle, of the Columbia Phonograph Co., is away on a two months' trip. This is Mr. Lyle's semi-annual journey, and he plans to visit Canada, and then proceed to the Coast. All the leading trade centers will be visited.

In a chat with The World, D. Kahn, manager of Ben Switky's store at 9 West 23d street, New York, stated that they were experiencing a splendid season. Victrolas No. 11, retailing at \$100, are oversold for many months, and there is a general demand for high-class records.



The Bell-Hood Needle Sells Itself



You ask for samples;
the Needle does the rest.

To the first 100 dealers who apply we will send enough packages of samples so they can make a nice little present to everyone on their bulletin lists.

25c and 50c boxes.

Write for unusually liberal discount terms, giving name of your jobber.



THE BELL-HOOD NEEDLE CO.

777 Chapel Street

New Haven, Conn.

SILVERSTONE TALKING MACHINE CO. TO ADD PIANOS.

When the Silverstone Talking Machine Co. Moves to Its New Quarters on Olive Street It Will Handle Pianos as Well as Phonographs—Mark Silverstone Discusses This Move Which Has Aroused a Great Deal of Interest in the Talking Machine Trade.

(Special to The Talking Machine World.)

St. Louis, Mo., Oct. 8, 1912.

Talking machine men in St. Louis are very much interested in Mark Silverstone's retaliation on the piano trade, which will consist in his adding a line of pianos to the stock of Edison talking machines that he carries in stock. During his ten years in the talking machine business Mr. Silverstone has seen a great many piano dealers add talking machines to their stock and build up a creditable trade without apparent effort or greatly added expense. Now he proposes to make his reputation as a talking machine dealer carry him into the piano trade on much the same lines.

This new move on the part of the Silverstone Talking Machine Co. is chiefly due to rental conditions. At 1010 Olive street, where the company is located, the lease expires next March, and there is little prospect of renewal because the investment in site demands a better return than can be obtained from the two-story buildings on the site. Also the block has greatly improved during the last year and the time is ripe for the improvement of the property. In looking about for a new building Mr. Silverstone was attracted by a five-story building in the 1100 block on Olive street, at the west end of Piano row. This building was larger than he required and cost more than he expects the talking machine business alone to justify, and in looking about for some business to share the rent burden he found nothing that looked better to him than pianos. So he is engaged in selecting a line of pianos.

"In my new venture," said Mr. Silverstone, "I do not expect to set the world afire, but I have built up a reputation among music loving people that I propose to capitalize. I know that many of

my customers here have not pianos but that they expect to buy. I am confident that my reputation among these folk for fair dealing will bring me considerable trade. As to other trade, I will take my chance. I will conduct my piano business along the ethical lines that I have conducted the talking machine business."

Mr. Silverstone does not expect to get fully located in his new building until the first of the year. He already has possession and is busy engaging architects, contractors and others who will transform the interior of the five floors to his liking. On the first floor he will have a display wareroom for talking machines, four sound-proof record booths and space for a few pianos. The second and third floors will be fitted for piano and player salesrooms and the fifth floor for storage of all instruments. The fourth floor will be the workshop.

"I hope to have first and second floor alterations completed by Dec. 1," he says, "and I will put a part of the stock in there for holiday sales of both talking machines and players. While I am not going to go the limit in spending money on my new quarters, I will have up-to-date quarters and I will sacrifice nothing for utility. I am paying special attention to the counters and shelves for the keeping of the cylinder records, and I expect to produce something not excelled in any store. I have not worked out my plans fully, but I am not going to build the ceiling-high shelving that subtracts from the width of the room and makes it so hard to get at stock.

"I found upon investigation that I was not going to be able to do justice to the Edison disc machines in my display rooms here, and that made me more anxious to get new quarters. I will be

good and ready by the time these machines are sent to us, and I think that my display and exploiting of them will equal anything of the kind in the country."

The summersaulting cylinder records in the Silverstone window described in last month's World are still holding attention to his windows. He is leaving them until after the fall festival days, which bring great crowds of country folk to Olive street.

PHONOGRAPH SPREADS SCANDAL.

Rochester Woman Claims Neighbor Made a Record of Uncomplimentary Remarks, and Caused Her Much Annoyance—Case Puzzles Court—Advises a Few Days' Delay.

(Special to The Talking Machine World.)

Rochester, N. Y., Oct. 7, 1912.

"How would you like it if some one in your neighborhood talked into a phonograph and said nasty, mean things about you, and then turned the thing on and let the whole neighborhood hear what she had to say?" was the query put to a clerk in the police court office at police headquarters, last week by Mrs. Christopher P. Fiest, of 437 Maple street, this city.

Mrs. Fiest continued to the effect that a neighbor who lives across the way did not like her, that she owned a phonograph and that she had prepared a record of interesting, uncomplimentary remarks which were not at all pleasing and which were decidedly annoying. Mrs. Fiest alleged that at frequent intervals her neighbor has set the machine going and that all who passed in the street were notified where she lived and were informed in curt tones of her neighbor's opinion. The police court clerk said he did not know a single law which would apply to the case at issue, a law prohibiting unkind things being said by a phonograph never having been placed on the statute books, but he promised Mrs. Fiest that he would "look into the matter and that it might be well to wait a few days."

Mr. Dealer

Do You Sell SESCO?

It is the only Electric Self-Stop for disc talking machines, and considering the fact that it has been before the public but a few months, its success is assured.

Make your department earn all the "traffic will bear." Do not sell a machine unless it is "fully equipped." SESCO means more money in your cash register and twice as much satisfaction for the customer.

A dealer advises that SESCO alone netted him \$300 extra profit. That's what you can do by handling SESCO.

Let us send you one on approval for your demonstrating machine and you will be convinced. When requesting sample mention Gold or Nickel. Further information regarding price and discounts on request.

Standard Electric Stop Co.

Empire Building.

Walnut and Thirteenth Sts.

Philadelphia, Pa.

COLUMBIA LINE WITH WHITNEY & CO.

Representation Placed with This Important House in Albany—New Department Will Be in Charge of Mr. Hoteling.

The Columbia Phonograph Co. has just completed arrangements with W. M. Whitney & Co., of Albany, N. Y., whereby it will handle the Columbia line exclusively in its new piano and talking machine department. In chatting of this deal R. F. Bolton said:

"This is the largest department store in the 'Capitol city,' and in adding them to our list of representatives in Albany we are certain that the Columbia line will be most successful in every way. The new department will be in charge of Mr. Hoteling, a most capable man, and formerly connected with the well-known firms of Cluett & Sons and McClure & Cowles, both of Albany. His knowledge of the trade is extensive, and we are indeed gratified at the able representation we now have in Albany.

"Our business here is remarkably fine. There are heavy demands for all our machines, and the new models particularly have met with universal favor and praise. The call for the \$40 Regal is exceptionally heavy, and there is also a steady, daily increasing demand for the 'Favorite.' As for the 'Eclipse,' we are heavily over-sold, and the reception accorded this new model is beyond our fondest hopes. Orders are coming in so rapidly that the factory cannot supply sufficient stock, and every mail brings in its quota of orders. I am hoping that the dealers will anticipate their needs for the holiday season so that we can have sufficient stock on hand to meet requirements."

BALTIMORE TRADE EXCELLENT.

September Proves Close to Record Month—Sales Forces Being Increased—What Prominent Jobbers and Dealers Have to Report.

(Special to The Talking Machine World.)

Baltimore, Md., Oct. 9, 1912.

Optimism prevails generally among the local talking machine dealers these days. Their reports for September are about the best that have ever been given out for any one month since the talking machine has been introduced into Baltimore. Reports along these lines come from all the dealers and are not the condition enjoyed by only one or two. In speaking of the business condition, F. A. Denison, manager for the local branch of the Columbia Phonograph Co., said:

"September has beaten anything in the way of sales that I have enjoyed since coming to Baltimore. We are having the same old trouble of keeping up a sufficient supply to meet the demand and consequently we are back on deliveries. This is not all. The present prospects would indicate that the Presidential year is not going to cut any figure with the trade and that we are going to do more business than during any previous fall or winter."

Manager W. C. Roberts, of the E. F. Droop & Sons Co.'s Baltimore and Washington stores, made this statement to The Talking Machine World:

"We are doing so much business in these two cities that I have found it necessary to look around for more salesmen to augment my force. We have been hitting things up in great shape, with the result that our September business has exceeded that of any month since we have been in business. And this does not bar December."

Thomas Gordon, manager of the Gordon Talking Machine Co., Victor and Columbia representatives, also makes flattering statements regarding trade. He reports a number of good sales for the month. Joseph Fink, who is associated with Mr. Gordon, also made several good sales during September.

Manager Albert Bowden, of Sanders & Stayman, announces that business with Victors and Columbias has been very brisk for September, and similar reports are made by Manager Strahan, of H. R. Eisenbrandt Sons; Cohen & Hughes, Hammann & Levine, the Hub Piano Co., the Rosenstein Piano Co., William Knabe & Co., the Kunkel Piano Co., the Peabody Piano Co., and even among the smaller dealers in the city.

STATEMENT OF THE OWNERSHIP, MANAGEMENT, ETC., of THE TALKING MACHINE WORLD, published MONTHLY at NEW YORK, required by the act of August 24, 1912.

NAME OF	POST OFFICE ADDRESS
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Publisher, EDWARD LYMAN BILL . . .	No. 373 Fourth Avenue, N. Y.
Sole Owner, EDWARD LYMAN BILL . . .	No. 373 Fourth Avenue, N. Y.

(Signed) EDWARD LYMAN BILL (Owner)

Sworn to and subscribed before
me this 1st day of
October, 1912

[SEAL]

EUGENE R. FALCK,
Notary Public 4
(Commission expires March 30, 1914)

T. A. Laurie, assistant auditor of the Columbia Phonograph Co., has been in Baltimore for two weeks looking over the books of the local branch.

Manager W. C. Roberts, of E. F. Droop & Sons Co., will visit the Victor factory during the coming week.

OUR FOREIGN CUSTOMERS.

Amount and Value of Talking Machines Shipped Abroad from the Port of New York for the Past Four Weeks.

(Special to The Talking Machine World.)

Washington, D. C., Oct. 6, 1912.

Manufacturers and dealers in talking machines will doubtless be interested in the figures showing the exports of talking machines for the past four weeks from the port of New York:

SEPTEMBER 14.

Bombay, 5 pkgs., \$146; Cardenas, 1 pkg., \$113; Havana, 35 pkgs., \$1,705; Kingston, 7 pkgs., \$196; London, 3 pkgs., \$245, 40 pkgs., \$1,685, 22 pkgs., \$445; Manila, 43 pkgs., \$2,435; Mollendo, 7 pkgs., \$308; Puerto Barios, 20 pkgs., \$967; Rangoon, 11 pkgs., \$340; Rio de Janeiro, 21 pkgs., \$1,560; Santos, 105 pkgs., \$6,568; Singapore, 4 pkgs., \$208; Valparaiso, 7 pkgs., \$450; Vera Cruz, 60 pkgs., \$1,796.

SEPTEMBER 21.

Algoa Bay, 108 pkgs., \$2,538; Barbados, 5 pkgs., \$263; Batavia, 16 pkgs., \$758; Berlin, 10 pkgs., \$265, 36 pkgs., \$2,808; Bolivar, 2 pkgs., \$166; Buenos Ayres, 8 pkgs., \$670, 8 pkgs., \$817, 9 pkgs., \$381; Callao, 7 pkgs., \$188; Colon, 10 pkgs., \$141; Havana, 22 pkgs., \$1,100; Iquique, 7 pkgs., \$128; La Paz, 9 pkgs., \$604; Limon, 12 pkgs., \$99; Liverpool, 1 pkg., \$200; London, 505 pkgs., \$4,640; Montevideo, 3 pkgs., \$122; Puerto Cabello, 9 pkgs., \$201; Rio de Janeiro, 5 pkgs., \$420; Singapore, 2 pkgs., \$104; Tampico, 3 pkgs., \$119; Valparaiso, 6 pkgs., \$230.

SEPTEMBER 28.

Berlin, 69 pkgs., \$1,475; Hamilton, 4 pkgs., \$120; Havana, 15 pkgs., \$1,404; Liverpool, 2 pkgs., \$123; London, 168 pkgs., \$4,609; Milan, 9 pkgs., \$417; Para, 25 pkgs., \$1,897; Porto Plata, 1 pkg., \$225; Puerto Barrios, 12 pkgs., \$666; Riga, 4 pkgs., \$640; Rio de Janeiro, 12 pkgs., \$951, 10 pkgs., \$539; St. Kitts, 4 pkgs., \$103; Valparaiso, 7 pkgs., \$162, 1 pkg., \$122; Vera Cruz, 123 pkgs., \$3,383, 81 pkgs., \$2,958.

OCTOBER 5.

Antilla, 2 pkgs., \$191; Berlin, 145 pkgs., \$3,874; Buenos Ayres, 34 pkgs., \$4,143; Callao, 5 pkgs., \$465; Chemulpo, 18 pkgs., \$1,312; Colon, 5 pkgs., \$135; Demerara, 6 pkgs., \$213; Guayaquil, 17 pkgs., \$362, 7 pkgs., \$223; Havana, 25 pkgs., \$1,608; Kingston, 8 pkgs., \$233; La Paz, 17 pkgs.,

\$570; London, 12 pkgs., \$640, 118 pkgs., \$6,020; Manila, 20 pkgs., \$696; Martinique, 1 pkg., \$233; Milan, 14 pkgs., \$720; Soerabaya, 5 pkgs., \$206; Tampico, 8 pkgs., \$334; Valparaiso, 36 pkgs., \$1,334; Vera Cruz, 332 pkgs., \$9,052; Yokohama, 51 pkgs., \$2,665.

AEOLIAN CO. DOUBLES ITS SALES.

(Special to The Talking Machine World.)

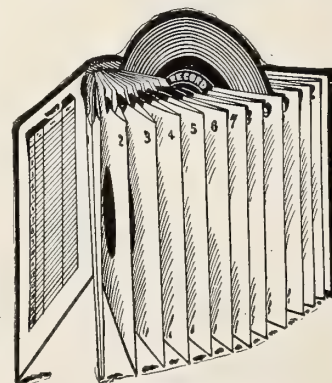
Cincinnati, O., Oct. 10, 1912.

The Aeolian Co. has doubled its sales over last year's September, which was really a phenomenal one. The firm is more than pleased with the outlook for this fall's business and believes it will be greater than anticipated and have planned to take care of every detail, including its "Every Record in Stock" service.

The department will feature the Riley records that will cover the entire surrounding territory, including Kentucky, with demonstrations which will popularize the Victor in every home and make the "stay-at-homes" feel that life with a Victor is really sublime. Mr. Ahaus, manager of Victor department, is enthusiastic about the impending rush of business and is fully prepared to cope with the maximum volume.

Don't wind an inch of unnecessary red tape around the selling of goods to delay customers who are in a hurry. Quick service means a good deal to most people in this age of rush.

Retails for a Dollar, with 80 Per Cent. Profit to You



\$1.00 Retail

Our new "Viennese Imitation Leather" is the strongest and only absolutely guaranteed bound record album made. Why use the usual cloth bound albums when you can get an album with a binding 1,000% stronger than any of the cloth bindings now made by our competitors. Bindings in our new albums are guaranteed indestructible, price the same as the cloth albums, but 1,000% stronger in the wearing qualities. Gold Plated Rings in the back of the same. Not the usual brass rings, and are made to match the metal finish on all Victor and Columbia Cabinets. Let us send you one sample album and be convinced.

THE SCHAFFORD ALBUM CO., 26-28 Lispenard St., NEW YORK

The Most Profitable
Record Album on
the Market :: ::

SEE THE NEW

Schafford
Record Album

in the New and
Strongest Bind-
ing on the Mar-
ket :: ::



We have enough big news for Columbia dealers this Fall to make them think their best months heretofore were only promises—and no chance of a slip-up.



**Columbia Phonograph Co., Gen'l
Tribune Building, New York**

FALL TRADE OPENS UP IN LIVELY FASHION IN ST. LOUIS.

Collections Are Also Better and Indicate Prosperity—Columbia Store Profits by Interesting Window Display—Harry Levy, Aeolian Co. Manager, Reports Pleasing Conditions Throughout the Southwest—New Machines Arouse Enthusiasm and Sell Well—Some Recent Sales of Particular Interest—New Entrants in the Field—Silverstone Talking Machine Co. to Move to New Quarters—To Handle a Line of Pianos—Other News.

(Special to The Talking Machine World.)

St. Louis, Mo., Oct. 8, 1912.

Local dealers are well pleased with the business at the end of September, and without exception they declare that the last two weeks more than recovered the ground lost during the first two, when it was too hot for business. Manager Ramsdall, of the Columbia Co., takes a very cheerful view of prospects. "Money is much easier," he says. "Not only are retail accounts easier to handle, but our jobbing accounts are being met on time better than for a long period. Money is easy in the country, apparently, and the business is running to good machines."

Sales Manager Byars, of the Columbia Co., has been making a hit with his windows recently. This week he had three table machines on display and he reports a number of inquiries due to the window. Four inquiries came in one day. A feature of his recent windows has been illustrated poster cards, the pictures used being those of Columbia artists or cartoons with wording to make them appropriate to the display. The week of the "4 \$5-bill" ad in the Saturday Evening Post Mr. Byars arranged a mystery window, all of the front being hidden with paper except for a peephole. Through this could be seen the ad and one of the machines. Good business resulted and Mr. Byars says that these machines are being sold as rapidly as they can be stocked. For the present Mr. Byars is again turning his sales force to the Favorites, in order to take full advantage of a Favorite advertising campaign that is coming. Mr. Byars regards these national advertising campaigns as the signal to strike and he gets the results.

J. M. Ryan, an addition to the Columbia Phonograph Co. sales force, is traveling in southeast Missouri and is having good success, reporting a new dealer sale almost daily.

Harry Levy, manager of the talking machine department of the Aeolian Co., returned the first of the month from a trip through the Southwest that ended at Houston. "Everything is fine through Arkansas and the other States I visited," said Mr. Levy, "and I was sorry that I was forced to come back, for there is good business in that country this fall. Crops are good, people everywhere are appreciating the talking machine, and the dealers are enthusiastic over the new models and the prospect of a profitable business season. Even in the smaller cities the record business is taking hold in

a way that interests those who heretofore have seen possibilities only in machine sales, and more of the all-year-around business is in sight. I find the St. Louis distributing territory is growing all the time."

Manager Robinson, of the Thiebes Piano Co. talking machine department, says: "The new Victor machines are going to please, I believe. Especially is the XI model going to prove popular. Our record business is growing constantly and steadily in keeping with the new customers put onto our lists, and we are proud of it. As we expected, the bulk of the total sales this fall is for high-priced machines. The trade is appreciative when the machines are shown together."

"Roosevelt will speak here at 11 a. m. and 2 p. m.," reads a sign in the Silverstone Talking Machine Co. window. "A good many persons come in to hear the chief Bull Mooser," said Mr. Silverstone, "and every time there is anyone to hear we put on one or two of the four Edison records we have. Sales usually follow. When I first got these records I took them and a machine to the Bull Moose headquarters by arrangement and was greeted by quite an audience. The enthusiasts applauded as vigorously as though the chief were speaking in person."

Another Silverstone sign that is attracting attention is that over the entrance of the new building he has rented. It says:

"This building will be occupied by the Silverstone Talking Machine Co. when alterations are completed. The store is now at 1010 Olive street. No 'sale' is on there, all goods being sold at regular prices preparatory to removal."

Secretary Rauth, of the Koerber-Brenner Music Co., Victor jobbers, is much pleased with the present business and prospects. "We are well supplied with machines and records," he said, "and anticipate no trouble meeting our orders, although trade is very brisk both in city and country. I believe the small dealers are getting a bit more inclined toward the service idea and when they realize the full extent of this possibility, we shall have more talking machine enthusiasm."

B. F. Philips, a Columbia City salesman, recently made a remarkable sales record of two Nonpareils, one Favorite and one Mignonette, a total of \$450, in one day.

The Columbia Co., as a stimulation to record business and exchange sales, have just sent out cir-

culars to every Columbia owner offering to clean and overhaul his machine, regardless of age or value, free for ten days.

The Bollman Bros. Co. took advantage of the revival of the old St. Louis Fair to design a talking machine window that attracted comment even in the daily papers. It was a reproduction of the grounds, including the race track, lake, boy scout camp and exhibit buildings. The work was done under the direction of H. H. Bollman, who makes a success of these displays by use of his paint brush, with which he is an artist of more than usual amateur merit. Victor machines were placed at conspicuous points in the reproduced scene. The Bollman Co. is inducing talking machine owners to come to its store by circulars offering a gift of needles.

F. W. Bartholdt, formerly of the Bollman Piano Co., is now in charge of the Edison business phonograph department of the Silverstone Talking Machine Co.

The winning of the Piano League baseball pennant by the Thiebes team was well received by the talking machine craft, as that team had five members who are identified with the talking machine department of the store. The five are: A. J. Robinson, captain; W. Lerch, Jesse Druin, A. Engberg and Chas. Burke.

The Jesse French Piano Co. (Field-Lippman) will open its talking machine department this month. A stock of Victor machines and records second to none will be shown, and with the extension of its highly organized service to this branch of the trade great results are expected. The store arrangements for the department have been carefully planned and carried out without regard for expense.

THE UNIQUE "VICTOR GARDEN."

Open Air Victrola Display and Demonstrating Garden Proves Interesting to Music Lovers of Los Angeles—Might Work in Other Localities with Gratifying Results.

One of the most original and interesting of Victor showrooms is maintained by the Musical Record Co., Los Angeles, Cal., in connection with its store in that city, and appropriately called the "Victor Garden." The "Victor Garden" is located in the open air with plain walls to separate it from the surrounding property. There is no roof and a profusion of growing ferns, cacti and other tropical and semi-tropical plants serve to make it a small paradise. Benches and chairs, covered with handsome Navajo blankets, are placed at various points where visitors may sit and enjoy the music of a Victrola as it plays the classics or the latest popular airs. The "Victor Garden" has made quite an impression on Los Angeles music lovers, who frequently take the opportunity of visiting it, thus stimulating the sales of machines and records. The garden idea should prove interesting and profitable in other localities, for even where the climate will not permit of the use of open air garden throughout the year there are several months in the summer when it could be used to counteract the dull season and keep trade interested.

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The largest manufacturing plant in the world devoted exclusively to the manufacture of Master-Waxes and Master-Blanks for

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PRICE CUTTING—A RESTRAINT OF TRADE

By Eldridge R. Johnson

President of The Victor Talking Machine Company

An Argument Against Any Legislation that Contemplates Interference With the Manufacturer's Rights to Regulate the Price at Which His Goods May be Sold.

Price wars are possible for the same reason that inspires the scramble for food by a drove of hogs—pure individual selfishness.

Price-cutting is the favorite weapon used by people who conspire to monopolize trade that belongs to others. Once these bushwhackers attack a firm there is no protection, no matter how fair the prices of that firm may be or how satisfactory the quality of their goods.

The Consumer Ultimately Always the Sufferer from All Cut-Price Wars.

The consumers in general suffer by price wars as well as do the manufacturer and the merchant. The ultimate result is always a rise in prices or a deterioration in quality, which latter is the most expensive way possible to the public of raising prices. When a fair and equitable price which has been established by a reliable manufacturer is cut in half by a retailer as an advertisement, a loss is created, and that loss must be made up somewhere. It is certain that the public will pay for it in the end and that they do not gain the difference between the fair price, which had been established by the simple, honest rules of trading, and the reduced price which is the star feature in a conspiracy to monopolize a trade which in fairness belongs to the firm that developed it.

Price-Cutting Is Not Competition.

Price-cutting is generally confused with competition and, while it may be so classed, there is a very great and important difference, as many forms of price-cutting are unquestionably unhealthy competition. It benefits no one save a class of price-cutters who could very well be dispensed with, for they live and grow rich by breaking into and diverting to themselves the good-will of a trade that others have created. They never build up a business, but invariably appropriate that which someone else has created. The foundation on which their business stands is not constructive, but destructive and monopolistic. They sell at less than an ordinary percentage of profit if, by so doing, the trade that is going to many others can be diverted to themselves. This is the whole story. There would, of course, be a public gain in this were it done fairly and in good faith, but more than often it is not done fairly, or even decently, and is but the means to an end that has aroused so much indignation in this country—monopoly. There are many legitimate occasions to reduce prices, but such occasions are temporary and have no relation to professional price-cutting.

The Effect of Price-Cutting.

There is no intelligent citizen in this country who has not seen the operations of price-cutters; who has not seen them drive responsible and honest enterprises out of business without in any possible way benefiting the public. As a matter of cold facts, a decided injury has been done through a general deterioration of product due to the inevitable squeezing down of profits clear back to manufacturer and the workingman, and then in turn squeezing the public after the legitimate trader has been driven out.

Unfair Measures Introduced by Those Unfamiliar with the Needs of Present-Day Business.

There is a decided tendency among the class of citizens who are entrusted with the great responsibility of making, defining and enforcing our laws, to destroy every means by which even a perfectly fair business enterprise may defend itself against cowardly and plainly selfish attacks of price-cutting enterprises. The legislative and judicial branches of the government appear to be working

under the delusion that by this means healthy competition may be stimulated. No such results are obtained; quite to the contrary, a very great injury is being done to many of the most conscientious and reliable manufacturing and mercantile concerns in the country, and without gain to the consuming public. Wholesome competition stimulates trade and benefits both consumer and producer, but wholesome competition means much more than the simple matter of marking down prices. Any numbskull can mark down a price, but it takes brains to lower costs by fair and humane methods.

There seems to be an impression that manufacturers are rather a new and independent class conspiring to monopolize business and to extract a high toll from the people in general. There seems to be an impression that the agriculturalist is the old reliable wealth producer, never doing anything wrong, and patiently supporting the whole world, while cheerfully suffering with but mild protest the high cost of living due to the sins of the manufacturer. The unquestionable fact that for the last two years agricultural products have ruled high and manufactured products have ruled low in prices does not seem to have been taken into consideration. It is still the impression that the high cost of living can be reduced by new laws aimed at the prosperity of manufacturers and merchants.

The Inventor Entitled to All, and Even Greater Benefits Than He Now Receives.

Even the proverbially poor inventor comes in for a share of chastisement. The patent laws, which have been on the statute books for more than one hundred years, and under which this country has become more prosperous than any other country in the world, are to be torn apart and used as new material to reduce the cost of living. The patent laws of this country are not perfect, but they are better than those of any other country. They do not give inventors any greater reward than that class of public benefactors deserve. No doubt some amendments would be beneficial, but such amendments should be directed to the purpose of a more practical administration of the principles which the present law so clearly sets forth, and should not be aimed at radical changes; at least, not without more deliberate and intelligent consideration than seems to be in sight at present. Some of the amendments now suggested would greatly injure and discourage the inventor and would benefit no one.

America's Continued Expansion Threatened by Unwise Legislation.

The continuation of the prosperity of this country rests in the hands of the manufacturers and agriculturalists alike; neither can prosper without the aid of the other, and each is of equal importance. But inventors must unravel the problems that block the way to progress; and we must be fair and liberal with them; they are still useful. **Manufacturing Just as Important as Agriculture in Any Country's Progress and Development.**

The country in which manufacturing does not flourish is always a backward country. Take China, India, Japan and Russia; they are strong in agriculture; the first three named have been developed agriculturally for over 2,000 years; but today, as everyone knows, they are far behind the United States, and they can never equal us until their manufacturing has been developed in more reasonable proportions to their agriculture. All the world comes to the United States to learn manufacturing. The cost of living is low enough in

those countries according to the standard of their masses, but it is higher than in the United States if brought up to the standard of our masses. Therefore, the manufacturers cannot be blamed for the conditions that exist in those countries.

Manufacturing and agriculture have stood side by side as far back as humanity shows the slightest sign of organization, but there is no doubt that manufacturing was the first step by which mankind was raised from the uncertain means of obtaining food by hunting for it among the natural products of the forests, streams and oceans. It takes but little imagination to picture naked creatures with forms of primitive mankind gathering jellyfish and mussels from the tidal flats of some long since receded ocean. Reason can but show that long before crops were sown, baskets were woven in which to gather and store Nature's ready-made food. If this be true, it proves the claim that the manufacturer was the first to take a step toward civilization; yet, we must remember that the primitive inventor prompted that step. That manufacture and agriculture were arts known to a certain degree long before authentic history begins is unquestionably shown by the mythological tales and folk-lore of the ancients. Few of the stories in mythology are true, but they all bear evidence which proves to a certain extent the state of society as to the occupation and religion of the period they represent.

Every Decade of Progress Due to Discovery by Some Poor and Obscure Inventor.

Few people stop to realize that every art and industry, now so familiar to us as to be taken as a matter of course, had to have a beginning. We are not likely to remember that the basic principle of weaving, of making edge-tools from stone and other materials, of making bows and arrows, or the conception of the wheel and axle, are great inventions which have grown into the great industries of to-day. It is the old story of Columbus and his egg again—easy enough after you see it done, but no one could possibly have imagined how to do it before the man who did it made the demonstration. It is no idle boast to say that the inventor has led the way in all progress from the beginning; nor is it an idle boast to say that on the inventor depends the future progress of this country and every other country. As a profit over the total sum of hard-earned compensation to the inventor, the people of the United States have gained a millionfold.

Conditions Responsible for High Cost of Living—Can Never Be Corrected by Laws.

The high cost of living can never be corrected by law. It is the first effect of a thing that progressive people have long sought to bring about; namely, the more equal distribution of wealth by the means of adequate compensation to all for their labor and talents. Food and other necessities cost more to-day simply because the people who are engaged in producing them are better paid for their services than they were a few years ago. There is a great change going on and it is all working toward a better condition for everyone. Of course, there are many to whom the benefits have not yet accrued, but this will be corrected in time. No readjustment of compensations can possibly be made perfect in so short a time; it takes experience, coupled with experiment, but the greater the intelligence used during these processes of adjustment the quicker satisfactory results will be obtained.

No progress can be made by hampering the lead-
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PRICE CUTTING—A RESTRAINT OF TRADE—(Continued from page 44).

ers of industry, whether they be merchants, manufacturers or inventors. The high cost of living can be reduced only by increasing the efficiency of every element that enters into the cost of manufacturing and of food supplies. It is not that we are living too well, but that we have not yet learned how to live as well as we should. The standards of living have risen in the last few years and will continue to rise until a much higher general plane than that of to-day is reached and until all classes of workers and producers receive fair and adequate compensation.

Cheap Labor a Thing of the Past.

Cheap labor is a passing thing. Farmers who were willing to slave year after year at no profit to themselves are no more. Farmers, merchants, manufacturers, inventors and working people in general must be paid and well paid. They have a right to something besides drudgery in their lives, and the only way to pay all these people well for their services and to control the soaring prices is to increase their efficiency. For this we will have to depend on the inventors and manufacturers who, by working in harmony, will in time succeed in lowering the average cost without decreasing the individual compensation. No law can do this, but unwise laws can hinder its accomplishment. New inventions and systems increasing the efficiency of all the producing factors are the only hope of the human race; we must advance or we perish.

Increase the Reward to the Inventor—Give Him Every Encouragement to Invent Something New.

One of the greatest mistakes and backward steps than can possibly be made is to take away from the inventors any of the rights to an invention. They have more difficulties to encounter in securing proper compensation for their product than any other class. Certainly, the inventor should have the right to fix the price at which goods are sold until they reach the hands of the consumer. The inventor is supposed to have temporarily an extra profit over the ordinary manufacturing profit, as this is all the reward that the patent law has to offer, even though the device may save the country many millions. If deprived of the right to fix prices, the inventor cannot possibly secure anything more than an ordinary manufacturing profit which, under most conditions, is very inadequate compensation for the years of hardship and preparatory work which are necessary in order to perfect even simple inventions. In more than the majority of cases it would be difficult for him to develop his inventions at all or to make any profit. To leave inventors to the scant mercies of cut-price sharps would be base ingratitude and bad policy.

Honest Manufacturers Entitled to Right to Control the Sale and Distribution of Their Goods.

Manufacturers should have the right to regulate the prices at which their goods are retailed in any case, whether they are patented or not. If they are denied this right, the quality of goods in general must deteriorate. There is no possible help for it unless humanity in general can be cured of selfishness. Suppose, for instance, a manufacturer makes an article to retail for a dollar and decides to advertise it all over the United States. It must be a good article and it must be worth a dollar, or the maker cannot hope to sell it in any great quantities. It takes an honest proposition to pay for extensive advertising. The manufacturer may decide to spend half a million dollars in advertising it and by the force of this advertising, if the article is satisfactory, and the distribution of profits to wholesalers and retailers fair, he may succeed in marketing five million articles at one dollar each. This is a good thing all around for the manufacturer, the merchant and the consumer. But what generally happens is that, as soon as the market has been established for the one dollar article, some concern that makes a specialty of price-cutting attempts to appropriate the good-will, and advertises the article at 75 cents. This, of course, brings a tremendous trade to the cut-price store, but it discourages all the other dealers in the vicinity until

they, too, reduce the price to 75 cents, which no longer yields them a satisfactory or paying profit. They then apply to the manufacturer and say, cut-price man and all, "Unless you can quote us a lower price, we cannot afford to sell your article." By this time the cut-price man has lost his advantage through the fact that the other merchants have met his reduction. The manufacturer must then quote a lower price to enable the merchants to continue the sale of his article, or he must go out of business. Of course, the manufacturer reduces the price, and it might be said that all is well as the public have secured an article for 75 cents for which they previously paid one dollar. But right here in the matter is where the public get fooled; at the beginning they may secure for 75 cents a few articles that are worth one dollar, but it generally turns out that they get a less percentage of value than they received when they paid one dollar. The quality of the article is reduced, but the old price printed on the label remains to deceive the purchaser.

Or the story may be different. The responsibility of price-cutting does not always rest with the



Eldridge R. Johnson.

merchant. The producer may use it as a means of absorbing a chain of retail stores, or to concentrate the sale of some line of goods in one large store. There are many other schemes employed, and new ones are being concocted every day, which all depend on price-cutting. No explanation of these schemes is necessary. Everyone knows about them; everyone has seen them and everyone has heard the sorrowful tales of their victims. Every line of trade has suffered, and where trades have not combined to resist the degrading influence of price-cutting, deterioration of product has been the result. And yet the price-cutter is protected by law, and is working for further changes in the laws that will give more victims to the senseless sacrifice!

Goods Priced by Manufacturer Fixes Certain Value, by Which Value of All Similar Goods Are Measured.

One of the greatest difficulties encountered in economical living in this country is to know where to purchase goods that are worth the money paid for them. Low prices have been dangled before the public to such an extent that few realize what a fair price is, and therefore purchase two or three articles of a second quality instead of purchasing one of the first quality, thereby spending a greater amount of money for less results. The manufacture of first quality goods has become a lost art in some lines of trade. We are drifting backward to a condition that Germany is struggling so hard to get out of.

Price-Cutting Makes Monopoly Possible.

Price-cutting is the father of monopoly. All of the great trusts and combinations have been brought about through the operation of drastic

price-cutting wars. Give the merchant and the manufacturer a chance to defend themselves against this pernicious practice, and the formation of great combinations for the purpose of controlling trade will cease in many lines of trade. Manufacturers and merchants do not join a trust because they want to; they all prefer to be independent even at a low profit; they join because they are forced to by destructive price wars.

Fair Wages to Labor Endangered by Hysterical Legislation.

Most of the manufacturing corporations in this country are willing and anxious to maintain fair and liberal wages. They cannot do this if they are handicapped by a conspiracy to force the prices of their goods down to lower point than will yield a fair division of profits between the workingman, the manufacturing corporation, the wholesaler and the retailer. Many manufacturers have been brought face to face with the situation that requires a reduction of wages in order to yield any profit whatsoever. Capital will not continue in enterprises where adequate return for its use is not made. Nothing can be done without capital. The reduction of wages to an unsatisfactory point will bring into existence great combinations of trade unions that may become a grave menace to the stability of this government, because they will have a just cause, and these unions once combined by a just cause may become an unreasoning power that knows no restraint.

Give the People the Right to Work Out Every Industrial Problem.

The so-called industrial unrest is but the leaven of industrial progress. The people will work out their own salvation if they are not interfered with by unwise laws or unduly excited by radical innovations that are preached by political leaders. The working people in this country will not submit to being ground down; they must be raised up. The high cost of living cannot be reduced by the reduction of prices if a reduction in the quality of the goods sold takes place in a greater ratio.

Every business man should have an opportunity to play fair if he wants to. No manufacturer can long maintain a price unduly high. All progressive manufacturers are looking for a way to reduce the price of their goods, as such reductions generally bring increased sales, but every competent manufacturer knows that to fix a retail price below that which will yield a satisfactory profit to everyone necessary to the manufacture and sale of the goods is sure to bring disaster.

Every Manufacturer Jealous of the Reputation of His Goods.

If all manufacturers could sell their products out of their own stores, price-cutting would never reach alarming proportions. When the same interests who have the responsibility of the factory and the future of the business resting on their shoulders have the power to regulate prices, they are more likely to be properly fixed. But when irresponsible sharps can secure the goods of a factory of good reputation and can sell them for any price that suits their selfish purposes, without regard for the welfare of anyone but themselves and regardless of future prospects, past obligations, the safety of capital invested by the manufacturer, the value of good-will and all of the other elements that enter into a well-conducted business, then, surely, some protection is due an honest manufacturer against such destructive manipulations. Nothing but the most short-sighted reasoning can show otherwise.

Difficulty of Manufacturers Selling Direct to Consumer.

There are few classes of manufacturers that can make and sell their own goods; one is the very small manufacturer who makes and sells direct from the factory. This very satisfactory and complete plan must of necessity be confined to a purely local demand. There is also a class of larger manufacturers whose sales happen to be in such units and whose demands happen to be in such territory that they can be covered from a few central points. Both of the above classes can control the prices of their own goods absolutely, and certainly no well-

(Continued on page 46.)



The demand for Columbia is positive and definite. Our national advertising campaign is sending that demand straight to the dealer. The only dealers who are not getting their share are those who have delayed signing up with us.



**Columbia Phonograph Co., Gen'l
Tribune Building, New York**

PRICE CUTTING—A RESTRAINT OF TRADE—(Continued from page 45).

informed person can claim that there is any lack of competition among such manufacturers or that they constitute an undesirable class.

Other than the above two, there is the great trust that can afford to do anything that it has to do in order to make a profit. If the suggested changes in the law are aimed at them they will miss the mark.

The Jobber or Middleman an Absolute Necessity in a Country Like the United States.

New laws interfering with price control will handicap and annoy the very class of manufacturers and merchants who have never been guilty of abusing it, but who have always used it for the general benefit. The great bulk of trade must, for a long time to come, be reached through jobbers and dealers—the jobber buying from the factory and selling to the dealer who, in turn, sells to the consumer. It may look like a roundabout way to those who have had no practical experience with trade, but it is the only practical way at present. There is a lot of senseless talk about cutting out the middleman, but if the jobber were not a necessary factor he would not be in existence. No sane producer ever sold to a middleman if he could reach the consumer without doing so. Many manufacturers and producers have tried over and over again to market their own goods direct, and they have succeeded where the conditions were such as to permit them to succeed, but by far the greater proportion of those who have tried have failed, having found that the middleman and jobber can do it for them at a less cost. This country is far too big to get along without jobbers. The jobber performs a service in the matter of credit not generally recognized. On account of his practical knowledge of the commercial value of the merchandise that he handles and his intimate acquaintance with the personal characters of the merchants to whom he sells goods, the jobber is able to extend credit to a better advantage than can either the manufacturer or the banker. The jobber usually well earns the profit secured and in many cases the elimination of jobbers would have the effect of raising prices. All manufacturers should have the right to market their goods under contracts regulating prices and conditions. Only the responsible manufacturer would care to take advantage of the opportunity. Only honest goods will stand advertised prices and price maintenance.

There Is No Difference Between Selling Direct and Through Jobbers and Dealers.

If it is lawful and beneficial for a manufacturer to conduct his business so that he can sell direct from the factory to the consumer, how can it be wrong for a manufacturer to sell by contract through jobbers and dealers? It is practically the same thing. The manufacturer who sells direct has absolute control of the retail price, and the system of sale through jobbers and dealers by contract is practically the same thing. It is necessary to have a contract in such cases in order to insure the observance of rules which must be made for the common good, and to avoid confusion such as the

manufacturer who sells direct would encounter were he to permit his salesmen to quote different prices in competition with one another in order to increase their personal sales. The tendency to prohibit all forms of price control is aimed at the great trusts. They will escape, but the great class of comparatively small manufacturers will get the full force of the blow.

The confusion and differences of opinion on this question are but the natural result of the confusion due to a decided change in the manner, methods and proportions of modern business. Certain classes of business men are urging the government to attack certain other classes of business men. A very large portion of the noise mistaken for popular outcry against trade combinations and price restriction is simply the babble of many tongues raised against one another in the business world—a new and disgusting phase of competition not yet understood by the public.

United States Supreme Court Sustains Right of Manufacturer to Control Distribution and Sale of His Goods.

The United States Supreme Court has lately made an important decision, but with dissenting opinions, based on the rights of the public, in a patent case which fully protects the rights of an inventor. The United States Supreme Court has the confidence of the nation in the matter of legal opinions, but it must be remembered, in considering the dissenting views; that on general business questions and on general questions of public welfare these individual opinions may be of no more value than the opinions of other honest and intelligent citizens; nor are they likely to understand complicated questions of business quite as well as a practical business man who is acquainted with the intricacies of its detail, and who must face the responsibility for the welfare of both capital and labor.

The suggested amendment to the present patent law may be in response to the needs of the present administration in enforcing the Sherman Anti-Trust Law; but should the administration change a law that has been working entirely satisfactory for more than one hundred years, in order to punish a few who may have misused it? Dishonest persons will always find a way to misuse any law. If a pickpocket snatches a purse and dodges into a crowd, the loser of the purse would hardly be called a benefactor if he fired at the disappearing thief with a double-barreled shotgun.

Supplemental.

Since the above article was written, the President has requested Congress to create a commission to study the present patent laws for the purpose of suggesting amendments that will meet the purposes of the administration without destroying the benefits now secured.

The President's message reads like the words of a man who understands the subject under discussion, and there is no doubt that an intelligent and fair commission could find a way to amend the patent laws to the purposes of honest enterprises

without destroying the value. But it must be remembered that the destruction of the efficiency of the patent laws of the United States would be the greatest disaster in our history. This subject is of more importance and fraught with more danger than any other matter now before Congress.

The effect of changes in the present patent laws will have the direct influence on the interests of a far greater number of enterprises and individuals than any other adjustment yet attempted under the Sherman Anti-Trust Law.

SOME HIGH CLASS PUBLICITY.

How the Phillips & Crew Co. Introduced the Four New Styles of Victrolas to the Public of Savannah, Ga.—Clever Advertising That Is Couched Along Original Lines.

(Special to The Talking Machine World.)

Savannah, Ga., Oct. 7, 1912.

Phillips & Crew, the Victor distributors of this city, carried some striking advertisements in the local papers devoted exclusively to the four new styles of Victor Victrolas recently introduced to the trade. They occupied a full four-column space in which illustrations appeared of the four new styles describing the new instrument and inviting the public's consideration to them. In the body of the paper there appeared the following reader under the caption, "A Quartet of Musical Artists to be Heard in Savannah."

"All music lovers will rejoice over the announcement of the coming to Savannah of a quartet of musical artists, the appearance of whom is sure to create a sensation. This quartet is to be heard in all parts of the United States and foreign countries, and that this city was selected for one of their engagements, is a compliment of more than usual merit.

"These artists are capable of rendering at a moment's notice any selection found in publication to-day, from the most classic overtures to the very latest popular songs.

"The personnel of this famous quartet consists of father, mother, daughter and son. They are known the world over as the Victrola family. Their engagements were brought about through the Victor Talking Machine Co., and their local representative will be the Phillips & Crew Co. If suitable homes can be found, it is very probable that the Phillips & Crew Co. can arrange a permanent home for the individual members of the family. The Victrola family will be heard at the attractive warerooms of the Phillips & Crew Co. each day, and you are most cordially invited to call and hear them."

The Phillips & Crew Co. are entitled to heartiest congratulations on their clever presentation of these new Victor styles to the local purchasing public, and their success is apparent, for it has been difficult to supply enough instruments to meet the demand since the initial announcement appeared.

TRADE NEWS FROM CINCINNATI.

Middle West Making Splendid Showing in the Demand for Talking Machines—Manager Whelen, of the Columbia Store, Returns from Eastern Visit—H. & S. Pogue Co. to Open a Special Grafonola Department—Manager Dittrich, of Wurlitzer, Reports Progress.

(Special to The Talking Machine World.)

Cincinnati, O., Oct. 8, 1912.

From all appearances the Middle West talking machine world is in very good shape. Good business has been coming the way of the dealers and some have been having a run on Victrola goods, bringing their accounts far above normal.

Manager Whelen, of the Columbia store, has just returned from a trip East to visit the executive offices and the factories at Bridgeport, Conn. He states that the factory is working to its fullest capacity and the prospects are exceedingly bright for the largest fall business the company has ever experienced. Mr. Whelen further says that the size of the orders that are coming into the executive offices from all parts of the country is phenomenal and this is only a forerunner of the business that will be done this winter. The popularity of the new types of instruments which the Columbia has put on the market this fall, including the "Eclipse" and the "Regal," has surpassed even the expectations of those associated with the Columbia, and it has been predicted that the sale of these popular-priced instruments will eclipse all previous records.

Mr. Ely, special traveling wholesale representative of the Columbia Co., has just succeeded in closing a large deal with the H. & S. Pogue Co., the largest department store west of the Alleghenies. The Pogue people have contracted to build several elegant special parlors, of mahogany, strictly soundproof, for the display of the goods. Instructions are to rush the building of same, and this special Grafonola department will be opened at a very early date.

The Dictaphone comes in for its share of the sales this month and many notable installations have been made. The Dictaphone is finally coming into its own, and from the numbers of letters and telephone calls received daily, the general public are beginning to realize just what the word "Dictaphone" means to a busy man. Fred Baker, who has been connected with the Dictaphone department of the Boston Store, has joined the local department. Mr. Baker is an experienced salesman in the line and his success is assured.

A. W. Roos, auditor of the Columbia Co., spent several days at the local Columbia store, and says that business has increased considerably all over the territory over that of last year.

A new book entitled "Schoolroom Music" has just been published by the Columbia Co., and inasmuch as the Grafonola has already shown its worth as a schoolroom requisite, the assembling of music suitable for this purpose has been a great help to the teachers and principals. Several schools have been equipped with Grafonolas during the past month and Manager Whelen says that many more will be equipped during the coming month. The present outlook, indicates a large "school year" for the Grafonola.

H. B. Draybelle, of the R. Wurlitzer forces, is a Bull Mooser. He is a candidate from Hamilton county for State Senator. The former believes in the motto of the office seeking the man, and for that reason is not making a strenuous campaign.

Manager Dittrich, of the Wurlitzer talking machine department, summed up the past month's situation in the following statement:

"The extraordinary conditions which prevail throughout the country as regards supply and demand on Victor products are so absolutely universal that there would be little advantage in touching on that subject. Suffice it to say that every up-to-date dealer who is well informed on his business realizes the acute conditions that prevail, and is guarding himself against loss, as far as possible, by early purchases and heavy orders.

"The results in Cincinnati for the month of September have certainly exceeded our greatest expectations. The new line of Victor Victrolas, from



SOLID WOOD (NOT VENEERED)

Above All, Mr. Dealer!

What You
Want
You Get



A Solid Wood
Horn
Not Veneered

You make no mistake in
getting a MUSIC MASTER.

Every *DEALER* of Talking Machines should
have the

Music Master Solid Wood Horn
in his place of business; sell the MUSIC MASTER,
use it for demonstrations; you will sell more
machines and records.

The tone from the MUSIC MASTER appeals
to those who demand the best.

Only Horn Guaranteed.

Write for samples, giving name of jobber.

SHEIP & VANDEGRIFT, Inc.

PHILADELPHIA, PA.

which we looked for so much, has inaugurated the most phenomenal year in the history of the talking machine business. It will tax our facilities to keep pace with this, and we are already planning new improvements to provide in part for the increase, in both retail and wholesale business. New possibilities unfold themselves with every new improvement and departure we make, and with every new idea that we introduce in our selling campaigns until the field has demonstrated itself to be inexhaustible."

President Stever, of the Lyric Piano Co., is not afraid to mention the fact that he has some new Victrola goods, the front of the store being placarded with such an announcement. He makes the following statement: "We are making more of an effort than ever to keep our stock always replenished with up-to-date records, and in that way we are getting a class of trade who are looking forward to the Lyric Piano Co.'s line for novelties in records, and the new style of Victor machines which it has added to its list are proving to be quite beneficial to us. We think the \$100 Victrola is going to be the biggest selling machine that the

Victor has put upon the market. It is very neat and artistic and a great machine for the money.

"We are giving concerts every Saturday afternoon and evening. These are specials and we are putting before the people the latest records, and those who have been here and listened to our concerts are commencing to look forward to them and are telling us that they are going to bring their wives and families to hear our concerts. So we are very well pleased with the results we are obtaining in our talking machine department."

The Joseph Krolage Music Co. is running a branch store, with a line of Columbia goods, at 1213 Central avenue. He expects to close this out at the end of the year and will then attempt to separate the talking machine department from his place on Race street.

The Milner Musical Co. is gradually cutting out pianos on the ground floor of the Sixth avenue store and will eventually permit only three pianos there, devoting the remainder of the space to talking machines and small musical goods.

J. E. Poorman, on Main street, is still on the fence as to a live talking machine line.



**We have the product: we have the organization:
we have the advertising: we have the demand:
we have many thousand loyal plugging dealers
and we have a doubled and re-doubling business
and we want to see you share it.**



**Columbia Phonograph Co., Gen'l
Tribune Building, New York**

TRADE CELEBRATES HOOSIER POET'S BIRTHDAY.

Great Demand in Indiana for Records by James Whitcomb Riley, Whose Birthday Was Celebrated Last Week by Leading Book Sellers and Talking Machine Dealers—School Children Visit Aeolian Hall to Hear the New Records—An Interesting Victrola Sale—New Edison Home Kinetoscope Being Introduced by Talking Machine Trade in a Broad Way—Manager Devine, of the Columbia Store, Who Recently Returned from Canada, Speaks of Columbia Expansion—Modern Office Appliances in Ottawa.

(Special to The Talking Machine World.)

Indianapolis, Ind., Oct. 9, 1912.

To put it mildly, and with no embellishment, the Hoosier capital has been captivated by the Riley records put out by the Victor Co. That James Whitcomb Riley, the beloved Hoosier poet, is close to the hearts of Indianians is shown by the interest taken in the four records now on sale, namely, "Little Orphan Annie," "The Raggedy Man," "Out to Old Aunt Mary's," and "The Happy Little Cripple."

The talking machine department of Aeolian Hall, which handles the Victor line exclusively, and the Stewart Talking Machine Co., also a distributor of Victor machines, have had enormous sales of the Riley records.

From October 7 to October 12 the Victor department of Aeolian Hall celebrated Riley week. His birthday was October 7. The company made special arrangements with the school authorities and had the school children come to the hall and listen to the Riley records. It is practically certain that no records ever produced have been the cause of such genuine and widespread enthusiasm. That is true as far as Indiana is concerned, anyway.

The records have proved a source of joy to the poet himself. On account of his health he has not appeared in public in the last few years, and the carrying of his voice, by means of the talking machine, into the homes of his worshippers, is gratifying, because he feels he should fill the demand of those who revel in his poems.

The Victor department of the Aeolian Co. made a rather unusual sale recently. One afternoon, just about closing time, C. C. Thomas, local manager, noticed a gentleman looking at a Victor exhibit in the window. He was invited to the talking machine department. It developed that the man was F. W. Meeds, a retired capitalist of Tuscaloosa, Ala. He said his home town had talking machines, but that he had never seen one quite so fine as the latest Victor machine—the new-style Victrola XVI. He listened to a number of records and finally he pulled out a handful of crisp bank notes, handed the required amount to the manager, and ordered the latest Victor product to be shipped to his home in Alabama.

Paul Bassett, formerly State traveling salesman for the Kipp-Link Phonograph Co., distributors of the Edison machines, has taken employment with the Victor department of the Aeolian Co. Mr. Bassett has a wide acquaintance over the State in the talking machine business.

The Kipp-Link Co. has more orders for the Edison Home Kinetoscope, the moving picture machine, than it can fill at the present time. The company is awaiting additional shipments from the factory. The quarters of the company have been doubled in size in the last month and preparations

are being made to handle the new disc talking machine which the Edison Co. promises will be on the market soon.

The Stewart Talking Machine Co. is installing a number of booths in its quarters at 128 North Pennsylvania street. The company reports good business.

Clifford R. Ely, wholesale representative of the Columbia Phonograph Co., on a tour of the Middle



James Whitcomb Riley.

West, has placed the Columbia line with a number of dealers who did not previously handle it.

The new Eclipse Columbia phonograph, which sells at \$20 retail, bears the earmarks of being the biggest seller that has ever been placed on the market, according to Thomas D. Devine, manager of the local Columbia house. "The only trouble," said Mr. Devine, "is the scarcity of them."

M. D. Easton, agency representative of the Dictaphone, New York, spent several weeks in Indianapolis territory during September. Mr. Easton secured a number of good live agents and incidentally made a host of friends throughout Indiana.

The Columbia Phonograph Co.'s store here has put out two unusually attractive windows and are planning to put on a third next week. Probably the more attractive was that which featured the new Columbia hornless Regal. This window was designed by C. P. Herdman, who is preparing a window display featuring the songs of Alice Nielson, who is to appear here October 9 with the Boston Opera Co.

Clinton Routh, formerly of Richmond, Ind., now

assistant manager of the Columbia Co.'s store at Cleveland, spent a few days in Indianapolis recently.

Manager Devine, of the Columbia local store, returned recently from a visit to Canada. "I was particularly struck by the presence of Columbia dealers in all the towns I visited," said he. "I was especially pleased to note the healthy condition of the talking machine business in Canada. While in Ottawa city I ran into several old friends in the shape of the new model Dictaphones. The business men of Ottawa are seemingly right up on their toes when it comes to the use of modern business office appliances."

TAKE OVER COLUMBIA LINE.

E. H. Goodenough and Leon C. Putnam Take Over Grafonola Line Formerly Handled by Hill's Piano Co., in Jamestown, N. Y., and Open New Store in the Latter City.

(Special to The Talking Machine World.)

Jamestown, N. Y., Oct. 3, 1912.

Arrangements have been completed whereby the Columbia line of Grafonolas in this city, which has been handled for some years past by Hill's Piano Co., will be taken over by the new firm, composed of E. H. Goodenough and Leon C. Putnam, who will open a store at 317 Pine street for the display and sale of this line and the line of sewing machines which Mr. Goodenough has carried in his East Third street store for many years.

Leon C. Putnam, who becomes manager of the store, has been in charge of the Grafonola department of the Hill store for the past year and is well known in musical circles in this city.

NEW TALKING MOVING PICTURE.

Latest Invention of Dr. Kitsee May Revolutionize Amusement Business.

(Special to The Talking Machine World.)

Philadelphia, Pa., Oct. 5, 1912.

Dr. Isadore Kitsee, inventor of innumerable electrical devices, gave a demonstration recently before an audience of men from all over the country of his latest invention, a talking moving picture machine.

While moving pictures are thrown on the screen through Dr. Kitsee's invention the persons portrayed are made to talk, the voices appearing to come direct from the mouths of the persons portrayed.

Dr. Kitsee's pictures are remarkably clear, and the sound is very distinct and carries well. Experts who examined the appliance declare it is very simple and that it is destined not only to revolutionize the moving pictures but also the theatrical business.

THE RAINY DAY BUSINESS.

"We love to hear the tinklé of the telephone on rainy days," was the line printed on his letter-heads and bill-heads by a retailer in a small town of Michigan. "Call us up and ask us something about goods and prices when you can't do anything else."

HUBBARD WRITES OF COLUMBIA CO. PLANT.

The Sage of East Aurora Devotes One of His "Little Journeys" to "The Home of the Columbia Grafonola"—Handles This Subject with His Usual Skill—Says That When His Nerves Seem Overtaxed He Turns to the Grafonola for Relief and Rest.

In a recent issue of *The Fra*, Elbert Hubbard, the well-known sage of East Aurora, in one of his little journeys, discusses "The Home of the Columbia Grafonola," and in this connection says:

Printing has been called the "Art Preservative," because by its use we duplicate the record of a thought and pass it down the centuries.

David Garrick once regretted that the vibrant, far-reaching voice of Edmund Burke must some day falter and be heard no more by man.

And nobody then, or for a hundred years after, ever imagined that song and speech and music's sweet sounds could be recorded, duplicated, and given to millions, thereby making them wiser, happier, better.

Personally, the Columbia Grafonola has given me more inspiration, more rest and recreation than anything else of a mechanical nature that has ever come into my life.

When my nerves seem overtaxed and my mind has dwelt long on one subject, I turn to the Columbia Grafonola for rest and relief. I play some of the selections of the great composers, dead and gone, some of whom I knew in their life-times.

And although these men may have passed out from this earth life, their work still endures, and here without any disturbing personal presence to interpret and intervene I hear and enjoy their wondrous melodies. With the great living artists I am also familiar. They abide with me. They sing and play for me when I wish. They are never tired—they never obtrude—my pleasure is theirs.

Music is the most universal form of harmony. It makes a quick appeal to the human heart, and through the aid of the Columbia Grafonola we are brought into touch with the world's greatest artists.

Singers, players, famous orchestras, great bands, popular songs, amusing sketches, these are all yours for the asking. They wait so patiently for you. When you need them, they respond.

As a plan for driving away the Glooms, and an invitation for the Joys to enter, there is nothing on earth to equal this Columbia miracle.

However, there is something better than to go to a hospital and be cared for, and that is to care for yourself and not go to a hospital.

The proposition of keeping well and strong and efficient—finding our rest in change and allowing harmony to creep into our lives through the sweet influences of divine music—surely this is the art of arts.

No one can say to what extent the Columbia Grafonola will add to our length of days and our usefulness as well.

When I want to concentrate on some particular bit of writing, I make use of the Columbia and call on my old friend Zenatella, good and great, to minister to me.

There is no stimulant for the imagination equal to good music.

Thus do I get my mental molecules in motion. The Columbia serves as my cosmic starter.

The people who make the Columbia Grafonola are happy, animated and prosperous people. Good cheer and courtesy prevail. Cleanliness, order, organization are on every hand. Each helper is doing his own appointed task, doing it quietly, surely and well.

In it all there seems to be no hot haste, no hurry, no anxiety. A sureness of purpose is everywhere evident. Only a well-paid people, whose services are duly appreciated, could produce these marvelous machines.

Workers in gold, silver, brass and wood are here. Engineers, inventors, machinists—each has his own particular work. The manufacture of the various parts of the Columbia is often done by special machines invented on the premises for this particular purpose, and none other. And then the man must be found who can run the machines.

Practically the best men here were educated at their work by their work.

"Truth," said Huxley, "passes through three stages: First, we say it is contrary to common sense. Second, we say it does not make any difference, one way or the other. Third, we say we always believed it."

It is easily understood how many simple souls would be greatly interested in a talking machine. The mere novelty of the thing would cause us to stop, look and listen.

When it came, however, to reproducing classic music, naturally the artists of the world were opposed to the phonograph. A mechanical thing is supposed to be inartistic. Mechanism breaks away from individuality. A machine is opposed to personality. Art is a matter of individuality. Ah, ha, and oh, ho! You will please excuse this smile!

Look at the Critics Now!

The Columbia Grafonola has gone through this period of doubt, distrust and patronage that damn with faint praise.

Great artists now do not have to be importuned to play or sing and make records for the Columbia. In fact, they come and offer their services and a special department has been organized to fight off the near artists, the would-be and the has-been. This because the Columbia policy is to produce only that which is supremely excellent in its particular line.

Not only do they feel that they are highly honored in having their performance reproduced, but incidentally they make a vast amount of money out of it.

So, too, with the critics and connoisseurs. At first they smiled complacently. Now they listen with attention, for the actual fact is that not only does the Columbia reproduce the technique, but the spirit and soul of the musician are apparent as manifested in his work. If this is not so, the world never hears the record.

Very few of us have the time and the money to travel so we can hear the great artists of the world. But with the aid of the Columbia the artist comes to us.

Many of our best music teachers everywhere are making use of the Columbia in giving lessons. A great singing master of my acquaintance inspires his pupils by giving them reproductions from the masters with the aid of the Columbia. Teacher and pupil listen together and enjoy. With the aid of the Columbia a standard is set, and to approach it is the thing desired.

TALKING MACHINE EXPORTS.

The Figures for July Presented—Reports Show Falling Off for the Month.

(Special to The Talking Machine World.)

Washington, D. C., Oct. 6, 1912.

In the summary of exports and imports of the commerce of the United States for the month of July (the latest period for which it has been compiled), which has just been issued by the Bureau of Statistics of the Department of Commerce and Labor, the following interesting figures relating to talking machines and supplies are set forth:

The total exports of talking machines, records and supplies for July, 1912, amounted to \$191,818, as compared with \$202,467 for the same month of the previous year. The seven months' exportation of talking machines, records and supplies amounted to \$1,323,608.

The excursion manager is not successful to the limit as long as one more passenger could be carried on the train, or the train might yet be enlarged. No sales manager has reached the limit of his success until he brings his sales to the point where the house will, for good and valid reasons, accept no more orders.



Looking for your jobber

What's the trouble any way? Went back on you, did he? And made you lose a customer! Wasn't the first time either, eh?

Well, there's no use going after his scalp. A dead jobber won't do you any good. What you want is a real live jobber who has the right goods at the right time—all the time; who can always give you just what you want just when you want it.

That brings you right up to our door for we ship every order the same day it is received.

You'll always find here a splendid assortment of Victors, Victor-Victrolas, Victor Records, record cabinets, fibre cases, horns, needles, repair parts—accessories of every kind to meet your every requirement.

Sounds good, doesn't it? And it's all as good as it sounds.

Why not get a "line on us" by looking over our catalog—and our booklet, "The Cabinet That Matches"? Write us today.

Victor foreign records

"If it's in the Victor catalog, we have it" applies to foreign records as well as domestic.

We have in stock the entire Victor list ready for immediate delivery.

Arabian	Greek	Norwegian
Bohemian	Gregorian (Latin)	Polish
Chinese	Hawaiian	Portuguese
Croatian	Hebrew	Roumanian
Cuban	Hungarian	Russian
Danish	Italian	Sistine Choir (Latin)
Finnish	Japanese	Slovak
French	Jewish	Spanish
French Canadian	Mexican	Turkish
German	Neapolitan	Welsh

New York Talking Machine Co.

Successors to
Victor Distributing and Export Co.

81 Chambers Street

New York



LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

(Special to the Talking Machine World.)

Washington, D. C., Oct. 6, 1912.

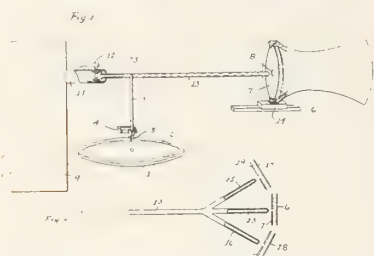
PHONOGRAPHY. Isidor Kitsee, Philadelphia, Pa. Patent No. 1,040,213.

This invention relates to an improvement in phonography.

It has reference to the reproduction of sound from sound records.

It is immaterial for the purpose of the invention if the record is of the cylindrical or disc type; so also is the shape of the stylus or needle and its mode of support immaterial.

The necessary parts for practising the invention are a sound record (of any desired type),



a needle or stylus, a source of gaseous material, a phonographic diaphragm, means to project a jet of said material on the diaphragm and means to deflect said jet in accordance with the variations of the lines of record.

In the drawing, Fig. 1 illustrates the invention in partial sectional and partial perspective view. Fig. 2 is a similar view of part of the invention in modified form.

AUTOMATIC PHONOGRAPH. Harry T. Scott and Leo J. Patterson, Los Angeles, Cal., said Patterson assignor to said Scott. Patent No. 1,040,029.

This invention relates to an automatic phonograph for playing automatically and successively

a number of phonographic records of the ordinary cylindrical, or Edison, type; and the invention consists primarily in an arrangement of mechanism whereby the records are carried with their axes in vertical positions and are elevated from the carrying member or table to a position adjacent to the reproducing mechanism, which reproducing mechanism is located above the table at a convenient position to engage the records when they are raised.

In its specific preferred embodiment this invention consists of a rotating table mounted on a vertical axis, the table having pockets arranged around its periphery and in which the cylindrical records are adapted to rest. The pockets extend through the table, the records resting on annular shelves around the lower edges of the pockets, so that there is an opening under each pocket through which the record raising member and record engaging mandrel may pass. The table is provided with an intermittent rotating mechanism so that it may be moved to place successive records over the record engaging mandrel. The mandrel is

mounted on the upper end of a vertically movable and rotatable shaft, the action of the shaft being first to move vertically and engage the mandrel with the record immediately above, move the record to a point adjacent to the reproducing mechanism, and then to rotate and slowly move downwardly in a manner designed to keep the sound groove of the record in engagement with the reproducing needle. In other words, the record is both rotated and moved longitudinally—given two distinct movements—instead of, as heretofore, rotating the record and moving the reproducing mechanism longitudinally along the record. In our machine the reproducing mechanism is held stationary, at least so far as movement along the record is concerned. When the record carrying mandrel has moved downwardly to a point where the production of the record is completed, the mechanism allows the mandrel to move quickly to its lowermost position. In doing this, the record is left in its pocket on the table. Immediately the mandrel has reached its lowermost position and is free of the table, the table is rotated through a certain portion of a revolution to bring the next record directly over the mandrel. When this has been accomplished the mandrel is again automatically started upward and the whole operation repeated.

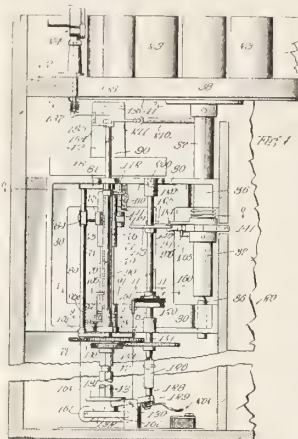
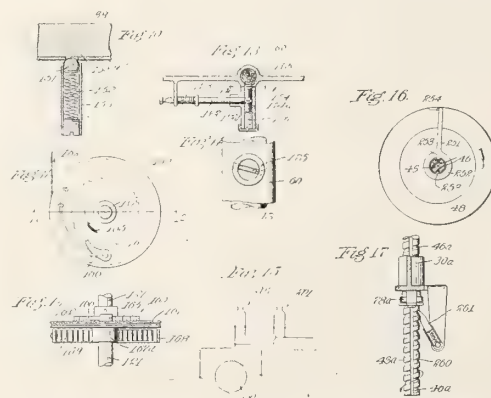


Figure 1 is a plan view of the mechanism as arranged within a case, the cover being removed. Fig. 2 is a section of the same taken as from line 2-2 on Fig. 1, with the cover in place. Fig. 3 is an enlarged vertical section and elevation taken on line 3-3 of Fig. 1. Fig. 4 is an enlarged vertical section and elevation taken on line 4-4 of Fig. 1. Fig. 5 is a horizontal section taken on line 5-5 of Fig. 4. Fig. 6 is a horizontal section taken on line 6-6 of Fig. 4. Fig. 7 is a horizontal section taken on line 7-7 of Fig. 4. Fig. 8 is an enlarged detail section taken on line 8-8 of Fig. 7. Fig. 9 is a cross section taken on line 9-9 of Figs. 4 and 8. Fig. 10 is a cross section taken on line 10-10 of Fig. 6. Fig. 11 is an enlarged section



arranged within a case, the cover being removed. Fig. 2 is a section of the same taken as from line 2-2 on Fig. 1, with the cover in place. Fig. 3 is an enlarged vertical section and elevation taken on line 3-3 of Fig. 1. Fig. 4 is an enlarged vertical section and elevation taken on line 4-4 of Fig. 1. Fig. 5 is a horizontal section taken on line 5-5 of Fig. 4. Fig. 6 is a horizontal section taken on line 6-6 of Fig. 4. Fig. 7 is a horizontal section taken on line 7-7 of Fig. 4. Fig. 8 is an enlarged detail section taken on line 8-8 of Fig. 7. Fig. 9 is a cross section taken on line 9-9 of Figs. 4 and 8. Fig. 10 is a cross section taken on line 10-10 of Fig. 6. Fig. 11 is an enlarged section

taken on line 11-11 of Fig. 4. Fig. 12 is a section taken on line 12-12 of Fig. 11. Fig. 13 is an enlarged section taken on line 13-13 of Fig. 3. Fig. 14 is a further enlarged section taken on line 14-14 of Fig. 13. Fig. 15 is a diagram showing the electrical control of the motor. Fig. 16 is a section taken on line 16-16 of Fig. 3 and showing the means of driving the mandrel shaft from the flywheel. Fig. 17 is a view taken as indicated by line 17-17 on Fig. 3, but illustrating a modified form of mechanism for lowering the mandrel shaft.

REPRODUCER FOR PHONOGRAPHS. Harry T. Scott and Leo J. Patterson, Los Angeles, Cal., said Patterson assignor to said Scott. Patent No. 1,040,030.

This invention relates to a reproducer mechanism adapted particularly for use in connection with a cylindrical (Edison type) record held with its axis vertical.

In the ordinary type of phonograph the record is held horizontally and the reproducer engages the record sound groove which is approximately in a vertical plane. The new reproducer is adapted for use when supported with the needle in position to engage with the sound groove approximately in a horizontal plane; and this necessitates a novel form of support and construction which we have embodied in our reproducer.

The reproducer is particularly for use in connection with an automatic phonograph machine for which applications have been filed for United States Letters Patent on February 1, 1911, bearing Serial No. 605,881, and May 27, 1911, bearing Serial No. 629,892; but this reproducer is used in connection with any machine which plays a record in a vertical position. This being the prime essential—playing the record in a vertical position—the salient features of this invention are embodied in the mechanism which enables the stylus, or reproducing point, to be held in engagement with the sound groove in that position. A novel form of support is provided, universal in its nature, for the stylus and means are provided for holding the stylus in a normal position and for returning it to this normal position when it has been moved therefrom by the action of the sound groove. The stylus is allowed movement in all the directions necessary for following the sound groove accurately. These features will be best understood from consideration of the following specification and the accompanying drawings in which:

Figure 1 is a side elevation of improved reproducer. Fig. 2 is a front elevation of the same. Fig. 3 is a plan view of the same. Fig. 4 is an enlarged detail section taken on line 4-4 of Fig. 2. Fig. 5 is an enlarged detail section taken on line 5-5 of Fig. 2. Fig. 6 is an enlarged section taken on line 6-6 of Fig. 2.

AUTOMATIC PHONOGRAPH. Harry T. Scott and Leo J. Patterson, Los Angeles, Cal., said Patterson assignor to said Scott. Patent No. 1,040,031.

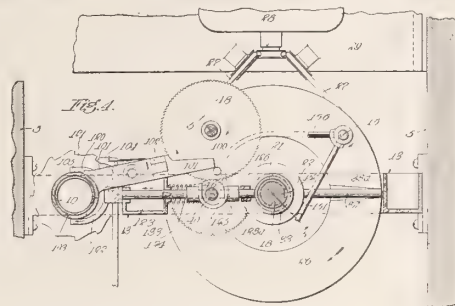
This invention relates to improvements in former devices, set forth in applications Serial Nos. 605,881 and 629,892, filed February 1, 1911 and May 27, 1911, respectively; and particularly to a novel mode of securing the motion of the record-carrying mandrel.

Whereas in both the former inventions there has been utilized a screw feed for the mandrel shaft, with various appurtenances for controlling this feed, in the present machine the inventors provide for feeding the mandrel shaft by differential screw action on the shaft itself. As will be seen from the following specification, the mechanism for accomplishing this feeding action is very simple in its elements and combination, and each of the

elements is of such design that the machine is less liable to wear, particularly having no small wearing parts.

In the invention as now constituted, there is first provided a mandrel shaft, situated in vertical bearings so as to be rotatable and longitudinally translatable, a suitable screw thread being cut on the outside of the mandrel shaft. A rotatable nut engages with the shaft thread so that, by rotation of this nut, the shaft may be either raised or lowered, according to the direction of rotation. Means are provided for rotating the nut and the shaft at differential speeds, and for stopping and starting the rotation of the nut and shaft at different points in the operation of the machine. The direction of the mandrel screw thread in the present machine is such that, to feed the mandrel shaft downwardly by the differential action, the nut must be rotated slightly faster than the shaft itself; but it will be seen that, by suitable arrangements, this differential action might be exactly reversed. For driving the nut a simple gear mechanism is provided connecting the nut with a sleeve rotating about the shaft. This sleeve is loosely mounted on the shaft, and is rotatably connectible to the shaft through the means of another sleeve loosely keyed to the shaft and slidable thereon, the two sleeves having co-engaging means which may be slid into or out of engagement. The gears connect the first mentioned sleeve with the nut in such manner that the nut travels slightly faster than the sleeves; and arrangements are made for shifting these gears so as to throw them out of the mesh and stop the rotation of the nut entirely. The

position. Mechanism controlled by the position of the shaft at its uppermost point causes the nut



to begin revolving and the shaft is then moved down differentially while it is rotated. When the shaft has moved downwardly through a portion of its downward motion and the record on the mandrel has completely passed by the reproducing mechanism, mechanism is engaged by the shaft to stop the rotation of the shaft, the nut alone continuing in rotation.

This causes the quick downward motion of the shaft to its original position. Means are also provided for automatically feeding the record-carrying table and for moving the reproducer into and out of engagement with a record; but these means do not enter broadly into the combination, entering only specifically when the mechanical details are considered.

In the accompanying drawings: Figure 1 is a perspective view showing the arrangement of the improved machine in a case. Fig. 2 is a vertical central section of the entire mechanism. Fig. 3 is an enlargement of certain portions shown in Fig. 2. Fig. 4 is a horizontal cross section taken on line 4-4 of Fig. 3. Fig. 5 is a vertical section taken on line 5-5 of Fig. 4. Fig. 6 is a segmental plan view, with parts in section, showing the arrangement of the top of the record-carrying table and the registering means therefor. Fig. 7 is an enlarged fragmentary section taken on line 7-7 of Fig. 2. Fig. 8 is a horizontal section taken on line 8-8 of Fig. 3. Fig. 9 is a horizontal section taken on line 9-9 of Fig. 3. Fig. 10 is a central vertical section of the nut which engages the screw thread of the mandrel shaft.

PHONOGRAPH REPRODUCER. Harry T. Scott, Los Angeles, Cal. Patent No. 1,040,032.

This invention relates to acoustic devices in general and to a phonograph reproducer in particular; and it has to do with certain improvements which render the reproducer more simple in construction and capable of giving better, cleaner and finer results than has heretofore been possible.

The prime object of the present invention is the elimination of all looseness of the working parts of a reproducer, together with the provision of a mechanism of such character that the reproducing point is allowed free movement in every direction. Following this primary object, this invention (as applied to the form of reproducer in which the stylus or reproducing point is mounted on a stylus plate and the stylus plate is in turn mounted on the sound box or other stationary frame) consists in a novel mounting for the stylus plate upon the sound box or stationary frame and in a novel mounting of the stylus upon the stylus plate.

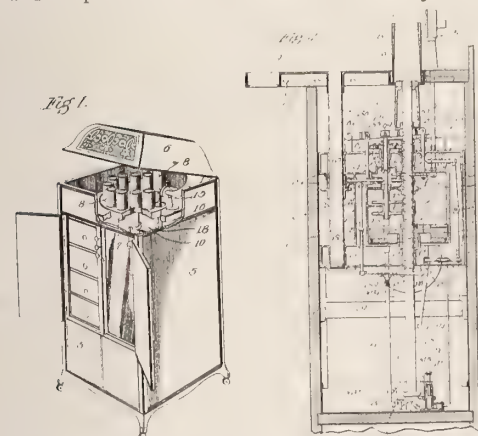
Broadly considered, the stylus may be mounted upon the stylus plate in any desired manner; the broader conception of invention including only the novel method of mounting the stylus plate, or other equivalent member which carries the stylus mounted thereon in any desired manner, upon the stationary box or frame. And this method of mounting the stylus plate fundamentally comprises a single point suspension, the stylus plate only having a single point of engagement with the stationary supporting member and being more or less perfectly balanced on that point of engagement. In order to rotate the stylus plate about its vertical axis determined by this point of engagement, there is employed a torsion spring which is attached to the stylus plate directly beneath the point of support and which acts about the vertical axis therethrough; and this same torsion spring also acts as a tension spring, if desired, to pull the stylus plate down into position so that it will not leave its point of support. The amount of tension depends entirely upon the weight of the stylus plate itself. If the stylus plate is constructed rather heavily, its own weight is sufficient to hold it in place; if it is constructed more lightly, then the tension spring will be utilized.

Fig. 1 is a plan view of the improved device. Fig. 2 is a front elevation of the same. Fig. 3 is a side elevation of the same. Fig. 4 is an enlarged horizontal section taken on line 4-4 of Fig. 2. Fig. 5 is an enlarged vertical section taken on line 5-5 of Fig. 2. Fig. 6 is an enlarged section taken on line 6-6 of Fig. 2. Fig. 7 is a vertical section taken on line 7-7 of Fig. 4. Fig. 8 is a section taken on line 8-8 of Fig. 7. Fig. 9 is an enlargement of the portion of Fig. 2 showing the mounting of the stylus on the stylus plate. Fig. 10 is an enlarged cross section of the sound box of this improved device. Fig. 11 is a perspective view of a retaining ring for holding the vibrating diaphragm in the sound box. Fig. 12 is a section taken on line 12-12 of Fig. 6. Fig. 13 is a view similar to Fig. 1, showing a modified form of stylus plate mounting. Fig. 14 is a front elevation of the same. Fig. 15 is an enlarged detail section taken on line 15-15 of Fig. 14. Fig. 16 is a section taken on line 16-16 of Fig. 15. Fig. 17 is an enlarged detail taken as indicated by line 17-17 of Fig. 14.

PHONOGRAPH MANDREL. Harry T. Scott, Los Angeles, Cal. Patent No. 1,040,033.

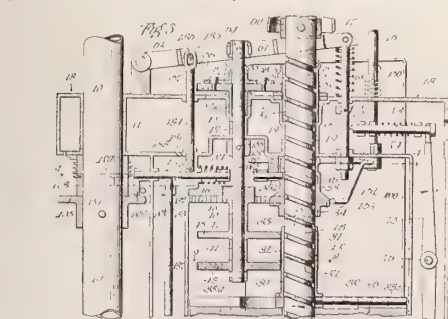
This invention relates to an adjustable phonograph mandrel whereby a phonograph record thereon may be accurately placed in longitudinal position relative to the reproducing point.

In automatic phonographs it has heretofore been somewhat difficult to place the record and the reproducing point always in such relation that the point would immediately engage the sound groove of the record and begin reproduction; and this trouble has been mainly caused by variation of fitting of the records upon the mandrel caused by heat expansion, contraction and warping of the records. For instance, with the mandrel and reproducing point in certain relation to each other, one certain record will fit on to the mandrel so far that its beginning sound groove is far to one side of the reproducing point, while another record will fit so tightly on the mandrel that its beginning sound groove will be quite a distance on the other



sleeve rotates constantly, being driven directly from the flywheel of the machine which is driven by a suitable motor.

The nut and shaft rotate in the same direction; so that it will be seen that, if the arrangement is such that when the nut alone is revolving the shaft is moved downwardly, when the shaft alone revolves in the same direction it will be moved upwardly. The rate of these movements will depend entirely upon the speed of rotation of the nut and shaft and the pitch of the screw thread; and the pitch is made sufficiently coarse to cause the move-



ment of the shaft at a comparatively high speed when either the nut or the shaft is rotated alone. But when the nut and shaft are rotated together, the differential action causes the slow downward movement of the shaft while it is rotated; and it is during this movement that the reproducing mechanism is thrown into engagement with the record to follow its sound groove. Thus, considered in a broad manner, the operation of the device is as follows: Mechanism controlled by the shaft when in its lowermost position causes the shaft to begin rotating. This immediately screws the shaft upwardly until it reaches its uppermost

side of the reproducing point. To allow for this variation it has heretofore been necessary to leave considerable space between the beginning sound groove and the reproducing point; and this has necessitated in the average case a long rotation and travel of the record before reproduction begins.

In this present invention it is aimed to produce such a mandrel construction as will allow the record to be carried to a certain predetermined point relative to the reproducing needle irrespective of how that record fits upon the mandrel. This object may be accomplished in different manners; and several mechanisms are illustrated in the accompanying drawings. But the preferred form of apparatus involves a mandrel which is slidable upon the mandrel shaft and which is spring pressed in one direction and normally held by a ratchet mechanism from movement in that direction. Means are provided to engage with a record and to thereby both press the record on the mandrel and move the mandrel against the spring pressure to such a point as will accurately place the record in position before the reproducing needle. Releasing means are also employed to loosen the ratchet mechanism and allow the whole device to come back to its normal position.

Fig. 1 is a longitudinal section of the preferred form of the device. Fig. 2 is a perspective view illustrating a detail of construction of the form shown in Fig. 1. Fig. 3 is a longitudinal section of a modified form. Fig. 4 is a plan view of the same. Fig. 5 is a longitudinal section of a further modified form.

AUTOMATIC PHONOGRAPH. Harry T. Scott and Leo T. Patterson, Los Angeles, Cal., said Patterson assignor to said Scott. Patent No. 1,040,034.

This invention relates to an automatic phonograph for playing automatically and successively a number of phonograph records of the ordinary cylindrical, or Edison type, and the invention consists primarily in an arrangement of mechanism whereby the records are carried with their axes in vertical positions and are moved from the carrying member, magazine or table, to a position adjacent to the reproducing mechanism, automatic means being employed for those so operating the

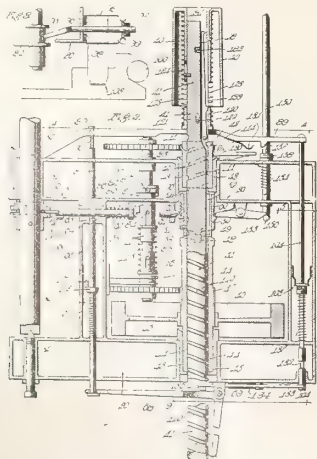
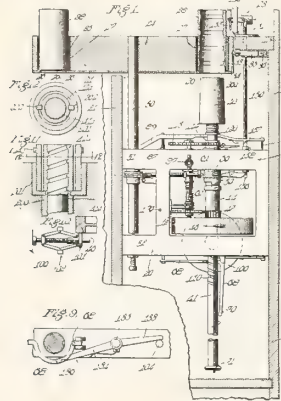
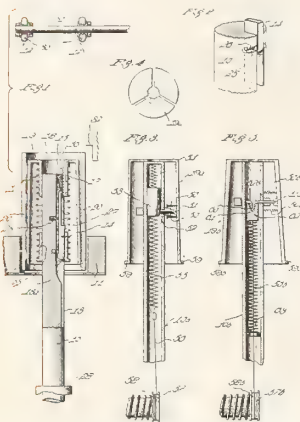
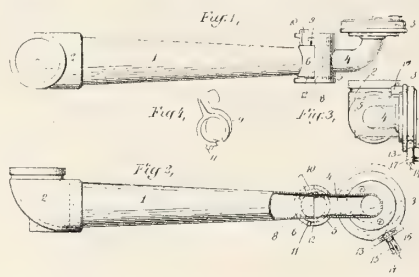


Fig. 1 is a front elevation with parts in vertical-longitudinal section. Fig. 2 is a vertical longitudinal section of the main operating portions of the machine. Fig. 3 is a partial plan showing the record carrying table and the reproducer mechanism. Fig. 4 is a detail horizontal section taken on line 4-4 of Fig. 2. Fig. 5 is a detail horizontal section taken on line 5-5 of Fig. 2. Fig. 6 is a detail horizontal section taken on line 6 of Fig. 2. Fig. 7 is a detail section taken as indicated by line 7-7 of Fig. 2. Fig. 8 is partially a detail section taken as indicated by line 8-8 of Fig. 2 and partially a diagrammatic view showing the electrical connections of the driving motor and the controlling switches. Fig. 9 is a bottom plan taken as indicated by line 9-9 of Fig. 2. Fig. 10 is a sectional detail showing the governor connection of the driving motor to the mechanism. Fig. 11 is a vertical section showing a modified arrangement of mandrel shaft and nut. Fig. 12 is a section taken on line 12-12 of Fig. 11.

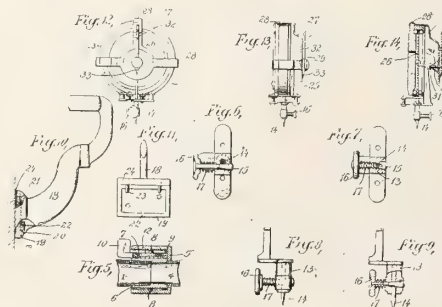
TALKING MACHINE. James A. Rabbitt, Yokohama, Japan. Patent No. 1,037,983.

This invention relates to talking machines, and its object is to effect certain improvements in the construction of these machines whereby they are made more convenient to use, whereby a faithful reproduction of the recorded sounds is obtained, and whereby the tone of the reproduced sounds may be modified as desired.

Figure 1 is a top view of the tone-arm; Fig. 2



is a side view of the same, broken away and sectioned in part; Fig. 3 is a front view of the sound-box and tone-arm; Fig. 4 is a perspective view of the lifting device for the sound-box; Fig. 5 is a sectional view, illustrating the connection between the sound-box and tone-arm; Figs. 6, 7, 8 and 9 are detail views, illustrating the holder



for the stylus; Fig. 10 is a sectional elevation of the supporting arm for the tone-arm; Fig. 11 is a view of one of the parts of this supporting arm; Fig. 12 is a side view of the sound-box, showing the sound modifier applied thereto; Fig. 13 is an end view of the sound box, and Fig. 14 is a sectional view of the sound box.

PHONOGRAPH-NEEDLE. Rudolph Steinert, New Haven, Conn. Patent No. 1,039,208.

This invention relates to talking machines, and has for its object to provide an improved stylus for such machines which shall augment the volume and also improve the quality of sound produced by modifying or destroying the metallic sharpness and ringing so noticeable in talking machines now in

use. The tones produced with the improved needle are much purer, deeper and clearer, and the unpleasant scratching noises common to phonograph reproductions are eliminated.

In the accompanying drawings, Fig. 1 is an elevation of the improved stylus for talking machines, enlarged; Fig. 2 is a vertical central section of the same; Fig. 3 is a similar view of a modified form of the invention, and Figs. 4 and 5 are perspective views of other modified forms of the stylus.

ACOUSTICAL INSTRUMENTS. Louis Lumiere, Lyon, France. Patent No. 1,039,155.

This invention relates to improvements in acoustical instruments such as telephones, microphones, stethoscopes, talking machines, musical instruments, and in general any instrument used for the reception or transmission of sounds.

The invention is particularly applicable to those acoustical instruments in which there is a sound-box comprising a substantially stationary wall or side in which there is an opening leading to the ear piece or trumpet or other sound delivering means, and a rigid movable side reciprocated toward and away from the stationary side by suitable means such as the stylus of the talking machine, the said movable side moving in substantially unchanged form throughout its whole area.

In the sound boxes of talking machines and other acoustical instruments the displacement of the movable wall has the effect of producing at the level of the orifice leading to the horn variations in pressure in the air within the sound box. These variations constitute the origin of the production of the sounds and are accompanied by a displacement of the air contained within the sound box, and from the periphery to the orifice. If the internal form of the stationary wall is not correct, the displacement of the air within the sound box is subject to variations in speed which give rise to disturbances which absorb work and are injurious to the purity of the sound produced. The method of construction which forms the subject of the present invention overcomes this objection and insures a maximum of effect being obtained with the apparatus.

The invention will be clear upon reference to the accompanying drawing which shows a sectional elevation of a circular sound box constructed according to this invention.

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(There is one step more.)... In Italian with orch
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and Andres de Segurula, Bass.
La Boheme (Puccini). "Vecchia zimarra."
(Song of the Coat—"Garment old and rusty").
In Italian with orchestra. A. de Segurula, Bass.
A1215 Mignon (Thomas). "Leggiade rondinelle"
(Oh, swallows, blithe and gay.) In Italian with
orchestra. Bernice de Pasquali, Soprano, and
Andres de Segurula, Bass.
Faust (Gounod). Serenata—Tu che fai l'addor-
mentata (Mephistopheles' Serenade—"Dear
one who art sleeping"). In Italian, with or-
chestra. Andres de Segurula, Bass
- 12-INCH SYMPHONY DOUBLE-DISC RECORD.
Zina Brozia, the Famous Parisian Soprano.
- A5417 Herodiade (Massenet). "Il est doux, il est bon."
(Kind is he and good). In French, with orchestra
Mme. Butterfly (Puccini). "Ancora un passo
(There is one step more). In Italian with orchestra
- 10-INCH SYMPHONY DOUBLE-DISC RECORDS.
First Record by Alice Zeppilli, the Prominent Italian
Soprano.
- A1213 Tales of Hoffman (Offenbach). "Les oiseaux dans
la charmille" (The birds that throng the bushes).
In French, with orchestra.
Manon (Massenet). Gavotte. "Obeissons quand
leur voix appelle" (Hark to the voice of youth).
In French, with orchestra.
- 10-INCH BLUE-LABEL DOUBLE-DISC RECORDS.
- A1203 Etiquette Scene. Joe Weber and Lew Fields. Vau-
deville sketch. With orchestra.
Race Horse Scene. Joe Weber and Lew Fields.
Vaudeville sketch. With orchestra.
- A1204 Mother Machree (Olcott and Ball.) Will Oakland,
counter-tenor, orch. accomp.
- We've Been Chums for Fifty Years (Chattaway).
Will Oakland, counter-tenor, with orch. accomp.
- A1211 Spanish Dance No. 5—Bolero (Moszkowski).
Prince's Orchestra
Funeral March of a Marionette (Gounod).
Russian Symphony Orchestra
- A1212 Calm as the Night (Bohm). Charles W. Harrison,
Tenor, orch. accomp.
- When Shadows Gather (Marshall). Charles W.
Harrison, Tenor, orch. accomp.
- A1205 Since Dolly Dimple Made a Hit (Jerome and
Schwartz). Grace Cameron, Contralto, orch. ac-
comp.
- I'll Bet I'd Be a Riot Down on Broadway (Sher-
man). Grace Cameron, Contralto, orch. accomp.
- A1206 Prayer (Priere) (Hasselmans). Carlos Salzedo,
Harpist.
Serenade (Pierne). Columbia Instrumental Quintet
- 12-INCH BLUE-LABEL DOUBLE-DISC RECORDS.
- A5414 Lohengrin (Wagner). Bridal Chorus (Treulich ge-
führt). Columbia Opera Chorus, orch. accomp.
Lohengrin (Wagner). Prelude (Vorspiel). Prince's
Orchestra.
- A5415 The Lord Is My Shepherd (Smart). Reed Miller,
Tenor and Frank Croxton, Bass, orch. accomp.
Xerxes (Handel). "Ombra mai fu" (Calm, friendly
shades) (Handel's Largo). Alexander Heine-
mann, Baritone, in Italian, with organ, violin and
harp.
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- A1202 The Suffragette Militant—March (Prince). Prince's
Band.
- National Spirit March (Hager). Prince's Band.
- A1207 On a Good Old-Time Straw-Ride (Christie). Byron
G. Harlan, Tenor, and Arthur Collins, Baritone,
orch. accomp.
- Alabama Bear (Cooper). Byron G. Harlan, Tenor,
and Arthur Collins, Baritone, orch. accomp.
- A1208 I've Got the Finest Man (Europe). Maurice Burk-
hart, Tenor, orch. accomp.
- Somebody Else is Getting It (Von Tilzer). Arthur
Collins, Baritone, orch. accomp.
- A1209 Years, Years Ago (Friedman). Peerless Quartet,
orch. accomp.
- I'd Love to Live in Loveland with a Girl Like You
(Williams). Albert Campbell, First Tenor, and
Henry Burr, Second Tenor, orch. accomp.
- A1210 Be My Little Baby Bumble Bee, from "A Winsome
Widow" (Marshall). Ada Jones, Soprano, and
Walter J. Van Brunt, Tenor, orch. accomp.
- Wedding Glide (Hirsch). Ada Jones, Soprano, and
Walter J. Van Brunt, Tenor, orch. accomp.
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1446 With all Her Faults I Love Her Still.....Will Oakland
1463 Kol Nidria (Violin Solo).....
Dr. Al. Popper, accomp. by Mrs. Popper
1483 Committed to the Deep.....John Wilbur and Peerless
Quartet, with orchestral accomp.
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J. Louis Von der Mehden and His Orchestra
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1518 Take Me Back to the Garden of Love.....
Henry Burr and Chorus; orch. accomp.
- 1527 The Shooting of Dan McGru—Recitation.....Joe Brown
1541 Matrimonial Troubles.....Golden & Hughes
1549 When It Rains, Sweetheart; When It Rains.....
Manuel Romain
- 1563 Scots Wha Hae Wi' Wallace Bled.....Harry McClaskey
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478 Spring's Return.....U. S. Military Band
503 Beaumarie (Bells Solo).....
Albert Benzler with orch. accomp.

- 507 Norwegian Dance No. 2.....
J. Louis Von der Mehden, Jr., and His Orchestra
509 Ragtime Cowboy Joe.....Bob Roberts
510 Ragtime Soldier Man.....Collins and Harlan
511 John Anderson, My Jo.....Harry McClaskey

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| Victor Mixer Chorus. | |
| 31869 Songs of Scotland..... | 12 |
| 17162 Sardinia March (Gabetti).....Sousa's Band | 10 |
| 7th Regiment (Gray Jackets) March (Neyer)..... | |
| 17163 The Seven Ages of Man, from "As You Like
It" (Shakespeare).....Frank Burbeck | 10 |
| Shylock's Rebuke, from "Merchant of Venice"
(Shakespeare).....Frank Burbeck | 10 |
| 17164 Silent Night, Christmas Hymn (Gruber).....
Elsie Baker | 10 |
| Hark! The Herald Angel's Sing (Mendelssohn)
Trinity Choir | |
| 17165 Marguerite (White).....Wm. Wheeler | 10 |
| The Sweetest Story Ever Told (Stults)..... | |
| 17166 Mysterious Moon (Brown-Ayer) With male
chorus.....Edna Brown | 10 |
| Eskimo Rag (Havez-Botsford).....Billy Murray | 10 |
| 17167 Hi! Li'l Feller (Stanton-Riker).....
Marguerite Dunlap | 10 |
| May Day (Bloor-Walthew).....Elizabeth Wheeler | 10 |
| 17168 Black Diamond Rag (Lodge) Banjo. F. Van Eps
Irish and Scotch Melodies (Stobbe) Xylophone.
William H. Reitz | 10 |
| 17169 Heart's Ease—Serenade (Macheth).....
Victor Concert Orchestra | 10 |
| Sans Souci (Valse Intermezzo, Op. 49) (Franz
Von Blon).....Victor Concert Orchestra | 10 |
| 17161 Way Down East Where I Belong (McKenna)
Byron G. Harlan | 10 |
| In Jay Town (Porter-Botsford)..... | |
| 17170 That Mellow Melody (Lewis-Meyer).....
Walter J. Van Brunt | 10 |
| The Wedding Glide, from "The Passing Show of
1912" (Hirsch).....Ada Jones and Billy Murray | |
| 17171 Everybody Two-Step (Jones-Herzer).....
American Quartet | 10 |
| Buddy Boy (Mahoney-Wenrich) Collins & Harlan | 10 |
| 17172 The Million Dollar Ball, from "Hanky Panky"
(Goetz-Berlin).....Billy Murray | 10 |
| When I Get You Alone To-night (McCarthy-
Goodwin-Fischer).....Walter J. Van Brunt | 10 |
| 17173 Rose of Tyramid Land, from "Hanky Panky"
(Goetz-Sloane).....Helen Clark and Walter J. Van Brunt | 10 |
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Piantadosi).....Henry Burr | 10 |
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sohn).....Pryor's Band | 12 |
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Conway's Band | 12 |
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Kryl's Bohemian Band | 12 |
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Love," "I've Got the Finest Man," "Lead Me
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played in Germany, Spain, Hungary, China,
Ireland and America.....Pryor's Band | 12 |
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60078 Songs My Mother Taught Me (Alte alte Mut-
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70081 Call Me Back.....Weatherly-Denza | 12 |
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88582 Huguenots—O, beau pays! (Fair Land of Tau-
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Act I.....Verdi | 12 |
| Clarence Whitehill, Baritone—In English.
64279 Bedouin Love Song.....Pinsuti | 10 |
| In German. | |
| 64278 Die Walkure—Wotan's Abschied, I, Teil (Wat-
tan's Farewell, Part I) (Act III).....Wagner | 10 |
| In German. | |
| 74305 Die Walkure—Wotan's Abschied, II, Teil (Wat-
tan's Farewell, Part II) (Act III).....Wagner | 12 |
| Alma Gluck, Soprano—In Italian.
64277 La Colomba (The Dove) (Folk Song of Tus-
cany).....Arr. by Schindler | 10 |
| John McCormack, Tenor—In English.
64255 I Know of Two Bright Eyes.....Clutsam | 10 |
| In English. | |
| 74299 Asthore.....Bingham-Trotiere | 12 |
| Herman Jadowlker, Tenor—In French.
76027 Carmen—Air de la fleur (Flower Song) (Act II)
Bizet | 12 |
| Marcel Journet, Bass—In French. | |
| 74271 Charité (Charity).....Faure | 12 |
| Vladimir de Pachmann, Pianist. | |
| 74304 Marche Funebre (Funeral March) Op. 35, No.
2, D flat minor.....Chopin | 12 |
| Margarete Matzenauer, Mezzo-Soprano—In German.
88364 Parsifal—Ich sah das Kind (I Saw the Child)
(Act II).....Wagner | 12 |
| George Hamlin, Tenor—In English.
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Wedding Feast," Op. 80, No. 1.....
Longfellow-Coleridge-Taylor | 12 |

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Kirchenglocken).....Kinderchor | 10 |
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englocken).....Kinderchor | 10 |
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moniumbegleitung und Kirchenglocken).....
Kinderchor | 10 |
| (b) Eine Weihnachtsbeschrung (mit Deklama-
tion, Harmoniumbegleitung und Kircheng-
glocken).....Kinderchor | 10 |
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begleitung und Kirchenglocken).....Mizzi Fink | 10 |
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- 28108 Believe Me, If All Those Endearing Young
Charms (Moore) Soprano; orch. accomp. Anna Case
- 28109 The Angel's Serenade (Braga-Barker) Contralto,
with harp, 'cello and flute.....Margaret Keyes
- 28110 I Hear You Calling Me (Charles Marshall)
Tenor; orch. accomp. Orville Harrold
- AMBEROL.
- 1502 Trio from Faust (Gounod) In English. Soprano,
tenor and bass; orch. accomp. Agnes Kimball, Reed Miller and Frank Croxton
- 1503 The Palms (J. Faure) Tenor; orch. accomp. Charles W. Harrison
- 1507 Town Topics of Pumpkin Center (Cal Stewart)
Vaudeville specialty.....Cal Stewart
- 1509 La Paloma (Bardier).....Edison Concert Band
- 1518 Whispering Hope (Hathorne) Mezzo-Soprano
and tenor; orch. accomp. Helen Clark and Harry Anthony
- 1519 Kitty O'Neil Medley of Reels. Violin; orch.
accomp. Charles D'Almaine
- 1522 Money Musk Medley—Virginia Reel (for danc-
ing).....National Promenade Band
- 1523 "Hi" and "Si" of Jaytown (Porter) Rube sketch.
Porter and Harlan
- 1527 Serenade (A. Emil Titl) 'Cello, flute and harp.
Florentine Instrumental Trio
- 1531 Way Down South (Geo. Fairman) Male voices;
orch. accomp. Heidelberg Quintet
- 1535 Music Vot's Music Must Come from Berlin
(Le Boy) Character song; orch. accomp. Maurice Burkhardt
- 1536 Ma Lady Lu (Edwin S. Brill) Tenor and Chorus;
orch. accomp. Walter Van Brunt and Chorus
- 1539 Medley of Southern Plantation Songs.....New York Military Band
- 1544 (a) Darkies' Dream; (b) Darkies' Awakening
(Lansing) Banjo solo; orch. accomp. Fred Van Eps
- 1545 Abide With Me (Monk) Mixed voices; orch.
accomp. Frank Croxton Quartet
- 1551 The Count of Luxembourg—Waltzes (Lehar)
American Standard Orchestra
- 1552 The Count of Luxembourg—Are You Going to
Dance? (Lehar) Soprano and tenor; orch. ac-
comp. Elizabeth Spencer and Irving Gillette
- 1553 Bell Solo, from "The Magic Flute" (Mozart)
Bells; orch. accomp. Charles Daab
- 1554 Roses, Roses Everywhere (H. Trotiere) Tenor;
orch. accomp. Harvey Hindermeyer
- 1555 Where the Moonbeams Glean (Daniels) Tenor
duet; orch. accomp. Campbell and Gillette
- 1558 Menuet Op. 14, No. 1 (J. I. Paderevski).....
American Standard Orchestra
- 1559 The Valley of Peace (J. H. Meredith) Tenor
and Baritone; orch. accomp. Anthony and Harrison
- 1561 The Glory Song (Chas. H. Gabriel) Tenor, bari-
tone and Edison Mixed Quartet; orch. accomp. Anthony and Harrison
- 1563 Aunt Dinah's Golden Wedding, Vaudeville
Sketch.....Empire Vaudeville Co.
- 1564 Sounds from the Operas—Waltzes (for danc-
ing).....National Promenade Band
- 1566 The Village Band (Theodore Morse) Tenor and
chorus; orch. accomp. W. Van Brunt and Chorus
- 1567 One Heart Divine (A. H. Rosewig) Soprano and
tenor; orch. accomp. Elizabeth Spencer and Irving Gillette
- 1569 Norah Acushla (Harrison Millard) Counter-tenor
and chorus; orch. accomp. Will Oakland and Chorus
- 1570 Serenade (Hermann Kotzschmar) Piano, violin
and 'cello.....The Tollefsen Trio
- 1571 Darktown Eccentricities—Vaudeville Sketch.....
Golden and Hughes
- 1572 She Was Bred in Old Kentucky (Carter) Tenor
and chorus; orch. accomp. Manuel Romain and Chorus
- 1574 Medley of War Songs.....New York Military Band
- 1577 The Wedding Glide, from "The Passing Show of
1912" (Hirsch) Contralto, tenor and chorus;
orch. accomp. Ada Jones, Billy Murray and Chorus
- 1578 The Shepherd Boy (Wilson-Saenger) Violin,
flute and harp.....Venetian Instrumental Trio
- 1579 My Song Shall Be Always Thy Mercy—Hymn of
of Praise (Mendelssohn) Soprano and tenor;
orch. accomp. Agnes Kimball and Reed Miller
- 1580 Dear Robin, I'll Be True (Banks Winter) Coun-
ter-tenor and chorus; orch. accomp. Will Oakland and Chorus
- 1583 Uncle Josh Buys an Automobile (Stewart) Vau-
deville specialty.....Cal Stewart
- 1584 On a Good Old Time Straw-Ride (Geo. Christie)
Rube song; orch. accomp. Byron G. Harlan
- 1587 Everybody Two-Step (Waltz Herzer) Coon song;
orch. accomp. Billy Murray and Chorus
- 1589 That's How I Need You (Al. Piantadosi) Tenor;
orch. accomp. Irving Gillette
- 1590 My Little Lovin' Sugar Babe (Marshall) Male
voices; orch. accomp. Premier Quartet
- 1591 Buddy Boy (Percy Wenrich) Coon duet; orch.
accomp. Collins and Harlan
- 1592 I'm the Guy (Bert Grant and Rube Goldberg)
Comic song; orch. accomp. Billy Murray
- 1593 O, Dry Those Tears (Teresa Del Riego) So-
prano, piano accomp. and violin and 'cello
obligato.....Mary Carson
- 1594 The Village Gossips (Stewart) Vaudeville spe-
cialty.....Cal Stewart and Steve Porter
- 1595 Mystic Dreams' Waltz (Chas. R. Stickney) Xylo-
phone; orch. accomp. Charles Daab
- 1596 Good-Night, Farewell (F. Kucken) Male voices;
orch. accomp. Knickerbocker Quartet
- 1597 Kentucky Days (Percy Wenrich) Tenor and
chorus; orch. accomp. Billy Murray and Chorus
- 1598 Wonderful Peace (Rev. W. G. Cooper) Tenor;
orch. accomp. R. Festyn Davies
- 1599 Where the Edelweiss is Blooming—"Hanky
Panky" (A. Baldwin Sloane) Soprano and
tenor; orch. accomp. Elizabeth Spencer and Irving Gillette

One of the artists engaged for the Metropolitan Opera Co., which will soon be heard at the Metro-
politan Opera House, New York, is Titta Ruffo,
the famous Italian baritone, whose voice, by the
way, has become familiar to users of the records
which he has made for the Victor Talking Ma-
chine Co., and with whom he is under contract.
This baritone ranks as one of the greatest in
Europe, and he is destined to create quite a furore
on his initial performance in New York.

MOTOR IMPROVEMENTS IN NEW VICTROLAS.

The Especial Features of the New Improvements Incorporated in the Latest Styles of Victrolas, the Subject of Extended Description by the Victor Talking Machine Co., Who Sets Forth the Facts in the Clearest Possible Manner for the Benefit of the Trade.

The recent motor improvements incorporated in Victrolas X, XI, XIV and XVI are called to the attention of the trade by the Victor Talking Machine Co. as follows:

"First.—A new style friction leather arm or lever equipped with a tail, which permits the governor to expand only within certain limits. This tail will strike the top plate before the lever and governor balls come in contact, thus avoiding injury to the governor. Heretofore, the governor lever was not

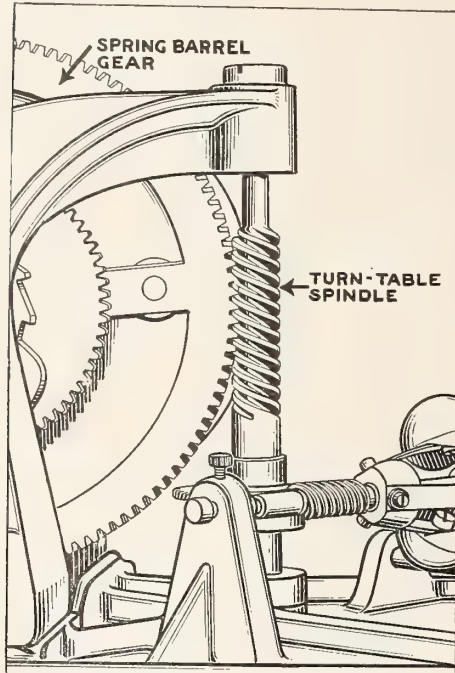


Fig. 1—Showing the Meshing of the Turntable Spindle with Spring Barrel Driving Gear.

equipped with any guard and if the lever slipped on the shaft, ever so little, there was immediately danger of the governor ball striking the top plate, thus throwing the governor out of adjustment and interfering generally with the correct running of the motor. In addition, the lever is held firmly in place by means of a split bushing, which is clamped to the regulating shaft with a square-headed set screw. With this screw the bushing can be drawn up absolutely tight after the lever is adjusted.

"Second.—The governor collar is held firmly in position by means of the spotted hole in the governor spindle. The set screw in the governor collar is seated in this hole, thus always insuring proper adjustment of the governor should it be necessary to remove and replace the collar. Heretofore, some trouble of this nature has been experienced owing to the absence of any guide for placing the collar in position.

"Another improvement in the governor is found in the outside bearing, or the bearing at the thrust end of spindle. This outside bearing has a groove around the center and is held in place by means of a pointed set screw which, when properly adjusted, will fit exactly in the groove of this governor bearing. The bearing at the opposite end of the spindle does not have the groove, hence it can be adjusted to take up any unnecessary end play. The governor should be adjusted in the bearings so that there is about from .002 to .003 inch end play.

"Heretofore, both governor bearings have been manufactured without the groove, thus in assembling the governor the possibilities were that the governor might not be correctly adjusted in the bearings to mesh properly with the governor driving gear. The governor spindle, and governor driving gear should mesh exactly central. Failure on the part of the repairman, when assembling the motor, to have the gears and spindles to mesh properly will result in imperfectly running motors.

"Third.—As a further protection to the governor springs, the governor collar and governor friction are beveled and have grooves milled in them in which the straight ends of the springs are held by means of a screw and washer. This improvement has practically eliminated breaking of the governor springs and twisting of governors.

"Fourth.—The most important improvement, however, is found in the turntable spindles and governor spindles which are now manufactured with quadruple threads. The spring barrel gears and governor driving gears have double the number of teeth that the old-style gears had. These new parts insure a smooth, even-running motor, practically without noise, and with these parts the motor improves with service. The very construction of these parts insures perfect meshing, hence no undue wear or tear on the parts, and the exactness with which they are manufactured insures the result of improvement with service, providing, of course, the gears are kept well lubricated at all times with pure vaseline.

"Note Figures 1 and 2, and you will readily perceive the decided advantage in the construction of these new parts. Note the number of spirals and

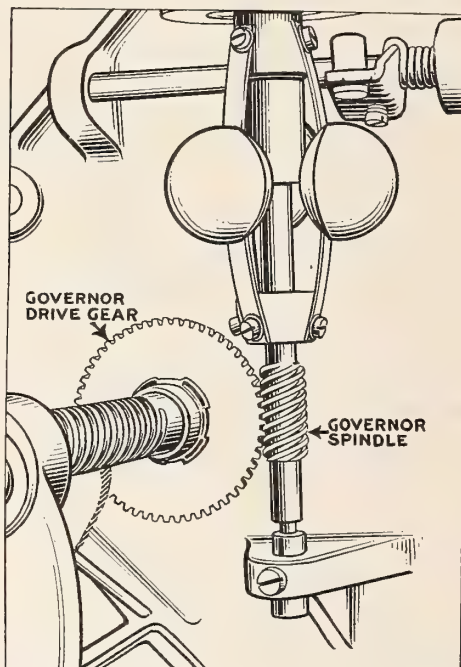


Fig. 2—Showing the Meshing of the Governor Spindle with Governor Drive Gear

teeth that are constantly in mesh, both in connection with the governor drive and the turntable spindle drive. This eliminates any possibility of a back lash or play. If possible even greater care is taken in the manufacture of these parts, and the object is to make them as near perfect as possible. Each part is tested to see that it runs true and every precaution possible is taken throughout the

factory to see that the parts are made as near perfect as the highest-priced mechanical skill can produce.

"Fifth.—The turntables are provided with a hub which is one-half inch longer in the center than the old style. This insures a longer and better bearing on the spindle, allowing it to seat freely and yet avoid any wobble or irregular running of the turntable."

INTERESTING THE CHURCHES.

How the Eilers Music House, of Seattle, Got the Ministers Interested in the Talking Machine—Campaign Proving Popular.

(Special to The Talking Machine World.)

Seattle, Wash., Oct. 5, 1912.

A highly successful idea is being worked out by the Eilers Music House of this city to stimulate the interest of the public in talking machines and their value as home entertainers. The plan is this: The manager of the talking machine department invites the ministers of the churches to attend a sacred concert, held in the Eilers hall on August 22. The response was exceedingly encouraging and the management received many hearty thanks and expressions of appreciation for the program rendered. As a result of the concert the company has been the recipient of requests to send operators and machines to a large number of the leading churches of the community for the purpose of giving sacred concerts on Sunday evenings.

The Eilers Music House is strong in its belief that this plan of campaign will be highly profitable, and, not being at all selfish submit it for publication that other dealers may profit by the idea.

STRONG DICTAPHONE ADVERTISING.

The Saturday Evening Post for September 28 contained a cleverly written advertisement bearing on the Dictaphone, of which the Columbia Phonograph Co., General, is sole distributor. The text matter abounded in convincing arguments, the illustrations were appropriate, both going to show the time-saving and money-making advantages of the Dictaphone in the office. This message, which went to 2,000,000 readers, should be prolific of results to those handling the Dictaphone. It reinforces their arguments and is publicity of the right kind.

HANDSOME WINDOW HANGERS.

Some very handsome window hangers advertising the Victor Book of the Opera have just been sent out by the Victor Talking Machine Co., Camden, N. J. In one corner appears an exact facsimile of the book in size and color, and opposite this appears the description of the book, in which is emphasized the fact that it contains illustrated stories of sixty-five grand operas with descriptions of 700 operatic Victor records. The volume contains 375 pages and retails at 75 cents.

DISPLAY AT BOSTON ELECTRIC SHOW.

At the Boston Electric Show, held at Boston, from September 28 to October 26, Thomas A. Edison, Inc., Orange, N. J., will have an exhibition of its entire line, including the new disc phonographs and records which are about to be marketed.

Leading Jobbers of Talking Machines in America

Paste This Where You Can Always See It!

MR. DEALER:

We refer all Talking Machine inquiries coming from towns where we are represented by dealers to the dealer or dealers in that town.

VICTOR and EDISON JOBBERS

Lyon & Healy

CHICAGO

Leading Jobbers of Talking Machines in America

HARGER & BLISH
JOBBER

**VICTOR
EDISON**

It's worth while knowing we never substitute a record. If it's in the catalog we've got it.

Dubuque, Des Moines and Sioux City
IOWA

Try Our Hurry-Up Service



on VICTOR,
EDISON and
REGINA.

We make a specialty of getting
the order out on time—every time.

The Rudolph Wurlitzer Co.
Cincinnati and Chicago

Two points of supply; order from the nearer

CHASE & WEST
DES MOINES, IOWA

Machines
Records
Cabinets

Victor

Everything
in stock all
the time.

Exclusively Victor Distributors

WHOLESALE To Iowa Trade RETAIL

Send us your name and address and we will mail you postpaid complete illustrated catalogues, giving detailed information concerning all Victor products. Showing the various styles of Victor Machines, list of all Victor Records, the entire line of Victor Cabinets, Repair Parts and all Accessories. Dealers, let us help you build a Victor business.

PERRY B. WHITSIT

L. M. WELLER

PERRY B. WHITSIT CO.,

213 South High Street,

Columbus, Ohio.

Edison
Phonographs
and Records

JOBBER

Victor Talking
Machines
and Records

**OLIVER
DITSON
COMPANY**

BOSTON

Largest VICTOR Talking
Machine Distributors East
of Chicago.

Creators of "The Fastest Victor
Service." Let us tell you more
about our service.

Every Jobber in this country should be represented in this department. The cost is slight and the advantage is great. Be sure and have your firm in the November List.

Where Dealers May Secure

COLUMBIA

Product

Ready, Full Stocks, and Prompt Deliveries
from Convenient Shipping Centers all
over the United States.

Distributors

Atlanta, Ga., Columbia Phonograph Co., 82-84 N. Broad St.
Baltimore, Md., Columbia Phonograph Co., 204 W. Lexington St.
Birmingham, Ala., Columbia Phonograph Co., 1818 Third Ave.
Boston, Mass., Columbia Phonograph Co., 174 Tremont St.
Buffalo, N. Y., Columbia Phonograph Co., 622 Main St.
Chicago, Ill., Columbia Phonograph Co., 101 N. Wabash Ave.
Cincinnati, O., Columbia Phonograph Co., 117-119 W. Fourth St.
Cleveland, O., Columbia Phonograph Co., 913 Euclid Ave.
Dallas, Tex., Columbia Phonograph Co., 1403 Main St.
Denver, Colo., Columbia Stores Co., 505-507 Sixteenth St.
Detroit, Mich., Columbia Phonograph Co., 114 Broadway.
Hartford, Conn., Columbia Phonograph Co., 719 Main St.
Indianapolis, Ind., Columbia Phonograph Co., 27 N. Pennsylvania St.
Kansas City, Mo., Columbia Phonograph Co., 1112 Grand Ave.
Livingston, Mont., Scheuber Drug Co.
Los Angeles, Cal., Columbia Phonograph Co., 420-422 S. Broadway.
Louisville, Ky., Columbia Phonograph Co., 425 South Fourth St.
Memphis, Tenn., 156 South Main St.
Milwaukee, Wis., Albert G. Kunde, 516 Grand Ave.
Minneapolis, Minn., Columbia Phonograph Co., 424 Nicollet Ave.
New Haven, Conn., Columbia Phonograph Co., 25 Church St.
New Orleans, La., Columbia Phonograph Co., 933 Canal St.
New York City, Columbia Phonograph Co., 89 Chambers St.; Columbia Phonograph Co., 35-37 W. 23d St.; Columbia Phonograph Co., 39 W. 125th St.; (Brooklyn) Columbia Phonograph Co., 60 Flatbush Ave.; (Brooklyn) Columbia Phonograph Co., 1372 Broadway.
Omaha, Nebr., Columbia Phonograph Co., 1811 Farnam St.
Philadelphia, Pa., Pennsylvania Talking Mach. Co., 1109 Chestnut St.
Pittsburg, Pa., Columbia Phonograph Co., 101 Sixth St.
Portland, Me., Columbia Phonograph Co., 550 Congress St.
Portland, Ore., Columbia Phonograph Co., 371 Washington St.
Providence, R. I., Columbia Phonograph Co., 119 Westminster St.
Rochester, N. Y., Columbia Phonograph Co., 38 South Ave.
Sacramento, Cal., Kirk, Geary & Co.
Salt Lake City, Utah, Daynes-Beebe Music Co., 45 Main St.
San Francisco, Cal., Columbia Phonograph Co., 334 Sutter St.
Seattle, Wash., Columbia Phonograph Co., 1311 First Ave.
Spokane, Wash., Columbia Phonograph Co., 818 Sprague Ave.
Springfield, Mass., Columbia Phonograph Co., 208 Worthington St.
St. Louis, Mo., Columbia Phonograph Co., 100 Olive St.
St. Paul, Minn., Columbia Phonograph Co., 20 E. Seventh St.
Toledo, O., Columbia Phonograph Co., 229 Superior St.
Washington, D. C., Columbia Phonograph Co., 1210 G St. N. W.
Wilmington, Del., Columbia Phonograph Co., 610 Market St.

DEALERS WANTED—Exclusive selling rights given where we are not actively represented.

Write for particulars to the Columbia Phonograph Co., Wholesale Department, Tribune Building, New York.

Headquarters for Canada:

Columbia Phonograph Co., McKinnon Building, Toronto, Ont.

You should
get this
sample package
of
Puritone Needles—
sent free

Puritone Needles should pay you a good profit. It costs nothing to sell them because you have your organization.

To help you we will print special envelopes with your name and business; every envelope gives you profits and free advertising.

You will be advertised, too, by the satisfaction-qualities of the needles; owners of machines will regard yours as the best needle store; this will build your business.

Get this sample package, telling us who's your jobber, and find out the goodness of Puritone Needles, built of experience, material and brains.

JOHN M. DEAN
PUTNAM, CONN.



PACIFIC COAST DISTRIBUTORS OF
Victor Talking Machines and RECORDS
STEINWAY PIANOS—LYON & HEALY
"OWN MAKE" BAND INSTRUMENTS
Sherman, Clay & Co. San Francisco Portland
Oakland Los Angeles

NEW ENGLAND
JOBBER HEADQUARTERS
EDISON AND VICTOR
Machines, Records and Supplies.
THE EASTERN TALKING MACHINE CO.
177 Tremont Street BOSTON, MASS.

Edison Phonograph Distributors
for the SOUTHWEST

All Foreign Records in Stock

Houston Phonograph Co., HOUSTON, TEXAS

STANDARD TALKING MACHINE CO.
PITTSBURGH, PA.

Exclusive Victor Distributors

"If it's made we ship it the same day order is received"

The new Edison Blue Amberol Record

A great new factor in the field—a power to revive lagging sales of records to present phonograph owners—a force to waken the interest of those who do not now own phonographs.

The Blue Amberol Record has greatly increased volume and by far the finest tone of any phonograph record on the market.

It is an unbreakable record, and one that is practically impervious to wear.

The selections are chosen for their appeal—the artists for their record-making ability. The recording must conform to a very high standard.

There are 55 Blue Amberol Records ready for distribution. Get yours.

The logo features a stylized, flowing script of the name "Thomas A. Edison" with a decorative flourish above it. Below the name, the word "INCORPORATED" is printed in a small, sans-serif, all-caps font.

59 Lakeside Ave., Orange, N. J.

The TALKING MACHINE WORLD

AND
NOVELTY
NEWS

Published Each Month by Edward Lyman Bill at 373 Fourth Avenue, New York, November 15, 1912

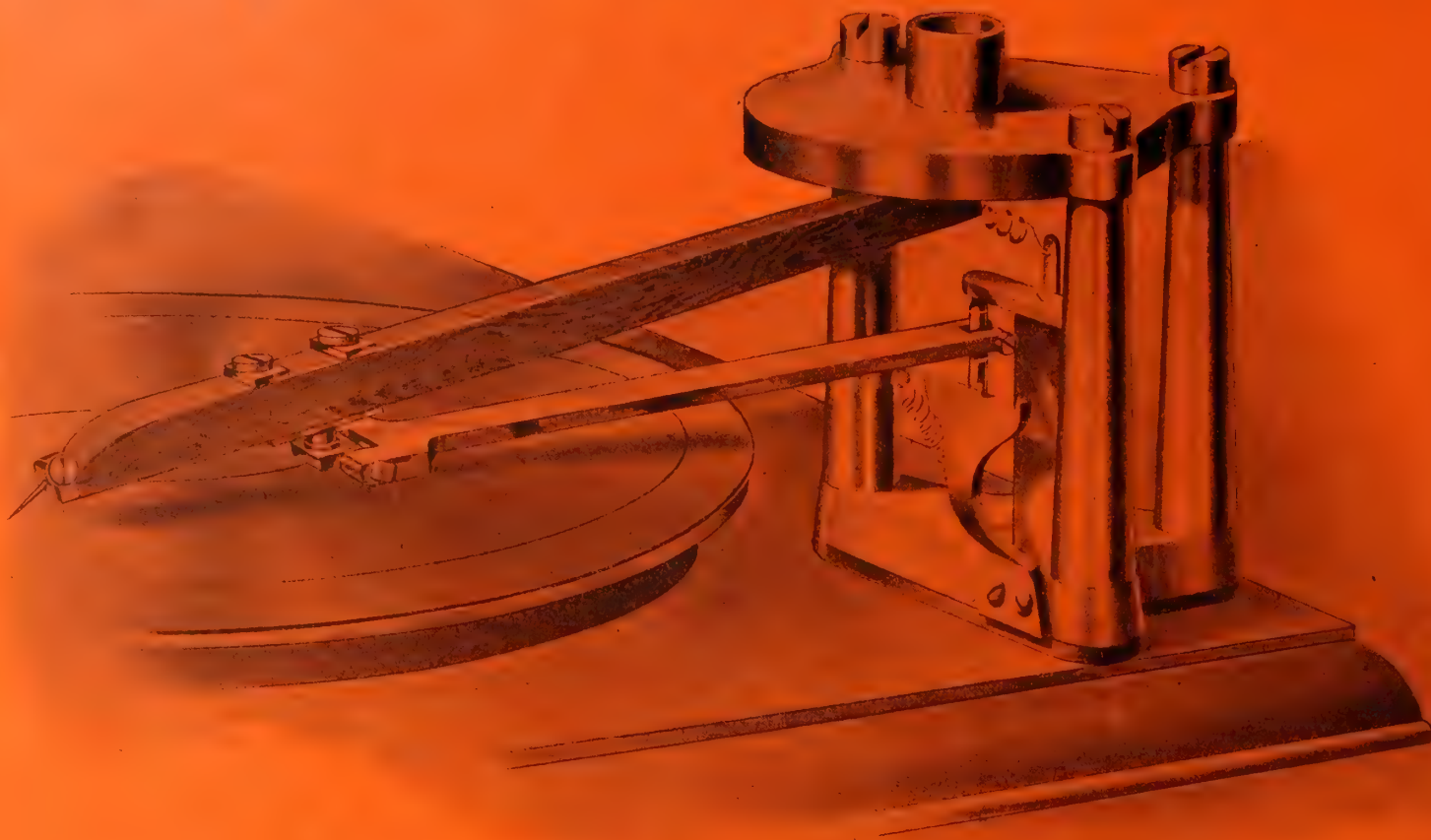


Victor-Victrola XVI, \$200
Mahogany or quartered oak

The instrument by which the value of
all musical instruments is measured



The Vitaphone Reproducing Device



Used on all Vitaphone instruments introduces a
Non-Metallic Reproduction.

The sound waves pass through a vibrating arm, of solid wood, the most resonant material known.

The broad Vitaphone patents, covering a new scientific and mechanical principle, allow us to uphold and maintain an absolutely unassailable position from every patent standpoint and to insure every Vitaphone dealer the full benefit of the liberal trade discount allowed from our established catalog prices.

THE **Vitaphone** *Co.*

Plainfield, N. J.

The Talking Machine World

Vol. 8. No. 11.

New York, November 15, 1912.

Price Ten Cents

TALKING MACHINE DISPLAY IN NEW AEOLIAN HALL.

Department Devoted to the Full Line of Victor Talking Machines in This Palatial Home of Music in New York Is as Complete as It Is Artistically Conceived and Furnished—Twenty Demonstration Rooms Afford Plenty of Conveniences to Supply Buyer Needs—Descriptions and Views Will Interest—Interesting Chat with Manager Bobzin.

Aeolian Hall, the beautiful new home of music on W. 42d St., opposite Bryant Park, New York, can boast of many handsome rooms, but there is none that can claim superiority to the magnificent talking-machine department situated on floor A, one floor below the street level. Hundreds of talking-machine men have visited the new department since it was formally opened to the public last month,

beautiful surroundings they are given in. Many sales have resulted from these demonstrations, and they may be continued indefinitely.

The talking-machine department is under the management of Charles Bobzin, who is also manager of the retail music-roll department. Mr. Bobzin is greatly pleased at the success accorded his floor, and is looking forward to a record-

hear them. I have received many expressions of commendation on the perfect acoustics of this floor, and many visitors have assured me that there is no demonstration room in the city that can compare with the Aeolian rooms in this respect. We carry the most complete line of Victor records to be found in the city, as we have every record in stock that has ever been published by the Victor company. This enables us to offer the public the very best service at all times, and allows prospective purchasers to have the widest possible choice of Victor records. One of the noteworthy features of our recent business is the large number of sales of the higher-priced instruments, ranging from \$200 upwards. These are meeting with remarkable success, and the call for them is steadily increasing. Last week we sold several Victrola No. XVI in circassian walnut, which retails at \$250, and this week we disposed of a handsome Vernis Martin style instrument which sells for \$400. Another sale of special interest was that of a \$700 machine to Mrs. Vanderbilt. This machine was inlaid with gold, and was exceptionally beautiful. These are but two examples of high-grade sales that occurred recently. We are having a steady and rapidly growing call for machines of more than ordinary beauty."

PARCELS POST RULES.

Special Stamps and the Sender's Return Card Will Be Indispensable.

Postmaster Morgan invites the special attention of the public to the following features of the proposed domestic parcels post regulations, which go into effect on January 1 next:

That distinctive parcels post stamps must be used on all fourth-class matter beginning January 1, 1913, and that such matter bearing ordinary postage stamps will be treated as "held for postage."

That parcels will be mailable only at post offices, branch post offices, lettered and local named stations, and such numbered stations as may be designated by the postmaster.

That all parcels must bear the return card of the sender; otherwise they will not be accepted for mailing.

It is of the utmost importance that these requirements be observed in mailing parcels post packages in order that such packages may be promptly handled and dispatched, as failure to so comply will result in inconvenience and annoyance to the public.



Talking Machine Department in New Aeolian Hall.

and they have all expressed their admiration in glowing terms.

Some idea of the beauty of this department may be gathered from the photographs shown, but the full value of its handsome furnishings and appearance can only be had by visiting the new Aeolian Hall, and spending some time on floor A (the more time you can spare the better). Upon entering the department the visitor is impressed by the quiet air of refinement that is evident on every hand. Nothing appears to mar the harmony of the beautiful furnishings, and the whole floor seems to radiate an atmosphere of cordial welcome by reason of the numerous easy chairs, divans and settees that are placed along the sides. The decorations are distinctly modern, and the white doors and partitions lend dignity and richness to the entire floor. There are twenty demonstration rooms where patrons may hear their records with a maximum of comfort. These rooms are absolutely soundproof and are furnished tastefully and suitably.

This talking-machine department at Aeolian Hall handles Victor products exclusively, and a most complete line is shown. Every type of Victor and Victrola is exhibited, and the purchaser is enabled to choose from all styles of cases and models. The publicity given the talking-machine department has been in keeping with the high quality of Aeolian publicity, and high-class copy has been used in all the New York newspapers. The copy that brought exceptional results called the attention of the public to a special noonday demonstration to be given each day between the hours of 12 and 2. Hundreds of people visit the department each noontime as the result of this advertising, and everyone is enthusiastic over the recitals furnished and the

breaking holiday trade. "We have done more business in talking machines since we came into the new building than we did the entire month of October of last year," stated Mr. Bobzin, "and as we have only been doing business here for two



Another View in Aeolian Hall Showing Soundproof Rooms.

weeks, this record is one that causes us great pleasure. Our recitals every noon are exceedingly successful, and people come in great numbers to

The capital stock of the Talking Machine and Music Parlors, of Chicago, Ill., has been increased recently from \$1,000 to \$10,000.

LOOK FOR IMMENSE HOLIDAY TRADE IN SAN FRANCISCO.

Dealers Report an Unusually Large Demand for the Various Lines of Talking Machines and Records—Will Close Big Business if They Can Get the Stock—Already There Is a Cry of "Shortage"—Blue Amberol Records Please Dealers and Public—Visit of George W. Lyle Stimulates Columbia Trade—The Emporium to Feature Columbia Line—New Victor Victrola Styles Popular—Some Trade Happenings of the Month.

(Special to The Talking Machine World.)

San Francisco, Cal., Oct. 30, 1912.

Another month sees no falling off of enthusiasm on the part of the local trade in regard to business and the immediate prospects. From all indications the holiday trade this year will surpass all previous records, that is, if the dealers can get enough of the new style machines to fill the demand. At present there is a cry of "shortage" at most houses and unless large shipments arrive in the meantime dealers will probably experience great difficulty in filling their orders before the end of December. Both the new style Victor and Columbia machines have taken remarkably well, and now the trade is looking forward to the new \$500 Columbia machine with especial interest.

Records are in good demand. People are now home for the winter and are turning their attention to indoor amusements. The long engagement of the Lombardi Co. has helped out the sale of opera selections very materially. In speaking of records most dealers say that there is a tendency toward the better class of music. Little or nothing is said about ragtime. But E. W. Scott, at Kohler & Chase's, says although they are selling more classic records than ever before, their books reveal the fact that they are also selling more ragtime than ever before. The only way he accounts for this is that more people are buying talking machines and that the people owning machines are buying more records. He says people want both kinds of music, that it is not an uncommon occurrence for a person to buy the Sextet from "Lucia" and "Everybody's Doin' It" on the same day. When buying a dozen records many customers ask for several classic records, the rest to be made up in ragtime.

A shipment of "Blue" Amberol records has just arrived here and is being distributed by the Pacific Phonograph Co. A. R. Pommer, when interviewed, said: "We are swamped with orders for the 'Blue' Amberol records, which have just reached us." The Edison trade has been looking forward to the new records for some time and there is every reason to think they will move very rapidly.

Geo. W. Lyle, vice-president and general manager of the Columbia Phonograph Co., spent the

greater part of the month along the Pacific Coast in company with W. S. Gray, local manager for the company, who met him in Spokane, Wash., on October 15. Mr. Lyle was on his regular semi-annual trip of inspection to the company's various agencies and visited all the larger towns along the coast. From here he and Mr. Gray went south to Los Angeles. The trade along the line was much interested in Mr. Lyle's announcement of the company's new \$500 product, the Grand Grafonola, which will be placed on the market during the coming month. The general office here is promised a shipment by November 15, but the retail does not expect any until a month later. The Columbia trade will, no doubt, profit by Mr. Lyle's visit, as he left lots of enthusiasm behind.

Fred R. Anglemier, wholesale manager of the Columbia Phonograph Co., General, reports a splendid business for the past month with the Regal and Eclipse machines continuing as principal feature. However, the Favorite is still a great seller. Three weeks ago, Mr. Anglemier says, they thought they were well supplied with these machines, but they are practically cleaned up now. He says with them selling goods is not so much a problem as getting goods to sell.

The Columbia Phonograph Co. has closed a large contract with the Emporium, which is going to handle Columbia goods exclusively. This new talking machine department will be ready in about two weeks and will be one of the finest in town. It is situated on the third floor of the building adjoining the piano display space and will be under the management of J. J. Morgan, formerly with Wanamaker's, New York, but more recently assistant manager of the small goods department at the Hauschildt Music Store.

The Hauschildt Music Co. has moved into new quarters in Oakland, Cal., where extensive improvements are under way. The talking machine department is to be given much more prominence than in the old location, when the present plans are carried out. However, this will take some time, according to K. A. Leavitt, manager of the department.

W. M. Ringen, until recently manager of the talking machine department at the San Francisco store of the Hauschildt Music Co., is now in the

small goods department of Kohler & Chase. E. W. Scott, who owns the talking machine department at Kohler & Chase's, says fall business has reached the point where it can safely be estimated that it will surpass any previous year. The Columbia \$20, \$40 and \$50 machines are selling very fast, as well as the \$75, \$100 and \$200 Victrolas. One of the most popular machines ever handled by Mr. Scott is the \$100 Victrola, which promises to be in great demand for the Christmas trade. Mr. Scott is very much interested in the new \$500 machine just being placed on the market by the Columbia Phonograph Co. He says it cannot be expected to sell in all locations, but he thinks it will be particularly adaptable for sale in departments such as his, which are situated in large music stores. He has enjoyed a bigger and higher class of trade since moving from the fifth to the mezzanine floor, where he has much more handsome quarters.

Business is reported very good by the managers of the Wiley B. Allen Victor departments. Henry Harris, San Diego manager, spent a few days at headquarters here during the month, bringing a report of a steadily increasing business in the southern part of the State. Mr. Dougherty, who has charge of the Oakland department, is centering his attention on the new homes which are being built in the suburbs of that city and is getting very good results from his campaign.

L. V. Ridgeway, special representative for Lyon & Healy, Chicago, was a recent visitor to the Coast trade.

A. G. McCarthy, of Sherman, Clay & Co., reports a splendid month, both wholesale and retail, the only difficulty being to get enough of the new Victrolas. He has just returned from a duck hunt at Alvarado, Cal., bringing back the limit.

TALKING MACHINE EXPORTS.

The Figures for August Presented—Reports Show Falling Off for the Month.

(Special to The Talking Machine World.)

Washington, D. C., Nov. 9, 1912.

In the summary of exports and imports of the commerce of the United States for the month of August (the latest period for which it has been compiled), which has just been issued by the Bureau of Statistics of the Department of Commerce and Labor, the following interesting figures relating to talking machines and supplies are set forth:

The total exports of talking machines, records and supplies for August, 1912, amounted to \$271,103, as compared with \$245,713 for the same month of the previous year. The eight months' exportation of talking machines, records and supplies amounted to \$1,594,711.

In Justice To Our Regular Trade

We Are Not Soliciting New Accounts This Season

When the Demand Exceeds the Supply

We feel under obligations to supply our own dealers' wants in so far as factory shipments will permit and not solicit new business which to supply would mean taking out of the mouths of our own regular trade goods needed by them and placing it in the hands of dealers who under ordinary circumstances look to their regular jobber for their goods.

Some jobbers look upon this outside trade as "velvet" but in taking it work hardship on their regular dealers who are loyal to them the year round.

EASTERN SERVICE IS GOOD SERVICE. BUT ABOVE ALL IT IS JUST.

EASTERN TALKING MACHINE COMPANY

177 TREMONT STREET, BOSTON, MASS.

FOR EIGHTEEN YEARS TALKING MACHINES EXCLUSIVELY



The big opportunity in the music trade

The recent addition of the new Victor-Victrolas assures continued prosperity, and brings new and greater opportunities to every dealer, accompanied by profit and prestige greater than ever before.



Always use Victor Machines with Victor Records and Victor Needles—the combination. There is no other way to get the unequalled Victor tone.



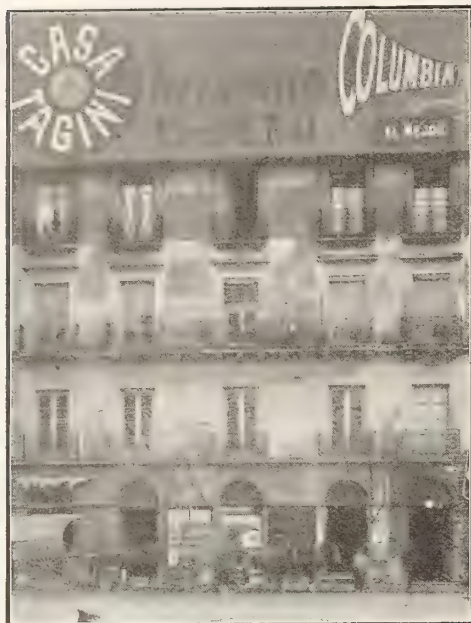
Victor-Victrola XVI, \$200
Mahogany or quartered oak

Oklahoma City, Okla.	Schmelzer Arms Co.
Omaha, Neb.	A. Hospe Co. Nebraska Cycle Co.
Peoria, Ill.	Putnam-Page Co., Inc.
Philadelphia, Pa.	Louis Buehn & Brother. C. J. Heppe & Son. Penn Phonograph Co., Inc. The Talking Machine Co. H. A. Weymann & Son, Inc.
Pittsburgh, Pa.	C. C. Mellor Co., Ltd. Standard Talking Machine Co.
Portland, Me.	Cressey & Allen.
Portland, Ore.	Sherman, Clay & Co.
Richmond, Va.	The Corley Co., Inc. W. D. Moses & Co.
Rochester, N. Y.	E. J. Chapman. The Talking Machine Co.
Salt Lake City, Utah	Consolidated Music Co.
San Antonio, Tex.	Thos. Goggan & Bros.
San Francisco, Cal.	Sherman, Clay & Co.
Savannah, Ga.	Phillips & Crew Co.
Seattle, Wash.	Sherman, Clay & Co.
Sioux Falls, S. D.	Talking Machine Exchange.
Spokane, Wash.	Sherman, Clay & Co.
St. Louis, Mo.	The Aeolian Company of Mo. Koerber-Brenner Music Co.
St. Paul, Minn.	W. J. Dyer & Bro. Kochler & Hinrichs.
Syracuse, N. Y.	W. D. Andrews Co.
Toledo, O.	The Whitney & Currier Co.
Washington, D. C.	E. F. Droop & Sons Co. Robert C. Rogers Co.

SUCCESSFUL WORK IN DEVELOPING FOREIGN TRADE.

Columbia Phonograph Co. Doing Great Work in Building Up Trade Throughout South America—Helped by the Co-operation of Their Representatives in Argentina, Mexico and Other Countries—Splendid Work Accomplished by Jose Tagini, Who Has Built Up a Great Business in Buenos Aires—Novel Plan to Expand Trade in Mexico City Where the Columbia Co. Has a Large Following—Some Interesting Facts.

The export department of the Columbia Phonograph Co. has done some splendid work in the past few months toward developing foreign trade in all parts of the world. Its success in this work has evoked commendation from all the company's



Advertising the Columbia in Buenos Aires.

foreign agents who testify in frequent letters to the home office's efficient co-operation.

A recent letter that caused considerable gratifica-

tion in the export department was one from José Tagini, Columbia agent at Buenos Aires, Argentina, who spoke of the excellent conditions existing in South America, and enclosed a photograph of a huge sign appearing on the main street of Buenos Aires. This sign is over 15 feet in height, and is an excellent example of modern Latin-American progressiveness. Mr. Tagini is considered to be the largest dealer in talking-machine products in the world. He carries a stock of records that is said to reach the half-million mark. Some idea of the wonderful business that is carried on may be gathered from the fact that on the day before Christmas, 1911, his large store did a business that exceeded \$5,000.

José Tagini came to South America from a small town in Italy, and from a humble start he is now one of the wealthiest men in South America. The only American talking machine that he handles is the Columbia, and he recently stated that he owes his success in business to the Columbia products. He has two stores in Buenos Aires, one of them being located on the leading street of the town. For this store he pays a rental of \$25,000 a year, which is a considerable amount of money for a store (even in this country). The other store is situated about a mile away from the town proper, and the rental for this one is \$12,000 per year.

He has a very large storehouse, several stories high, which is devoted exclusively to Columbia products. The manager of the Tagini stores is Ernesto Tosi, formerly connected with the Columbia Phonograph Co. Mr. Tosi is well known in the trade as possessing an exceptionally thorough knowledge of the talking-machine business. His efficient work has been an important factor in the development of the Tagini business.

Another Columbia agent that is greatly pleased with the co-operation of the home office is the Cia. Fonografica Mexicana, of Mexico City, Mex. This company is receiving excellent results from a novel publicity idea recently tried out. This agency is one of the largest talking-machine dealers in the world, and handles the Columbia line exclusively. The advertising department of the Columbia Phonograph Co. furnished the Mexican house with newspaper bags, as shown on the accompanying illustrations. These bags were supplied to all the news vendors in the city free of charge, and are in constant use the whole day. As a matter of fact the bags are used to sleep on



Advertising the Columbia in Mexico.



Won't You Have a Lesson in Spanish?

It's so easy to learn by the I. C. S. system—and a knowledge of Spanish is so useful nowadays.

The I. C. S. system of language instruction by means of the phonograph makes easy the mastering of a foreign language, and appeals with compelling power to thousands. The dealer in phonographs who does not carry I. C. S. Language Outfits is neglecting a quick and sure way to increase his business. The new \$35 Language Outfit of the I. C. S. is a marvel. It represents the highest art in the teaching of languages, and embodies a method that has won the warmest praise of thousands qualified to speak authoritatively. The Spanish, French, and German Embassies at Washington, as well as the leading colleges, have cordially indorsed the I. C. S. method of teaching languages.

The I. C. S. Language Outfit consists of an Edison Gem Phonograph made especially for language work; small horn; headband hearing tube; oil can; and 25 Conversational Records teaching pronunciation guaranteed to be absolutely correct, with native intonation and inflection. In addition to these Conversational Records there are pamphlet Instruction Papers teaching the theory of the languages. The new Outfit is at one and the same time the best and cheapest ever offered—the price being only \$35.

If you want to increase your business, write to-day for full particulars.

International Correspondence Schools
Box 918, Scranton, Pa.

by a large number of the newsboys, and accompany them on all their travels around the city. The bags are lettered on both sides, and a resident of Mexico City cannot fail to be impressed by seeing the Columbia wherever he may wander in the city. Raphael Cabanas, president and general manager of the company, states that this publicity afforded the company's products has produced excellent results. Many prospective purchasers who come into the store mention the fact that they were attracted by the advertisement on the newspaper bags. A large supply of bags is constantly on hand, and whenever a bag wears out the company is always glad to furnish the owner with a new one.

Manager Edmund Sause, of the Columbia's export department, sailed November 6 for Bermuda, for a two weeks' stay. Mr. Sause was accompanied by Mrs. Sause and a party of friends, and will endeavor to secure a well-deserved rest to fortify him for the holiday season.

REPORTS ITS GREATEST SEASON.

The New York Talking Machine Co. Makes Encouraging Report Regarding Business.

"The greatest season in our history," states V. W. Moody, assistant manager of the New York Talking Machine Co., 83 Chambers street, New York. "Our business is as large as the Victor Co. will permit it, owing to the fact that the factory production is oversold before it leaves the shipping department. We are receiving orders from all our dealers throughout this territory and we are finding it exceedingly difficult to get sufficient stock to meet the constantly increasing requirements."

Owing to the widening of Chambers street, the New York Talking Machine Co.'s show window has been undergoing extensive alterations. These were completed last week, and the company now has one of the most attractive windows to be found in the trade. The window space is exceptionally deep and affords an opportunity of displaying the different Victor models to the best possible advantage.



Josef Hofmann's Columbia piano records have become the biggest sellers in the Columbia instrumental list—which is new evidence that record buyers know good recording when they hear it. Two new selections in the December list.



**Columbia Phonograph Co., Gen'l
Tribune Building, New York**

JOKE ON GOV. WILSON.

Invited by Friends to Hear One of His Own Speeches in the Phonograph, He Listens to Absurdities—Enjoys Humor Immensely.

An invitation to hear one of his own campaign speeches produced on the talking machine proved too great a temptation to Governor Wilson one day just before election, and he admitted since to several of his friends that "The joke was on him." It was while he was at the State House in Trenton just preparing to go out for dinner that a message was brought to him that the phonograph had been set up in the office of his private secretary, Joseph Tumulty. The Governor wanted to oblige Tumulty. Hardly had he clapped the transmitter to his ear, however, before he realized that he was in the hands of the jokesmiths, for he heard a voice very much like his own begin:

"Do you want to gyrate with the gyraters or stand still with the stand stillers?"

The Governor laughed heartily, as there were loud cries of "No, no." Then the voice continued with this parody on his address at the Brooklyn Academy of Music:

"Do you want a Democratic team with a captain or without no captain, comma, or do you want to play with signals for the last four years, interrogation point."

"I recognize that voice," interrupted the Governor accusingly, pointing at one of the newspaper correspondents, and then turned his attention again quickly to the machine. A loud feminine voice, strangely like that of Miss Maude Malone, the suffragette, rang in his ears:

"How about votes for women, Governor, interrogation point." This was followed by cries of "Put that woman out," and then there was loud applause and excited cries. Then the phonograph began again:

"Resuming where I left off, comma, continued the Governor, comma, I maintain that that woman's question is not pertinent onto the subject onto which I was discussing, period. Do you want to set the Government free, interrogation point." Cries of "Yes, yes."

"Well, I would rather triumph in a cause that I know some day will fail than to fail in a cause that I know some day will triumph, period, continued applause."

It turned out that Secretary Tumulty didn't have anything to do with the phonograph record at all, and the Governor enjoyed it so much that he said he wasn't going to try to fix the responsibility. He related the story of his experience with much enjoyment to Mrs. Wilson and their daughters.

The Victor Talking Machine Co. has just sent out advance proofs of an advertisement that will appear in the daily newspapers this month. They are directed towards Christmas buying and bear the catchy heading, "Will there be a Victrola in your home this Christmas?" The copy is the same for the four weeks of the month, but the cuts are changed for each insertion and illustrate the various Victrola styles.

NEW VICTOR MACHINE CATALOG

Just Issued Is a Most Effective Example of Good Publicity.

A volume of unusual interest by reason of its completeness is the new machine catalog just issued by the Victor Talking Machine Co. of Camden N. J. It is a very handsome specimen of Victor publicity, copiously illustrated, and, from a literary viewpoint, impeccable. The entire Victor line, from the Victor Junior to the Victor VI, from the Victrola IV to the Victrola XVI (showing the XVI in four styles), the auxetophone, the various horns, sound boxes, records and record albums, are illustrated and discussed.

An important feature of the catalog—one that should have a decided influence on the initial sales of records to new owners—is the selected list of records which appears on pages 42 and 43. To the buyer as well as to the salesman this is indeed a time saver.

The frontispiece of the booklet is a birdseye view of the Victor factories, and the closing page is devoted to a description of the "Victor Book of the Opera." The cover design in gray and orange with embossed effects is most artistic. Taken as a whole the volume is a credit to the publicity department of the Victor Co.

A YOUTHFUL VIRGINIUS.

Virginus W. Moody, assistant manager of the New York Talking Machine Co., 83 Chambers street, New York, is justifiably proud of V. W., Jr.



V. W. Moody, Pere et Fils.

Mr. Moody states that his son has a remarkable liking for Victor talking machine music, and prefers it to eating, sleeping or playing. We can doubtless attribute this fondness to an hereditary instinct. V. W., Jr., is five years of age, and judging from this photograph the talking machine diet has agreed with him wonderfully well. The accompanying photograph was taken during Mr. Moody's vacation, and Master Moody condescended to remain in one place long enough to permit the snapping of the picture. It will be noticed that

the youngster is "barefooted," and Mr. Moody tells us that this is the way he roams around during the entire summer.

TRINITY CHURCH CHIMES RECORDS

Reproduced by the Columbia Co.—Most Difficult to Get the Best Effects.

One of the most difficult feats that was ever accomplished in the production of talking machine records was that recently carried through by several operatives of the laboratory department of the Columbia Phonograph Co. This difficult job was occasioned by the manufacturing of records from the chimes in Trinity Church, on lower Broadway, New York. Several of these records were recently published, but it is certain that only a very small per cent. of the records' auditors have the slightest idea of what an extraordinary amount of labor was necessitated by the production of these records.

In order to get these records, it was necessary to take a machine weighing over 300 pounds up a spiral staircase in utter darkness. Every step had to be carefully mounted, as a single misstep would have resulted fatally to the operators. After the machine was installed it was discovered that the terrific vibration from the striking of the chimes would render the records valueless, and it was therefore necessary to strengthen the foundation of the machine so that the vibrations would do the least possible damage. The work was carried on during three Sunday mornings, and as one of these days was exceptionally stormy, it is not difficult to appreciate the drawbacks the men had to contend with. It is bad enough to work in a tiny tower in utter darkness when the weather is clear, but with storm raging overhead and drenching the operators, it was indeed a dangerous piece of work. In spite of all these handicaps, however, the records were successfully produced, and have been placed on the market this month. Some of them are especially sweet, and one of the records gives an exact reproduction of the chimes that were rung in memoriam of the Titanic's victims.

M. D. Easton, road man for the Dictaphone department of the Columbia Phonograph Co., returned last week from an extended trip through Ohio and the adjoining States, and is jubilant over the Dictaphone business being carried on in the Middle West and predicts a banner year for 1913. He visited every town of any appreciable size in Ohio and booked several large orders.

A wholesale and retail Edison house will be shortly opened in St. Paul, Minn., by the Minnesota Phonograph Co. Edison Blue Amberol records have been accorded a most hearty welcome by the trade in the Twin Cities.

The Louisville (Ky.) office of the Columbia Phonograph Co. reports that four schools have adopted the use of the Columbia machines and are enthusiastic over the gratifying results.

The man who asks for a raise in salary on the strength of what he is going to do for the concern is trying to sell a pig in a poke.



ANNOUNCEMENT

The Columbia "Grand" Price \$500

The Last Word in Instruments of Music

The Columbia "Grand" is the result of our definite intention to produce, once and for all, the one musical instrument that must be instantly accepted as the incomparable ideal.

For three years we have been working out a laboratory model with the determination that price should not enter into consideration—the one object being musical and artistic perfection.

The selling price has now been fixed at \$500, after the producing cost has been determined.

In musical possibilities, in design, and in equipment, the Columbia "Grand" reaches a point where comparison with "talking machines" ceases to be possible.

The Columbia "Grand" is the last word in the science of acoustics as applied to the reproduction of sound waves.

This announcement is not published for the purpose of soliciting your orders, but to establish, even more fully, the standing and dignity of the "talking machine" industry; to give an added significance to the word "quality"; to insure once more complete recognition of Columbia *priority*.

We have in process a preliminary folder illustrating and describing the Columbia "Grand," which we will mail to you as soon as it is off the press if you drop us a note now requesting it.

Columbia Phonograph Company, Gen'l.

TRIBUNE BUILDING, NEW YORK

Creators of the talking machine industry. Pioneers and leaders in the talking machine art. Owners of the fundamental patents. Largest manufacturers of talking machines in the world.

Tone beyond compare.



Operated electrically by any service current, or by batteries.



Stops automatically at the end of each record without adjustment or attention.



Equipped with a speed indicator operating like the automobile speedometer.



The tone-chamber is built like the body of a 'cello.



The power plant is a self-contained unit—motor, tone-arm, needle cups, automatic start and stop, electric switch, speed regulator and speed indicator, all mounted on a metal motor board.



Sound waves are led from the diaphragm through tone-arm and tone-chamber without obstruction.



The equipment includes two reproducers of different pitch and volume.



Equipped with the Columbia tone-control shutters, operated by a lever below the carving at the side.

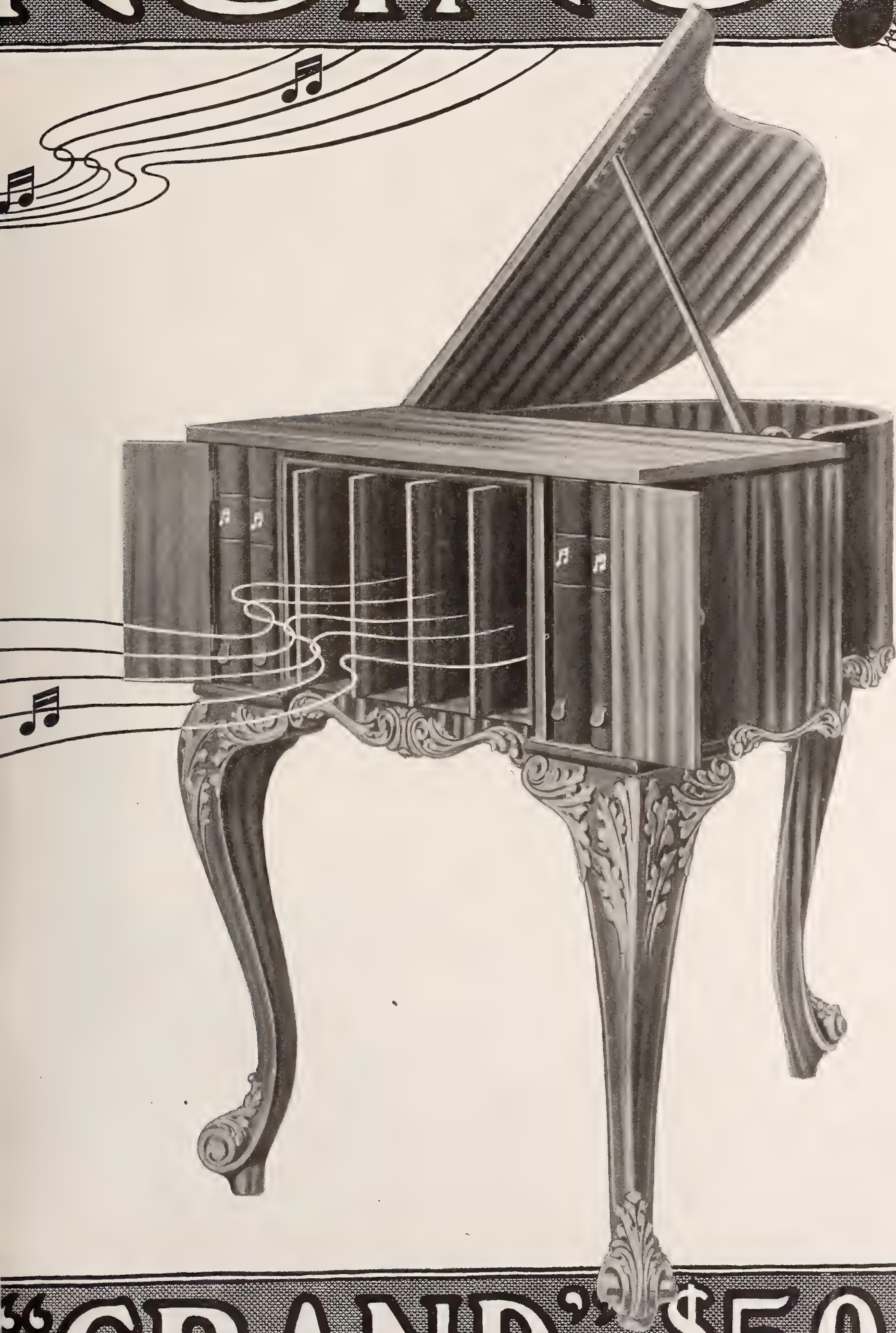
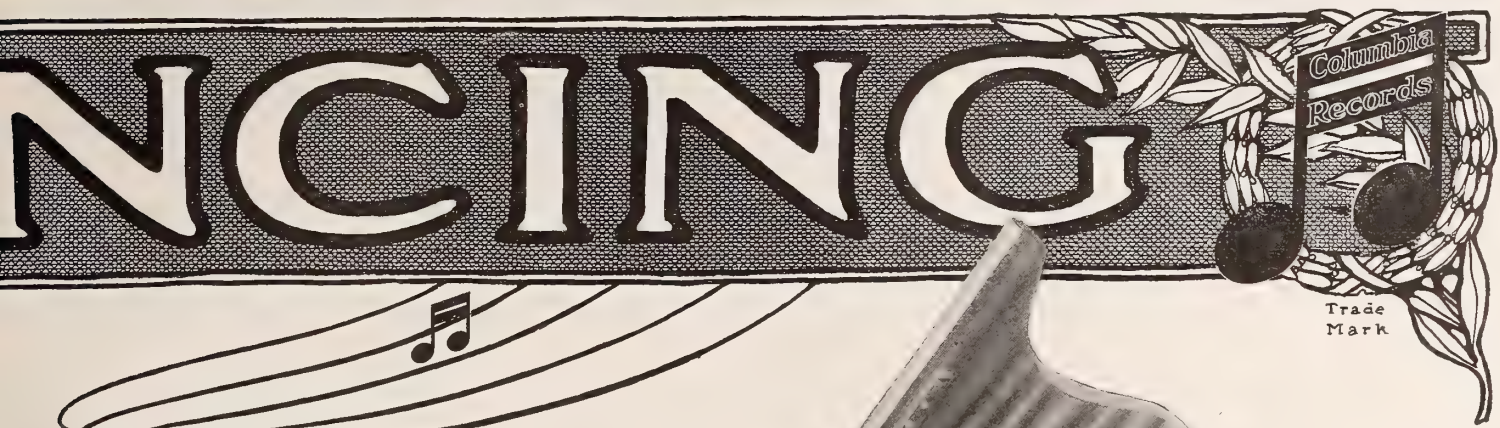


Electrically illuminated under the lid.



Eighteen karat gold plate wherever metal shows.

COLUMBIA



"GRAND"-\$500



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J. B. SPILLANE, Managing Editor.

Trade Representatives: GLAD. HENDERSON, C. CHACE, L. E. BOWERS, B. BRITTAIN WILSON, A. J. NICKLIN, AUGUST J. TIMPE, L. M. ROBINSON.

Boston: JOHN H. WILSON, 324 Washington Street.
Chicago Office: E. P. VAN HARLINGEN, 37 So. Wabash Ave.
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REMITTANCES should be made payable to Edward Lyman Bill by check or Post Office Order.

NOTICE TO ADVERTISERS.—Advertising copy should reach this office by the first of each month. By following this rule clients will greatly facilitate work at the publication headquarters.

Long Distance Telephones—Numbers 5982-5983 Madison Sq.
Cable Address: "Elbill," New York.

NEW YORK, NOVEMBER 15, 1912.

THE talking machine in recent years has figured largely in the affairs of peace and of home. And, too, it has even been used at funeral services, but the Balkan War has revealed a new use for it.

The other day when the church bells were crashing out a wild peal in Athens and everybody was jubilant that Salonica had fallen into the hands of the Greeks and the dream of five centuries had become a reality, the city went mad in a frenzy of delight. Like magic flags were flung out and illuminations were improvised, monster processions paraded through the town and one enterprising shopkeeper installed in an open window facing the Stadium a colossal talking machine and ground out the national air.

Crowds packed around this talking machine and made the street impassable. Other shopkeepers saw the point, and it was only a little while before all over Athens talking machines were sounding out the national Greek anthem to the joy of the shouting people.

So, in war as well as in peace, the talking machine plays its part!

THE opening of the grand opera season in Philadelphia, Baltimore, Chicago and New York affords a splendid opportunity for talking machine dealers to place especial emphasis on the exploitation of the records made by the artists of these great organizations.

Public interest can be enlisted by proper window display, by recitals and by advertising. This will induce those having talking machines to add to their stock their favorite artists, while those who have not talking machines will be sufficiently interested to hear the records, and in this way will be induced to purchase talking machines.

The keynote to success in this exploitation campaign centers largely on advertising—publicity of some kind, and it is conceded that the most profitable is the advertising that results from recitals to which the general public is invited. When combined with featuring the recitals in the daily papers an increased volume of business, that will well repay all efforts made, is even more certain.

These suggestions regarding recitals and advertising are not meant for those whose establishments are located on the principal street or avenue, for it matters not how small the dealer's store, or how humble the locality in which he resides results are bound to accrue for a love of music prevails among the poor as well as the rich. It does not follow that because the locality is not a fashionable one that people are not interested in opera and in the records of the artists connected therewith.

Just think of the opportunities for publicity that eventuate with the opening of the musical season. Apart from the opera, there are concerts and recitals galore. Every time a great artist appears whose record is handled by the dealer he has an opportunity, should he care to avail himself of it, of impressing on the public that this great artist can be heard as effectively in his store as in the opera house, or the concert hall.

Happily a great many dealers are alive to the best means of augmenting trade, but there is still a large army of people who are absolutely indifferent to the splendid opportunities that exist.

We know of no other business in this or any other country where dealers are helped with valuable suggestions and provided with such quantities of appropriate and non-expensive advertising matter as in the talking machine field. Manufacturers are constantly providing new ideas and "tips" of all kinds to develop business, and whether adopted in all or in part, they are distinctly of value to the man who "does things."

As we have stated more than once, the talking machine dealer who does not take advantage of the opportunities that exist on every hand to-day should retire from business and give somebody else a chance, for there is a good opportunity and big future in the business for those who are awake to its possibilities, and co-operate with the manufacturers in developing trade.

The prospects were never better than to-day, for this fall and winter finds the country in a splendid condition of prosperity. Harvests of unusual magnitude have insured a goodly margin for the purchase of talking machines in the farming communities, while in the manufacturing centers employment is general. On all sides there are immense possibilities for a phenomenal trade, and dealers must be alive to the situation. There must be no sleeping on the post. Public demand must be anticipated and business forced all along the line. This is the age of efficiency—concentration—results—and everyone must be up and doing if he desires to conquer.

TITTA RUFFO, the celebrated Italian baritone, who made his first American appearance in Philadelphia in "Rigoletto" last week, is a great admirer of the talking machine, and in the course of a chat after his arrival in New York he paid tribute to its educational influence in a most marked way. When asked who was his teacher, Signor Ruffo replied: "That is a hard question. I have had many. But I think I learned more from singing for the gramophone than in any other way. After I had sung for the gramophone the first time I found defects in my voice; the second time I corrected these to some extent; the third time I found my voice quite perfect."

This is expert evidence truly in favor of the value of the talking machine as a teacher. It demonstrates the wide influence which it exercises in the musical world to-day.

This statement of Signor Ruffo is not surprising, for it has been related in these columns frequently that prominent teachers have used and are using the talking machine in their studios for the purpose of illustrating how famous singers secure their best effects in voice production. Their phrasing, breathing and vocal methods generally are studied to good purpose.

In this field the talking machine is undoubtedly a most valuable factor—one that has been paid tribute to by some of our most notable musicians, including Walter Damrosch, David Bispham and many others.

THE latest achievement of the Columbia Phonograph Co., in the Columbia Grand, marks a new epoch in talking machine construction, and this new product, which is described in detail elsewhere in these columns, is the result of years of experimental work. When this great producing corporation announces a new product to retail at \$500, naturally such a move will set the trade tongues wagging, for in this new product the Columbia directors have accomplished a number of remarkable innovations.

In this electrically controlled talking machine they have combined an architectural design, pleasing to the eye and they have achieved remarkable tonal results, as well as other pleasing attainments.

Through the adoption of the horizontal piano style and the new form of the tone chamber with its method of suspension and insulation, they have achieved marvelous results. This, with the

new reproducer, together with other essential points, make this new product of the liveliest interest to all talking machine men.

The fact that it may be operated by any service current as well as by batteries, gives it an unique position, and the other specialties

which are enumerated elsewhere are well worthy of careful analysis.

We congratulate the officers of the Columbia Phonograph Co. upon reaching the culmination of their progressive work in the new grand.

TO FEATURE TALKING MACHINES.

The J. Ed. Black Music Co. Incorporated in Springfield, Mo., Will Handle Victor and Edison Machines and Records.

(Special to The Talking Machine World.)

Springfield, Mo., Nov. 8, 1912.

Talking machines will be featured by the J. Ed. Black Music Co., which was recently incorporated in this city for the purpose of selling and manufacturing pianos, organs, musical merchandise, sheet music, talking machines and moving picture films, with a capital stock of \$12,000, at 222 West Commercial street.

J. Ed. Black, president and manager of the new company, is an experienced piano man who was associated in business in St. Louis street with C. C. King under the name of the King-Black Music Co. The other members of the new corporation are prominent business men of this city.

Speaking of its new line, Mr. Black said: "We shall make a specialty of the Victrola, Victor talking machine, Edison phonograph and all the products of the Thos. A. Edison Co., which will include the great inventor's latest achievements in the musical line, some of which are now about ready to be placed on the market. Our plan for the accommodation of our Victor and Edison record customers will be ideal. Sound-proof rooms or booths will be provided, where one may recline in comfortable chairs and select records at their leisure without being disturbed by noises from the outside. In fact, our store, as one of our customers expressed it, to whom I confided my plans, 'will be a dream of completeness.'"

PHONOGRAPH AT HIS FUNERAL.

Last Wishes of Daniel E. Caswell Carried Out Literally.

(Special to The Talking Machine World.)

Boston, Mass., Nov. 6, 1912.

In compliance with the last wishes of Daniel E. Caswell, who for the past ten years conducted the Humanitarian Temple in Melrose, there were no services at his funeral. However, a phonograph was placed near the head of the coffin and his favorite hymns were played. The records were

changed by an undertaker's assistant. A large throng attended the funeral and all were requested to remain absolutely quiet. Caswell was 57 years old. He was born in Lynn. Philanthropic in nature, he established his Humanitarian Temple, where weekly services were held. His preachings were on practical applications of the Golden Rule.

ATTRACTING THE DISAPPOINTED.

How T. Edens Osborne, the Live Talking Machine Man of Belfast, Ireland, Takes Advantage of the Attention Attracted by Local Concerts in Which Famous Artists Are Heard.

T. Edens Osborne, the prominent Gramophone factor of Belfast, Ireland, whose "Yankeelike" progressiveness has forced him to the attention of the trade on more than one occasion, can teach many Americans points about taking advantage of the local appearance of prominent artists to boom the sale of talking machines and records. There recently appeared in concert in Belfast Mme. Melba and Herr Backhaus, the prominent pianist, and besides a great number turned away from the hall there were many who did not have the opportunity of attending the concert, which was quite a local event. Mr. Osborne immediately inserted the following announcement in the local paper:

MELBA AND BACKHAUS.

It will be consoling to such of our readers as were unable to attend yesterday night's concert at Ulster Hall to know that the great cantatrice, Mme. Melba, and the celebrated Herr Backhaus have made many records for the gramophone, which can be heard at the establishment of "The Ulster Pioneer of the Gramophone"—T. Edens Osborne, 4 Donegall Square West, Belfast.

The number of those who took advantage of the opportunity of hearing the great artists at the Osborne establishment proved that the idea was a profitable one, for most of those who came to listen remained to buy. With the growing number of concert artists who tour the United States each year and who have made records for one or the other of the big companies, it would be a comparatively simple matter for talking machine dealers in the United States to follow the example of our Belfast friend.

ENTHUSIASM AS AN ASSET

In Salesmanship Is Correct, but Unfortunately Too Many Fall by the Wayside and Act as Mere Automats Instead of Displaying Initiative.

Make the statement that enthusiasm is a valuable asset in salesmanship before a company of salesmen and every single one of them will agree with him who makes the statement. But do they put it into effect? Only a very small proportion of them do. We have watched a salesman after a salesmen feed Victor records into a Victrola with a face of stone, says the Voice of the Victor. If there is any expression, it is one of boredom. If one tries to find out just what it is that ails him, the chances are one will find that he is a horribly aggrieved person—aggrieved because the "boss" won't pay him as much salary as someone else is paid. It's a hopeless case when a salesman reaches that point. What, under heaven, is a salesman paid for? To sell goods! In 999 times out of a thousand a salesman is paid proportionately as he earns money for "the house"—and he never in the world will reach the high-salaried class if he obviously suffers from "ennui." Why should anyone grow enthusiastic over your wares when you yourself are evidently not enthusiastic?

INTERESTED THE TEACHERS.

Mrs. Frances E. Clark Attended the Wisconsin State Teachers' Annual Convention and Set Forth the Merits of the Victor as an Educational Factor of Importance.

(Special to The Talking Machine World.)

Milwaukee, Wis., Nov. 11, 1912.

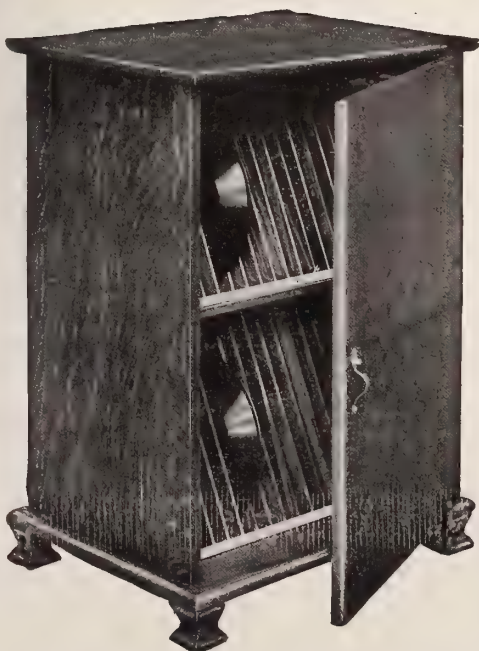
The Victor played an important part as usual in the annual convention of the Wisconsin State Teachers' Association, held in Milwaukee, November 7, 8 and 9. William P. Taugher, representing the public school educational department of the Victor Talking Machine Co. in Wisconsin and Illinois, was on hand with several machines, including a Victrola, and succeeded in interesting hundreds of teachers in the use of the Victor in the schools. Mr. Taugher made his headquarters in the Plankinton House, the official headquarters of the teachers' association, and his rooms were crowded daily with pedagogues who were enthusiastic over what the Victor people have accomplished in their educational department.

Mrs. Frances E. Clark, head of the Victor public school educational department, was in Milwaukee on the opening day of the convention, while on her way to deliver lectures in Topeka, Kan., and other Western points, but her time did not permit her to appear on the program in Milwaukee.

Mrs. Clark was formerly supervisor of music in the Milwaukee public schools, and it was she who introduced the talking machine into the schools and made such a tremendous success here in Milwaukee that the Victor Co. induced her to go to Camden, N. J., and head its educational department and devise records and courses for the use of pupils in the public schools. For several years Mrs. Clark appeared on the program at the annual teachers' conventions, and her influence made itself felt all over Wisconsin. So well did Mrs. Clark impress the teachers concerning the value of the talking machine in the schools that the Victor people are securing an unusually fine business with the Wisconsin schools.

Always have a "Bull's Eye" in the window, mechanical or unique, to stop the passers-by or arrest their attention at a distance; then the detail will do the rest.

The only man who cannot profit by his mistakes is the fellow who doesn't make any. And he isn't doing anything.



No. 412 Udell Disc Record Cabinet.

Mahogany or Oak. Holds 272 Records.
List price \$15.00.

You have sold the Talking Machine and a nice bill of records. Why not complete the outfit and sell a Cabinet from "The Udell Guaranteed Line"?

It's easy: All you have to do is to show in an attractive way half a dozen "Udell Designs."

Then you say, "Of course, you want a Cabinet to properly house those fine records, and also a base for the Machine." Elaborate a bit on the fact that the workmanship and finish of every Udell Cabinet is Guaranteed and you will almost invariably get away with the sale.

The next 60 days is the opportune time of the year to sell Cabinets, and with the approach of the holidays stocks become more broken.

Surely you need our Catalog No. 41 illustrating to splendid advantage "The Udell Guaranteed Line." Address

Sales Department

The Udell Works
Indianapolis

Mr. Edison's New THE BLUE

It has made an instantaneous hit with the trade and the public. It is everywhere regarded as the biggest thing in the phonograph trade since the introduction of the moulded record in 1902.

It is going to increase the record business of the active Edison Dealer and it is going to bring back the business of the dealer who has lost interest. It cannot fail to increase the purchases of active Edison owners and it will revive the interest of the ones who have stopped buying records.

In a word, Mr. Edison Dealer, it is going to bring you a bigger Edison record business if you will give it a chance. Give your jobber an order. It will be safe to order the entire first list of fifty-five, but, if you are in doubt, place a trial order now and get the remainder later, as you surely will if your Edison customers once learn that you have them.

Also ask your jobber to tell you in detail about our record exchange proposition, by which you may quickly clean up on your obsolete record stock.

THOMAS A. EDISON, INC., 59 Lakeside Ave., Orange, N. J.

Cylinder Record

AMBEROL

It possesses more points of merit than any cylinder record ever made.

It has the same playing length that has been so strong a feature of all Amberol Records—a length that permits the recording of compositions without changes or omissions.

The sweet tone that has always marked Amberol Records is enhanced by the new product and the volume is greatly increased by the harder composition of the Blue Amberol.

It is to all intents and purposes unbreakable.

Its wearing qualities are remarkable. At the Edison Laboratory a Blue Amberol Record has been played 3,000 times and the last reproduction was as good as the first.

Fifty-five Blue Amberols were included in the first list issued for November. Another list of fifty-five will be dated December. The work of building up a catalog by making over the best of present Amberols and issuing new selections will go rapidly forward, until our catalog of Blue Amberols will be as complete as our present catalogs.

THOMAS A. EDISON, INC., 59 Lakeside Ave., Orange, N. J.



Bonci is admittedly the greatest *artist* among all the tenors—the greatest master of tonal beauty in all opera in all the world. He is now making his first Columbia records.



**Columbia Phonograph Co., Gen'l
Tribune Building, New York**

HARD TO GET SUFFICIENT STOCK TO SUPPLY DEMANDS.

This Is the Substantial Report Made by the Majority of Dealers in Philadelphia and Locality—Pennsylvania Talking Machine Co. Making Splendid Record—Make Many New Columbia Agents—Blue Amberol Records Mark New Epoch in Edison History, Says Buehn—Gimbels Report Enormous Trade in All Lines of Victor Machines.

(Special to The Talking Machine World.)

Philadelphia, Pa., Nov. 11, 1912.

The talking machine business in Philadelphia during the past month was most satisfactory. It is the same old story—a largely increased business, great prospects for the future, and a scarcity of goods. It looks now as if the trade were going to pass through the same conditions this year they did last, when they were compelled to turn away a lot of business for want of stock. At all times now the leading firms of this city do not have stock sufficient to meet the goods bought and paid for, and there is no trade in the city where the dealers are put to such straits as in the selling of talking machines. One good thing about it, all the dealers seem friendly and help one another out whenever possible.

The Pennsylvania Talking Machine Co. had the biggest month in October that the Columbia has ever had in this city. It ran considerably ahead of September. During the month of October it has established ten agencies in this city and in its territory in the State. The company is confining itself to an exclusive dealership proposition, and if it can get the right dealers in every city and town in its territory, it grants them the exclusive agency or selling rights for the Columbia goods in the town, and this scheme seems to be bringing a class of merchants who have heretofore never handled talking machines, and in some sections it is making exclusive Columbia dealers of men who heretofore have handled a number of lines of machines. The plan seems to be working out fine. The management believes that it is getting a better proportion of business for the Columbia than it ever enjoyed.

The new Regal \$40 Columbia machine is taking on finely and it will be pushed very hard in November. Last month the \$50 Favorite was a big seller. Manager W. L. Eckhardt has devised a plan that seems to be meeting general approval in the spraying of the booths each morning with some delicate perfumery. As a general thing the closed booth is not any too pleasant in the odor, and he has them sprayed by means of an atomizer and every day with a different odor. L. E. Hoegerle, a son of the manager of the Metropolitan Opera House, has been added to the selling force of the Columbia. Since Mr. Eckhardt came here they have more than doubled the force. They had in October the biggest month they ever had with the dictaphone, and have established a number of agencies up the State on this instrument, including H. W. Schmidt at Allentown, E. D. Vogel in Easton, and the Chronicle Publishing Co., in Pottsville.

C. W. Ford, who has a Columbia store at 49th street and Baltimore avenue, has found it necessary to replace his original order several times.

He has only been in the business two months.

Louis Buehn, of L. Buehn & Bro., reports that the situation was more acute in October than it was the previous month. "We have been fearfully handicapped," he says, "because we are unable to get the goods. We are practically short in everything. The situation has taken a decided change for the worst the past month. The shipments have not even been normal for October, when they should have been in excess on account of laying up stock for the holiday trade. It is my opinion that there is going to be a lot of business lost by all the dealers this year, even to a greater extent than last year. We are expecting the new Blue Amberol records, which will mark the greatest improvements the Edison people have made in the last ten years and an epoch in the Edison, and they should bring about a revolution in the cylinder business."

The Edison dictating machine has been selling very well in October and the Buehn firm has some extremely good prospects for the installation of this instrument.

Charles McLaughlin, who was for a considerable time connected with C. J. Heppe & Son, has resigned and accepted a similar position with the Stoll Blank Book and Stationery Co., of Trenton, N. J.

Manager Harry Hovey, of the Lit department, has had a large number of new racks placed in the department, and they now carry double the amount of stock they had at this time last year.

The Gimbels department has also largely increased its stock of records and the capacity for holding them, and just at present it has a full line of all the Victor instruments and a pretty good stock of each style. David Davidson, who recently joined the selling force, has been doing some very good work among the public schools. He gives exhibitions at these schools two or three times a week.

Gimbels doubled their business in their talking machine department over last year. Among the visitors the past week were Mr. Bennett, in charge of the sales force of the Victor, and Albert Sidney Burbeck, of Smethport, N. Y., who recently started in the talking machine business. The Gimbels are about to have a most elaborate window display of the Victor, which was gotten up by Mr. Hanson of that company, that firm having been the first in Philadelphia to get this display. The scene represents an evening at the Metropolitan Opera House, and it is most elaborate, presenting a number of different scenes.

George D. Ornstein, general sales manager of the Victor, visited with the Philadelphia trade the past week. He reports that business is good all over the country.

The Wanamaker talking machine department has

also had a most satisfactory October business, and its Saturday business each week has been enormous. They were very much pleased to receive last week two large shipments of the \$100 Victor.

The Keen-o-Phone Co. expects to have its first records out by the 15th of this month.

The following statement has been issued by John B. Miller, treasurer of the Penn Phonograph Co., 17 South Ninth street, this city, in relation to the name and address of this company because of present similarity of talking machine company names. Mr. Miller said: "The Penn Co. has been established for approximately fifteen years in this city, enjoys a wide reputation for business principle and square dealing, and handles Victor and Edison goods. A short time ago we were subjected to the annoyance of a company taking a name very similar to ours, a name, in fact, which in the eyes of the dealer and the general public, is almost identical. The confusion in correspondence and mail bears out our contention. We wish to warn the trade to be careful and address us at 17 South Ninth street."

CONDITIONS IN LOUISVILLE, KY.

Talking Machine Dealers Without Exception Report the Best Prospects in History and Are Looking Forward to an Immense Holiday Trade.

(Special to The Talking Machine World.)

Louisville, Ky., Nov. 9, 1912.

The Columbia Phonograph Co. reports a fine business for the months of September and October. Collections in all departments were extra good. It has begun an extensive campaign in the Louisville schools. Several outfits were installed in the spring, and with the new school records just issued they expect to shortly induce all the schools to install outfits.

Thomas P. Clancy, sales manager of the automatic department of the Rudolph Wurlitzer Co., of Cincinnati, spent several days in Louisville, and reports a fine sale on all its automatic lines. Mr. Clancy was formerly with the Columbia Phonograph Co. before going with the Wurlitzer Co.

L. H. O'Bryan, formerly with the retail sales department of the Columbia Phonograph Co., is now on the sales force of the Dictaphone in Louisville.

M. B. Easton spent several days in Louisville in October.

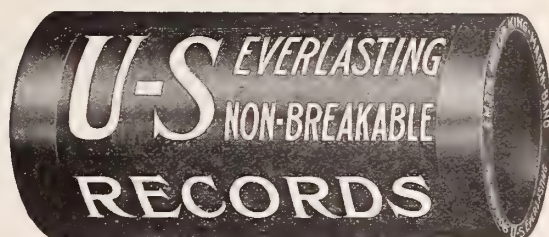
Clifford R. Ely, of the wholesale department, has closed with the Kirby Piano Co., of Louisville, who are now pushing the Columbia line.

Mme. Alda appeared in concert in Louisville recently. The Montenegro-Riehm Music Co., Victor jobbers, had a beautiful window display of the madame, who is a Victor artist. The window was very much admired by everyone and by Mme. Alda herself.

WILMINGTON HOUSE EXPANDS.

Gewehr & Edelbrock, piano and music dealers of Wilmington, Del., are building an addition to the rear of their building to accommodate the Victrola department, which is steadily growing in importance.

A Good Proposition



Fit Any Phonograph

Any line that saves time in handling, and gives a large margin of profit, is a good proposition. U. S. Everlasting Records meet these conditions, and are proving an increasingly attractive and profitable line for dealer and jobber.

Less expense is required in handling them, and the shipping cost is lower. U. S. Everlasting Records are indestructible—not frail like the ordinary record—and you have no “losses in transit” to consider.

Last month this page presented ample proof of the wearing qualities of U. S. Everlasting Records. No complaints from your trade, and no difficulties to adjust on account of records breaking or wearing.

The monthly list of new selections embodies the choicest offerings in the way of music and entertainment.

Our record catalog just off the press is all ready to mail, and simply awaits your address. Ask for it today.

THE U. S. PHONOGRAPH COMPANY

ASSOCIATED WITH

THE BISHOP-BABCOCK-BECKER COMPANY

CLEVELAND, OHIO

The Talking Machine Trade in New England

THE TALKING MACHINE NEEDLE AND ITS MANUFACTURE.

Few People Who Use or Sell This Little Piece of Steel Know of the Tremendous Amount of Work Involved in Its Making and the Processes Necessary to Perfect It.

Millions of talking machine needles are used every year, and yet few people, when they handle the little pieces of steel, ever think of the tremendous amount of work involved in their manufacture. Of course, they have to be turned out by the millions, using the most up-to-date machinery and

largest of its kind in New England, this being in addition to a battery of eight furnaces which are in use and which were inadequate for the requirements of the growing business. This additional furnace is four times as large as any one of the eight furnaces. This particular end of the Bagshaw equipment, through which process all the steel must go, shows at a glance the strength of the business.

Take a little talking machine needle, for instance. First the wire is drawn to sizes, this being very important. Then it is straightened, ground, cut, tempered, hardened, scoured, polished, and then packed. In order to permit easy handling, a steel wire of over a foot in length is ground at each end until the required point is secured; then each end is cut off to the length of a needle. Following the cutting, the wire is precisely the same as it started, only about two inches shorter, and this wire is worked over again in the same manner. Then two more needles are cut off, and this is repeated until the wire is so small that it cannot be worked.

On one floor of the Bagshaw plant are many of these grinding machines in batteries, the wire starting with the coarse work and going from machine to machine until the last—the finest—puts the finished point onto the needle. Bagshaw needles have the reputation of being of the highest character, the taper of the point being even all around. In the tempering, hardening and polishing the fame of these needles is also noted, the needles' snappy, sparkling brightness being a standard of needle workmanship.

When the needles are finished they go to the packing room, where twelve girls do nothing but pack needles into envelopes. So staple are the needles that they are weighed instead of being counted, a certain number of ounces being equivalent to 100 or 300 needles, according to the way they are packed. Hardly does this weight vary one needle, so accurate are the scales and so accurately are the needles made. These needles are packed in envelopes, paper boxes, or tin cans, according to the specifications of the customer. A special feature of the Bagshaw service is the manufacture of talking machine needles according to the wishes of jobbers, and then packing them into special containers with the jobbers' name and address.

An experimental department, in conjunction with a drafting department, is constantly testing various qualities of steel to even better their products, notwithstanding to-day they are of the highest order. This is done in line with the general policy of large houses to be ever watchful of an improvement in their goods, notwithstanding their products seem impossible to be bettered.

W. H. Bagshaw manufactures and distributes one particular quality of needles which are called "Duplexetone" needles. This is a needle with which it is possible to secure two tones, loud and soft, while a slight twist either way from the loud or soft, produces any intermediate tone shade. These were designed after thirty-four experiments, and were to fill the niche of getting one needle that would play operatic or band records with the desired acoustic results. Duplexetone needles became a favorite from the first announcement of their appearance, and the sales of them are growing rapidly.

Included in the talking machine needles are all kinds of sizes and shapes for every kind of record. One most striking feature of the value of these needles is that the foreign sales are tremendous, going to all parts of the world in the face of European competition. It shows forcibly that the foreign talking machine fraternity appreciate needle goodness when they will pay more for Bagshaw needles because of this value. Mr. Bagshaw considers this the best possible argument that can be used when foreign made needles are offered in this country, or as he says: "If foreign-made needles are not good enough for the foreign trade, why should Americans buy them?"

The house of Bagshaw was established in 1870.

MRS. CLARK'S ADDRESS

Before the Meeting of the Public School Masters Intensifies Interest in the Use of the Talking Machine in the Schools.

(Special to The Talking Machine World.)

Boston, Mass., Nov. 9, 1912.

The Eastern Talking Machine Co., Victor and Edison jobbers of this city, were greatly honored by the public school masters with an invitation to take part at their quarterly meeting at Young's Hotel, Oct. 15. After the banquet, Mrs. Frances E. Clark, director public school educational department of the Victor Talking Machine Co., addressed the gathering on the subject of "The Use of Talking Machines in the Schools," and for the purpose of illustration used selections from the special list of school educational records prepared by the Victor Talking Machine Co.

Mrs. Clark consumed something over two hours in her talk, and that she proved extremely interesting to the body of educators who were present, is certain. Franklin B. Dyer, the newly appointed superintendent of Boston public schools, was deeply interested and asked many questions of Mrs. Clark regarding the Victor and Victor records. The Eastern Talking Machine Co. was represented by S. J. Freeman, of the Victor department.

To increase a man's capacity, instead of relieving him of responsibility, place more responsibility on him.



W. H. Bagshaw, Founder of the Bagshaw Business.

skilled workmen. The man who is credited with making the first talking machine needle is the late W. H. Bagshaw, of Lowell, Mass., the organization now being ably conducted by his two sons, W. H. Bagshaw and C. H. Bagshaw, who are prominent figures in the talking machine world.

In the Bagshaw plant every facility for progressive manufacturing is used. Only recently a tempering furnace was installed that is held to be the

Speed up a notch in your Holiday Trade!

We'll back you with prompt
deliveries of full orders in

Edison

Phonographs and Records.

The new list of 55 Blue Amberol Records
are heavy sellers. These mean much to
your profits.

Ask us to help you with P-E Service.

THE PARDEE-ELLENBERGER CO., Jobbers Only
BOSTON and NEW HAVEN

Distributors in New England of the Edison Home Kinetoscopes.

FROM OUR BOSTON HEADQUARTERS

324 WASHINGTON STREET, JOHN H. WILSON, MANAGER.

(Special to The Talking Machine World.)

Boston, Mass., Nov. 11, 1912.

The Victor department of the new Chickering & Sons retail warerooms is thoroughly up to date in all respects, and Manager Ubert Urquhart, formerly with the Henry F. Miller Co., has had the front of the basement conveniently arranged so as to best meet the demands of business. There are three finely equipped demonstration booths which are reached by an easy stairway from the ground floor, and a large rack for holding records has been built at one side. There are rugs on the floor which add to the homelikeness of the department. Mr. Urquhart himself has a mahogany desk at the head of the stairs. He has the able assistance of Warren A. Batchelder, who has been with the Henry F. Miller Co. for two years, serving faithfully in the Victor department of that large house. Mr. Batchelder has many friends in the talking-machine business who will be glad to welcome him in his new association.

Featuring Victor Schoolroom Work.

Everybody is on the jump at the quarters of the Eastern Talking Machine Co. and the fall orders are piling up at a rapid rate, the difficulty being that the factory seems not able to supply the demand for Victor goods. W. J. Fitzgerald, who is giving much of his time to the school work of the Victor business, has lately installed several machines in the State normal schools, and one of his recent callers was Supervisor Chase of the Malden schools, who is proud of the boast that every school in his city is now equipped with Victor outfits. Another whom Mr. Fitzgerald has been able to influence in the direction of the Victor goods is Samuel W. Cole, the well-known music director, who, in an endorsement of Victor machines, says: "I hope to see the Victor a part of the municipal equipment of every school in town," referring especially to Brookline, in which town Mr. Fitzgerald has been singularly successful in popularizing the Victors.

Brown Joins Columbia Force.

The Columbia Phonograph Co. is to be congratulated on securing the services of S. H. Brown, who will look after the western Massachusetts and southern Vermont business of the company. Mr. Brown has had a twelve-years' experience in the talking-machine business, much

of which time was spent in the services of the Eastern Talking Machine Co., from which he resigned less than a year ago to go to Worcester to engage in another line of work. However, the call of the phonograph was too much; it was a case of back to his first love, and when the Columbia made overtures to him he could not resist. Mr. Brown has many friends in the business and is immensely popular. W. D. Drown, formerly secretary of the Vermont Academy, has been added to the wholesale department of the Columbia.

Some Big Columbia Orders.

October closes as the largest month of the year with the Columbia Co., and it is the second highest month ever experienced. This is the more surprising, says Manager Erismann, when one considers that it is the month when many people are buying their winter's supply of fuel and the family's winter clothing has to be purchased. A large percentage of the increased business is due to the Eclipse and the Regal machines, which were put on the market a couple of months ago.

Some big orders have been received by the Columbia Co. this past month. J. C. Mallioux, of Woonsocket, R. I., has been a heavy buyer; N. M. Bradley, of Rutland, Vt., was in town to place a large order; the Peck Leach Co., of Taunton, of which Howard T. Bates is manager, has taken a complete line of Columbia goods, and another heavy buyer has been M. J. Moran & Co., of Brattleboro, Vt. Two local concerns to take on a full line of Columbia outfits have been the Goldthwaite Furniture Co. and the Plympton-Hervey Co., both of Boston.

Some Distinguished Visitors.

William H. Beck, president of the Eastern Co., was a recent caller to Boston, and spent much time with Manager Taft, of the Eastern Talking Machine Co. Others callers at the Eastern company were Louis Geissler, general manager of the Victor; George Ormstein, traveling sales manager, and Thomas Green, the Victor manager in New York. In the professional line the Eastern was honored with visits from Dr. Karl Muck, conductor of the Boston Symphony Orchestra, and Andre Caplet, one of the leaders of the Boston Opera House orchestra, who was especially interested in the records of Edmond Clement, his French compatriot, who has done some excellent work for the Victor com-

pany. Another caller was Ed. Whitney, of the Whitney Brothers Quartet, who has made records for the Victor.

Business Shows 300 Per Cent. Advance.

The dictaphone output has increased tremendously of late with the Columbia Co. and the business is 300 per cent. greater than at this time a year ago, according to Manager Erismann. A large number of machines have lately been placed in the establishments of the New England Telephone & Telegraph Co., the B. F. Sturtevant Co., whose head is Governor Foss of this State, and the Barta Press, one of the largest printing concerns in the city.

Victor Departments Amalgamated.

The large Victor department of George Lincoln Parker in the Colonial building will be considerably augmented on December 1, when to it will be added the Victor department which is conducted by George L. Schirmer in connection with his piano business at 40 Huntington avenue. On that date Mr. Schirmer will merge his business interests with Mr. Parker to the mutual advantage of both. The Victor department of Mr. Parker, under the able conduct of Charles Trundy, has been making some large sales the past few weeks.

Added to Educational Department.

James M. McLaughlin, director of music in the Boston public schools, has been added to the educational department of the Boston headquarters of the Columbia Phonograph Co. and he has been made editor of the Columbia universal graded course of music, which is especially adaptable for homes and public schools. In connection with this new department, Manager Arthur Erismann, who is one of the most up-to-date, enterprising men in the talking-machine business, has put out a leaflet in which the co-operation of every parent is asked in this educational work. One paragraph reads thus: "We know we are going to get the thanks of hundreds of fathers and mothers for the great step we have taken. As this is the musical capital of America—a center where a work of this kind is sure to be appreciated—we know it will be the desire of every parent to give their children every possible advantage." Then follow two pages of suitable records carefully graded and classified, beginning with the simple themes. A catalogue of schoolroom music is having a great call from schools throughout New England, and Manager Erismann has had to lay in a big supply to meet the demand.

Joins Columbia Force in Boston.

Austin Fordham, a nephew of George W. Lyle, the Columbia Co.'s general manager, has been added to the retail staff of the Boston office, and he is making good, too.

Increasing Demand for Victors.

Business in Victor goods has taken on a new lease of life at the Henry F. Miller Co.'s finely appointed department. Francis T. White is "on the job," and is taking good care of customers, ably supplemented by a new man in the Victor department, Benjamin McNulty. Mr. McNulty is well acquainted with the talking-machine business, having been with the Miller house several years ago, though for some time past he has been with the Boston Talking Machine Co.

Mr. Pardee Chats of Trade Conditions.

Mr. Pardee, of the Pardee-Ellenberger Co., of New Haven, was in town for several days, and, as usual, made his headquarters with the company's Boston office in Batterymarch street. Mr. Pardee speaks most enthusiastically of the success of the display of the Thomas A. Edison Co., Inc., at the recent Electrical Show in Mechanics Building. Mr. Pardee has made several trips to other sections of the East lately and he reports a fine feeling in the trade, with a more pronounced inquiry for goods and an increased enthusiasm. Much of the interest lately developed locally in the Edison line can be traced quite directly to the Electrical Show, (Continued on page 18.)

W. H. BAGSHAW

Established 1870

LOWELL, MASS. - - U. S. A.

World's Largest Manufacturer of

Talking Machine Needles

of all Styles, Shapes and Sizes

DESIGNER AND MAKER OF

Duplexetone Needles

THE NEEDLE WITH TWO TONES—LOUD AND SOFT

Write for Illustrated Booklet



They are telling us that the finest piece of choral recording ever issued in the world is our chorus from the "Messiah" —A-5424 in the December list.



**Columbia Phonograph Co., Gen'l
Tribune Building, New York**

FROM THE WORLD'S BOSTON HEADQUARTERS.

(Continued from page 17.)

where the Edison recital hall, in the basement, was filled at every demonstration of the new disc machine. Mr. Pardee says that it is curious that in spite of the Presidential election there is good business, and he noted especially the revival of interest in cylinder machines, due in large measure to the new blue amberol records which are advertised as a "wonderful advance in the art of sound reproduction." These new blue amberol records reached Boston the first of the month, and dealers were anxious from the start to get them in stock. Mr. Pardee says he has had several visitors to his New Haven headquarters the past week, including George A. Lewis, of Danbury, and L. A. Gladding, of New Britain, Conn.

Visited Electrical Show.

Among those who came over to Boston during the Electrical Show were: Frank L. Dyer, president of the Thomas A. Edison Co., Inc., who was accompanied by F. K. Dolbeer, of New Haven. President Dyer was delighted with the Edison display and with the manner of conducting it, Mr. Skelton coming in for considerable praise for the manner in which he demonstrated the new disc machines. Later in the month Mr. Dolbeer paid a second visit to the exhibition, this time being accompanied by Mrs. Dolbeer.

FALL RIVER EXPERIMENT SUCCEEDS.

Aux-e-to-phone Furnishes Music for Dancing and Marching of Seven Hundred Children on Public Playground.

(Special to The Talking Machine World.)

Fall River, Mass., Nov. 8, 1912.

Herbert L. Royer, manager for the Arch street Victor department of M. Steinert & Sons Co., in Boston, was down in Fall River recently to watch a very interesting experiment given on the public playground. It was a program of folk dancing and marches given by 700 of the school children to the musical accompaniment of an Aux-e-to-phone. The occasion was a highly enjoyable one, and Mr. Wilson, who is in charge of the Victor department of the local Steinert store, afterward received a highly appreciative letter from the Board of Park Commissioners for the outcome of the affair.

MULLEN WITH J. K. GILL CO.

W. A. Mullen has just made arrangements with the J. K. Gill Co., dealer in Edison Home Kinetoscopes in Portland, Ore., to assume the management of this house. Mr. Mullen was formerly connected with the Zonophone Co. as traveler, and also with Thos. A. Edison, Inc., under N. C. Durand, selling commercial machines in the Middle West.

An immense sign, twenty by thirty feet, appears on the corner of the building occupied by Louis R. Deitzbaugh, Victor dealer of Frederick, Md., in which the famous Victor dog and the Victor line of machines are featured in colors.

HOW TO UNDERSTAND THE OPERA.

The Basis of an Interesting Lecture Delivered by W. L. Hubbard in the Lecture Hall of the Columbia Phonograph Co. in Boston—High Class Audience in Attendance.

(Special to The Talking Machine World.)

Boston, Mass., Nov. 6, 1912.

A large audience gathered in the finely appointed lecture hall of the Columbia Phonograph Co. on the afternoon of November 5 to listen to the first opera talk given by W. L. Hubbard, who has come on from Chicago to promote a new system of intelligent publicity to the operas that are to be given at the Boston Opera House this winter. Manager Arthur Erisman, of the Columbia Co.,

most melodious; there is no oratory about his delivery; he talks as one would in ordinary conversation, and for that reason what he had to say was all the more enjoyable, as it was far removed from the idea of a stilted, conventional lecture. He proved himself to be a man of culture and widely informed on music.

Among the many good things he said was that it was not so much a matter of understanding as of mood with a listener at an opera, and he recommended that an audience put itself in the right mental attitude. There were those across the footlights who were doing their best to interpret an opera, but be their work ever so finished and artistic it never reached the audience the way it was sent out if there was not that responsive, receptive mood on the part of the audience who should make up its mind at the outset that it has come not merely to be entertained. He advised an audience to study the text of an opera instead

of its music, for the former was more important to an intelligent understanding.

Having delivered himself of a number of general propositions touching upon music, which he styled a very mixed art, he proceeded to discuss the first opera to be given, "The Tales of Hoffman." He first told something of Offenbach and then took up the story of the opera in considerable detail.

For his musical illustrations Mr. Hubbard relied upon two artists from the Boston Opera Co., Frank L. Waller, who gave

piano excerpts, and Rafael Diaz, a delightful young tenor, who has been a member of the Boston Opera Co. for several seasons.

At the close of the talk, which lasted an hour and a half, Mr. Hubbard, as well as his two accompanying artists, were heartily congratulated. The second talk a fortnight hence will be on "Louise," the second opera to be produced here.



Columbia Grafonola Hall, Boston, Mass.

had issued a large number of invitations to the best people of Boston, and in reply he received a number of courteous responses commendatory of the idea of publicity.

The audience therefore was of a highly intelligent order. Mr. Hubbard proved to be a man of easy manner, evidently used to addressing gatherings of this sort. His style is smooth, his voice

Write To-Day

The ELECTROVA COMPANY
117-125 Cypress Ave., :: New York

for their new illustrated booklet, "The Money Magnet," describing the most perfect and satisfactorily Coin-operated Electric Player on the market. 88 note, with automatic expression device and mandolin attachment.

Just the player for the better class of places

October 12th Issue of
Saturday Evening Post.

THE POOLEY Record Cabinet

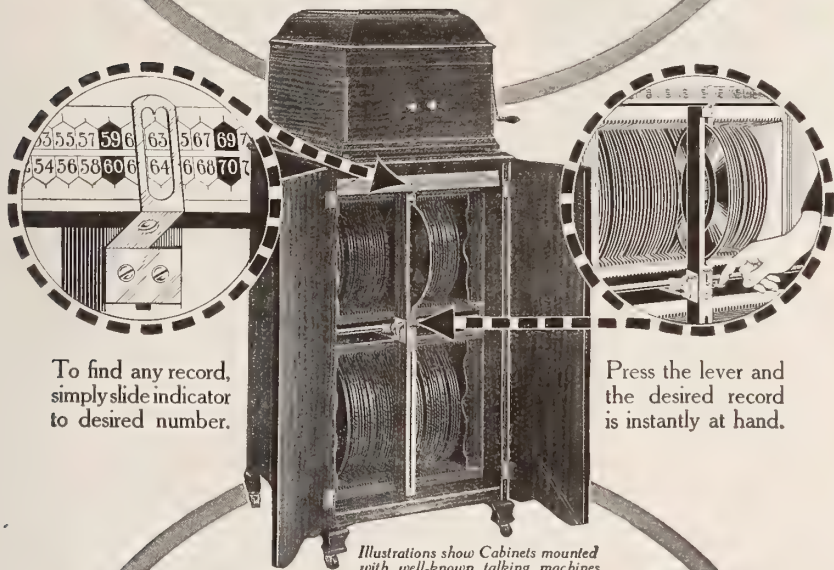
Does the locating and filing of your disc records mar the enjoyment of your talking machine? Are your favorite records misfiled just when you want them?

Are they damaged from scratching and rubbing? Must you go through piles of envelopes, or search through albums, boxes or racks while your guests wait?

Do the ladies complain about the trouble of refiling, the day after? With a "Pooley" Cabinet you have solved the record-filing problem.

To get out any desired record, simply slide the indicator to the number on the scale, press the lever, and the record is instantly at hand.

To return, slip the disc through the slot, and the record is *correctly* filed.



PRIZE WINNING WINDOW IN MEMPHIS COMPETITION.

O. K. Houck Piano Co. Carry Off First Honors with Display in Which the Victrola and the Steinway Piano Were Featured—Business Policy Emphasized in the Display Cards.

(Special to The Talking Machine World.)

Memphis, Tenn., Nov. 9, 1912.

The O. K. Houck Piano Co. continues to receive the congratulations of its many friends and associate merchants upon the winning of the first prize offered in the competition for the most attractive window display in the city offered during the recent Tri-State Fair held here. A large number

of which appeared the words, "Hurry! It Is Time to Get a Victor-Victrola." The hands of the clock were connected with an electric motor and revolved at the rate of ten years per hour, which was enough to convince the observer that time was flying, and that it was the proper moment to settle the Victrola question.

In the center of the window there was erected



The Attractively Prepared Window of the O. K. Houck Co.

of local houses entered the competition, but the Houck Co. carried off the prize without a dissenting voice.

As will be seen in the accompanying illustration, the window was well calculated to attract attention from those passing the store of the company. On the left of the window there was placed a Victor Victrola, with the Victor dog sitting in front of it and a large clock placed at the right, on the dial

a small dog house on which was placed the sign, "One Price, No Commission, Guarantees Absolute Protection." A live pet bulldog was chained to the house wearing a collar upon which appeared practically the same warning. A beautiful Steinway grand piano occupied the right of the window, while the background was made up of posters regarding the Tri-State Fair. Certainly the prize was well deserved.

BUSY TIMES IN LOS ANGELES.

Past and Present Month's Business of Large Proportions, but It Will Be Excelled by an Enormous Holiday Trade, Judging from the Present Trend—The Month's News.

(Special to The Talking Machine World.)

Los Angeles, Cal., Oct. 30, 1912.

Jobbers and dealers of Los Angeles and the surrounding section report a very good talking machine trade for the past month. Great preparation for the coming holiday trade is being made by all dealers who are looking forward to the largest trade they have ever known, providing the goods can be obtained promptly.

J. H. Sturgis, of the Sturgis-Bowring Music Co., 714 South Grand avenue, states business looks very promising for the future in both the Edison and Victor lines.

A. Graham Cook, manager of the talking machine department of the Geo. J. Birkel Co., has been making things hum in his department in the last few weeks. The circassian walnut Victrola XVI has been featured, thus causing many sales in this popular finish. Another strong point of interest is the featuring of records by the noted Victor artists as they appear in concert.

Scott T. Allured, talking machine manager for the Wiley B. Allen Co., San Diego, reports many recent sales of Columbia Grafonola Regents. Their monthly concerts are so well attended that they have not the room to accommodate the crowds. Mr. Allured works up the opera selections in such a way that they are very enjoyable to hear on the talking machine.

S. W. Mixter, Edison dealer of Exeter, Cal., spent a few days in Los Angeles placing a large

order for Edison goods ready for the Christmas trade, which he anticipates will be very large in his section. Another Edison dealer to visit the city was R. M. Wilber, of Delano, Cal., who brings a good report from his district.

The T. J. Johnston Music House of this city is enjoying a remarkable trade this fall in the Victor line.

Chas. S. Ruggles, local manager for Sherman, Clay & Co., Victor distributors, states that the past month has been the largest in their history, and that even a much larger business would have been done if he could have obtained the goods.

The Van Sant & Raynard Music Co., of Santa Monica, Cal., has been so successful in the past few months that it has opened a branch music store at Sawtelle, Cal., carrying a complete Victor and Edison line.

C. A. Graham, of the Wiley B. Allen Co., returned from a hunting trip, bagging the limit of teal. Mr. Graham is just as good a marksman as he is a seller of talking machines.

S. E. Purser is now back in his old stand with the Eilers Music House. Mr. Purser has just recovered from a very serious operation and will now take hold of the talking machine department and do his share of the business in this line.

O. A. Lovejoy, manager of the talking machine department of the Southern California Music Co., Edison jobbers, states that the new Amberol record is creating a stir among the dealers, who are nearly all doubling their orders since they have heard these new records. The firm also has secured the jobbing agency for the Woods filing cabinet, which has proven a big seller.

The Pasadena Music Co., Pasadena, Cal., has just added six more sound-proof salesrooms to the talking machine department. W. R. J. Campbell, manager, is sparing no expense for the convenience of customers. This gives this department one-half the floor space of the entire store.

A new firm, Grey, Maw & Thompson Co. (Inc.), has just opened in San Diego, Cal., with one of the largest talking machine departments in the Southwest, handling the complete line of machines and records.

Guernsey S. Brown, of Santa Barbara, Cal., has opened a branch store at Ventura, where he will handle the Victor goods.

Never go to any of your fellow salespeople and talk and laugh over anything while your customer is waiting. This creates a bad impression and often customers think that they are being laughed at for some reason or other.

The DITSON Pledge

Is to see that our clientele has a better service than ever—setting a new standard in Victor jobbing deliveries. The demands of alert Victor dealers—the kind that grow—are many and varied, and we furnish the "first-aid" in every instance.

We believe this year's Victor business will be of tremendous proportions, and it will pay you to have

The Fastest Victor Service

which is a requisite in this hustling age. We possess the largest stocks, the best organization and most up-to-date equipment in the Eastern half of the country.

This covers Victor machines, records and supplies of every kind, not to mention cabinets, needles and trade-marked accessories.

Will you let us tell you more about Ditson co-operation? A postal gets this information!

OLIVER DITSON CO., Boston, Mass.

THREE STYLES OF EDISON DISC PHONOGRAPHS SHIPPED.

Jobbers and Dealers Welcome First of New Machines—New Models Held Back to Insure Perfection in Both Machines and Records—Heavy Volume of Initial Orders—New Blue Amberol Records an Instantaneous Hit—F. K. Dolbeer's View of Election.

Three models of the new Edison disc machines are on the market, the initial samples having been shipped to the jobbers a few days ago. These are the numbers 150, 200 and 250, and shipments are going forward as fast as possible. This will be great news to the thousands of Edison enthusiasts of this country, and as far as the industry itself is concerned, the shipment of Edison disc phonographs marks an epoch in the trade.

When these machines were exhibited a year ago many thought they would be ready for last holiday's business, and they would have been but for one thing—the desire of Thomas A. Edison himself to give to the world a machine that would come to his standard of perfection in styles of cabinets, in quality of tone and general goodness. Mr. Edison did not believe the machines exhibited a year ago were good enough, although many termed them "wonderful." So he withheld the production of those types until more experimenting was done, and finally after about another year of this work a line of Edison disc phonographs was created that Mr. Edison pronounced "perfect."

Another thing that assisted in holding up Mr. Edison was the matter of records. He wanted good records—records that he considered were consistent with the quality of the forthcoming Edison disc phonographs, and it was only until several months ago that he procured the character of records desired.

So, equipped with the phonographs and records of the Edison standard, a display was held at the Edison building, New York, last July, and jobbers and their representatives came from all over the country to attend. The initial volume of orders placed was stupendous, so great was the enthusiasm of the men who would manipulate the selling of the goods in their respective territories. As F. K. Dolbeer, sales manager, expressed it, "the amount of business was greatly in excess of

my largest expectations." In fact, so strong was it that rumor had the amount in figures at a million dollars. The exhibit was an eventful one, a glowing success in every way and a most hearty commendation to the activities of "the old man"—Thomas A. Edison.

Now that the disc phonographs are leaving the Edison works at Orange and will soon be in the homes of the American people, one will hear then the greatest of all boosts—the voice of the people. Along with these machines will be shipped a batch of new disc records, duplicates of the ones that made such a hit at the Edison exhibit last July and which, likewise, created a furor in musical circles of Boston while they were being played at the Electric Show held there during October.

Along with the foregoing vital announcements comes the information from Sales Manager F. K. Dolbeer that the 55 new Blue Amberol records—indestructible—which came upon the market a short time ago, were an instant success. Repeat orders have been received from all over the country and the offices of Mr. Dolbeer are making more apologies for deliveries than they ever did. To think that the plant is working twenty-four hours a day and then being unable to cope with the situation in deliveries! This avalanche of business was freely predicted by those in possession of inside details and practically every jobber heard the phrase, "Order early because of a pending rush," as they knew how good the Blue Amberols are. And they all ordered at once and the rush came immediately.

Asked how the election pleased him, Mr. Dolbeer responded: "While I am a little disappointed in the results, yet the number of votes for President-elect Wilson shows the trend of the country's feeling, and what is acceptable to so large a majority will probably prove successful in the administration of this country's welfare and prosperity."

A GREAT VICTOR SIGN.

The establishment of the Chalmers Co. in Newark, N. J., is quite a musical center, as seats for all the engagements of the prominent visiting artists are sold there. The Chalmers Co. has just erected the largest electric sign in Newark. It overhangs Broad street and is 11 feet 6 inches long

by 10 feet in height, showing the Victor trademark with the word Victor intermittently flashing.

VICTROLA FOR NORMAL SCHOOL.

The State Normal School at Harrisonburg, Pa., has purchased a handsome new Victrola and a large collection of records for the use of the students in concerts and in recitals.

COLUMBIA DEALER GETS PRIZE FOR ATTRACTIVE STORE.

The Detroit Free Press, Detroit, Mich., recently held a contest for the most attractive store in various lines of business. The prize for the leading music store was awarded to J. Goldberg, a Columbia dealer, whose store was pronounced one of the most artistic in the city. Mr. Goldberg handles Columbia products exclusively, and is justly proud of his deserved reward. He is an enthusiastic dealer, and does a tremendous business with the



Columbia line. His store is equipped with three demonstration rooms and the exterior and interior are indeed models of retail store design.

When *You* order

CONDON-AUTOSTOPS

You handle the most satisfactory article in the accessory line.

You should always exhibit and demonstrate the

CONDON-AUTOSTOP

No talking machine should be sold without complete equipment—include the

CONDON-AUTOSTOP

in *your* sale.

Get *your* Holiday orders in immediately so that shipment will include special Holiday Boxes. The Christmas circular (mailed with the December list) will be the greatest little imaginable wedge to open up the Cosmic purse.

As a Christmas Gift the

CONDON-AUTOSTOP

is the best ever.

Two editions: Nickel and Gold Plate.

Simple and Foolproof.
No Batteries.

No defacement of the cabinet.

No trouble to affix the

CONDON-AUTOSTOP

Your customer can carry it home and put it on his machine with ease. And—

"It stops right there."

CONDON-AUTOSTOP CO.

26 Front Street, New York

RECORDS!

Our stock of Victor
and Edison Records
is complete.

A word to the wise
is sufficient.

Lyon & Healy

Chicago

FROM OUR CHICAGO HEADQUARTERS

ROOM 806, NO. 37 SOUTH WABASH AVENUE, E. P. VAN HARLINGEN, MANAGER.

(Special to The Talking Machine World.)

Chicago, Ill., Nov. 9, 1912.

The situation in the talking machine field here is presumably much the same as elsewhere, an enormous demand for machines beyond the ability of the companies and the jobbers to supply, but with considerable hope of measurable relief in the near future. An interesting feature of the situation are the immense sales of records reported by all jobbers, serving to bring the total business above last year's figures in spite of the machine shortage. The outcome of the present condition is likely to be that dealers will be brought to a stronger realization than ever before of the opportunity before them in an intensive cultivation of the record field and of developing new methods of pushing this always profitable business.

Local retail business was very good indeed the first three weeks in October. It showed a slight dropping off for ten days preceding the election, but is coming along with renewed force since.

Every store in town has any number of unfilled orders on hand for the new types of Victors, but there have been a notable number of sales reported on the old types. It may be giving an inside secret away, but in certain quarters there is no reference made to the old style and new style XVIs for instance, but some such designation as "style A" and "style B" are used, and a number of the style As are being sold. The popular priced styles of Victrolas, the \$15, \$25 and \$40 machines, are selling well, and stocks of these goods seem to be fairly ample.

A really excellent business in Edison cylinder goods is reported. The new Edison Blue Amberol records are now on sale, and are moving splendidly. Jobbers report that the initial orders for these records from dealers are large in volume and widely distributed.

Special interest is manifested in the forthcoming \$500 Columbia Grafonola, and although the first machine will not arrive here for another week or so, considerable sales have been made in both a retail and wholesale way.

The Chicago headquarters of the U-S Phonograph Co. report an enormous demand for their new popular-priced types, taxing the factory capacity to the utmost. The enlarged factory facilities, however, promise an early relief in the very severe shortage now experienced. The record business is referred to as excellent. A number of desirable

new U-S accounts are reported as having been established lately in Chicago and in the territory under the jurisdiction of the Chicago office.

A. D. Geissler on Conditions.

"Naturally the election has been the all-absorbing topic throughout the country generally for the last few weeks, but we have had a more absorbing topic for the last two or three months, and that has been: How to get enough Victor goods to take care of the enormous demands that have been pouring in upon us," remarked Arthur D. Geissler, general manager of The Talking Machine Co.

"To the average person a lot of figures and statistics doesn't mean very much, and for that reason it would be useless to mention the exact number of machines we have on our back order files today, but just to give you an idea of the way our dealers are ordering, we have one dealer who has ordered over a thousand machines of the new styles, to be shipped at any time we can ship them and in any quantity; another dealer has orders on file for over five hundred new style Victrolas, and they range from that downward to one sample machine of each style.

"This would seem to indicate that we would be utterly unable to take care of our dealers, but the fact is we have been taking better care of them than would be supposed; and the one feature that has enabled us to do this is the 'wholesale exclusively' idea of our business. All the shipments we receive from the factory are immediately apportioned out among our back orders, and so far we have been able to deliver nearly all our dealers at least samples of the new machines.

"The factory is now catching up to a certain extent, and now that their facilities for making these new styles are running more smoothly, no doubt their output will be greatly increased, and between now and the middle of December they should be able to at least supply the immediate demand; but, of course, none of the distributors will be able to amass the working stock we always like to carry.

"There have been several of our dealers in recently, who have asked me frankly what I thought about their placing orders with other distributors for some of the styles we have been so terribly short on, and I have always told them just as frankly that if they had the opportunity to get these machines elsewhere to take immediate advantage of it.

"Of course we want all their business if we can

take care of it, but if they are going to suffer on account of shortage of goods, and can get them elsewhere, they should make every effort possible to get these machines from the other Victor distributors.

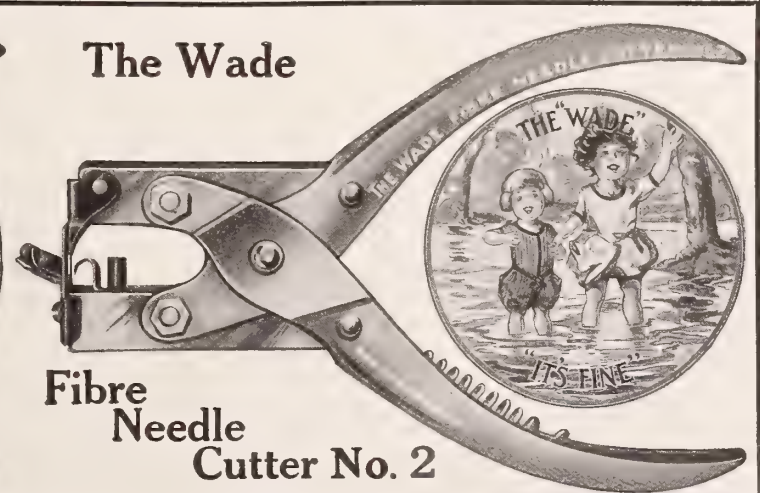
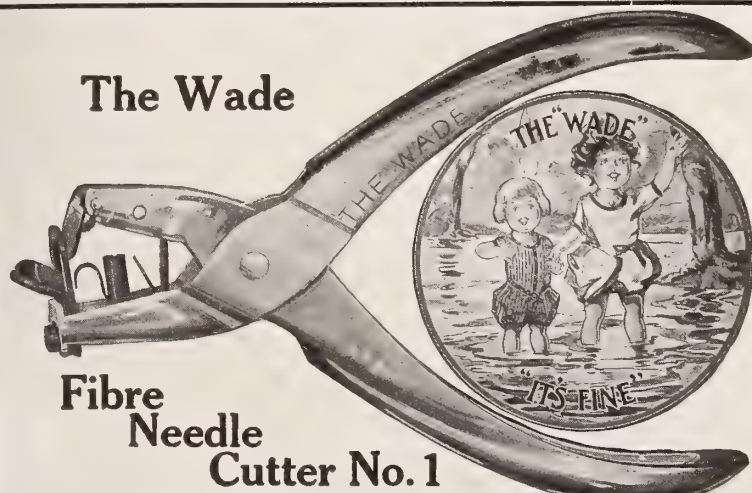
"However, I am glad to say there is one end of our business that this shortage does not exist in, and that is the record department. Our stock is practically complete; in fact, I know it is in better shape now than it has ever been. We have over 150,000 records in stock to-day, most of them in the original packages in which they were shipped from the factory.

"In contrast to a great many distributors we have always made the record business our strong feature, consequently our record department has always been the largest end of our business. I attribute this success wholly to our efforts in educating the dealers in the 'selling of Victor records.' In fact, I have always looked at this part of the business in this way: If a purchaser of a machine does not within a year's time buy in dollars and cents in records as much as he paid for his machine, then there is something radically wrong with the 'record selling department.' Another factor in our success along this line has been what we call the '500 Best Selling Records,' a list in concise form of 500 records which our statistics have proven to be the most popular sellers.

"However, I am getting away from the original subject of this interview—whether the election returns or the shortage of Victor goods was the most absorbing topic of the day. Personally I feel now that the election is over and Governor Wilson has received the greatest gift in the power of the people, that the slightly unsettled business conditions will resolve themselves into one of the greatest eras of prosperity this country has ever witnessed. In fact, in view of the wonderful crops this fall and our always tremendous resources, it doesn't seem possible to fight off this wonderful boom for the next eighteen months or two years.

"Whether this prosperity will remain with us as a permanent institution it seems to me is wholly dependent on how much our new President and his Democratic Houses tamper with the tariff. Governor Wilson has always proven himself to be a most conservative man, and when it comes to a question of whether we shall have 'tariff for a protective measure, or tariff for revenue only,' I am

(Continued on page 24.)



The WADE FIBRE NEEDLE CUTTERS, No. 1 and No. 2, trim the needle at the proper angle, and the needle can be repointed from ten to twelve times, thus giving more tunes per needle than any other cutter made. This cutter is provided with a self-acting stop, which prevents cutting away more than enough to make a new point.

The WADE CUTTERS have an upper and a lower blade, the upper blade being loosely pivoted and pressed against the lower blade by means of a spring, making a perfect contact. These blades are made from the best Swedish Tool Steel and are scientifically hardened by electricity, giving the most lasting and finest cutting edge that it is possible to produce, and seldom ever needs sharpening.

The construction of the WADE No. 2 affords the most powerful cut of any tool ever made, and the blades work parallel to each other, therefore it requires practically no exertion whatever to trim the needle.

We fully guarantee this cutter in every respect, and if the blade of this cutter ever gets dull we will give you a new blade upon return of the old one.

Order from your regular Distributor—we sell to Jobbers only.

List Prices—No. 1, \$1.50; No. 2, \$2.00

WADE & WADE, 1227 East 46th Street
CHICAGO, ILL.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 23).

sure he will give it the most careful thought of which he is capable; for surely the past experiences we have had of a large majority of the people enjoying a lower price of living through certain tariff reductions, but at the same time unable to avail themselves of these low prices because of the factories being closed and lack of work, will cause those in power to ponder the matter long and well."

Wiswell on Record Sales.

L. C. Wiswell, manager of the talking machine department of Lyon & Healy, in reviewing trade, said: "Generally speaking, the outlook is excellent, dealers are all optimistic and are firm in the belief that they are going to have an excellent holiday business. Those with whom I have talked say little about any deterrent effect of the political situation. They are not bothering their heads about politics so far as any effect on business is concerned. Crops are too good and any possible disturbance by tariff tinkering is to far off to cause any uneasiness."

"The only thing that is worrying any one at present is the shortage of Victor machines. This will undoubtedly be relieved to some material extent shortly. The real demand for machines is enormous as compared with the present visible supply, but still it is possible that we jobbers may exaggerate the situation when we contemplate the number of orders on our books. Dealers have placed practically duplicate orders with many different jobbers, and the revision of these as their demands begin to be supplied will, no doubt, alter the situation considerably. Nevertheless, making allowance for all this, the demand is phenomenal, and is illustrative of the wonderful growth and healthy condition of the talking machine business."

"As a matter of fact, in spite of the shortage of the new types of Victor machines, October was a bigger month than last year in total sales. The record business has been simply immense. It is true that the jobbers, in view of the machine shortage, have pushed this end of the business strongly, but this has been in the interests of the dealer. It is good business for the latter to push the record business to the utmost of his ability, and particularly so in times like the present."

"Special circularizing, strong window displays and the mailing out of good lists with the monthly statements, are methods in point. We have demonstrated this strongly in our own local retail department. For instance, we sent out a card captioned 'Out of the Ordinary. Good Victor Records Often Overlooked,' and containing a list of ten records varying from 60 cents to \$5, and the responses have been unusual. Lists gleaned from the catalogue of records particularly applicable to the holiday season are always effective. It is thoroughly possible for every dealer to have a thoroughly successful holiday trade, even if the machine supply should be less than is likely to be the case."

Provide Against Record Shortage.

F. A. Siemon, assistant manager of the Chicago house of the Rudolph Wurlitzer Co.: "October was a good month; better than last October in spite of the machine shortage. We hope that the situation will shortly be relieved to some extent, and there seems to be good reasons that it will be. We are urging our men to push record sales and bring dealers' stocks up to the highest possible point of efficiency. This is eminently wise, as it is possible to get records now while there is a question whether they will be able to do so in December. History is likely to repeat itself, and it will be remembered that it was simply impossible to get good, popular selling records in December and January of last season. Stocks now are good, but with the heavy demand they cannot remain in that condition. The wise dealer will push his record business energetically, and will provide against any possibility of being short either during the holiday trade or during the always brisk record season succeeding the holidays."

With the Wurlitzer Co.

H. S. Conover, formerly with the Talking Machine Co., is now traveling for the Wurlitzer Company in Indiana, Michigan and Iowa.

Wurlitzer Improvements Completed.

The extensive improvements to the talking machine department of the Wurlitzer Company have now been completed with the exception of the recital hall, which will be in readiness for the inauguration of the daily concerts in a fortnight or so.

The company now have one of the most admirably arranged and beautifully fitted up departments in the country. Much has been said about it in *The World*, and further detailed description is deferred until photographs are available.

The Wurlitzer Company last Saturday gave the first of a series of ten Saturday morning Victor educational lecture recitals by Miss Anna Shaw Falkner, the author of a course of study recently published by the Victor Co., a large number of teachers from the public schools being in attendance. The lectures are given in the new concert hall on the second floor of the building in the rear of the piano department. The idea is to vitally interest the local teachers in the Victor and its possibilities for school work.

Columbia Gleanings.

The principal excitement about the Chicago office of the Columbia Phonograph Co. the past month had to do with the new Grand Grafonola \$500 machine, in the form of a miniature grand piano, four and a half feet in length, electrically operated, with automatic stop and starting device, and many other distinctive features. The first of the new machines is expected here the middle of the month, and is awaited with the keenest interest. A number of orders have been taken, both at retail and from dealers, one of the notable buyers being W. N. Seelig, president of the Seelig Polyscope Co., who ordered one for his home.

George W. Lyle, general manager of the Columbia Co., arrived in Chicago, Thursday, on his return from his extended trip to the coast, and left for the East Friday afternoon. He reported conditions excellent wherever he went, and personally booked some large orders for the new \$500 machine from leading Western houses.

Chicago headed the list of Columbia offices in point of total sales in October, and Manager C. F. Baer received a letter from President E. D. Easton congratulating him on the fact. October made a notable increase over October of last year, which was an exceptionally good month. Shortage is complained of on some types of Columbia machines, especially on the \$20 Eclipse.

The Freeman Music House of Sioux City, Iowa, sent in a copy of a local paper containing two whole page advertisements in color of the Freeman concern devoted exclusively to Columbia goods, the Eclipse machine and Weber and Field records being featured. The company has established a handsome Columbia department, and has a wagon devoted exclusively to delivering Columbia outfits.

F. C. Cass, for many years with the Chicago office of the Columbia Co., formerly as credit man and latterly visiting city wholesale trade, resigned to engage in another line of trade. He will be greatly missed by his many friends in the office and in the trade. Hyett Le Moyne, who has been traveling for the New Orleans office, will succeed Mr. Cass.

New Retail Manager.

S. M. Field, formerly manager of the talking machine department of the O. K. Houck Co., at Little Rock, Ark., resigned his position with that company recently to become retail floor manager of the Chicago office of the Columbia Co. Besides his experience with the Houck company, Mr. Field for two years conducted in Little Rock the only exclusive talking machine store in the State, handling Columbia, as well as other lines, and is therefore by no means new to the line. He is a thoroughly experienced all round man, and will, no doubt, prove a valuable addition to the Columbia's Chicago organization.

Fuhri's Southern Trip.

W. C. Fuhri, district manager for the Columbia Phonograph Co., returned recently from a trip which included San Antonio, Fort Worth, Dallas,

Little Rock and St. Louis. He reports conditions of a most favorable nature in the territory covered. Several important deals were arranged which will be announced later. At St. Louis arrangements were made with the Silverstone Talking Machine Co. by which they will handle the Columbia line in a retail way. At Little Rock, Mr. Fuhri visited the Hollenberg Music Co., in their new building, and inspected the fine new talking machine department.

Visitors and Personals.

Max Strasburg, of Detroit, was in Chicago, Nov. 6, looking for Victor machines, and found them exceedingly difficult to get. He expressed himself as satisfied that the Victor Co. were playing no favorites. Mr. Strasburg has met with notable success since he opened his Victor store in Detroit a year ago.

C. H. Abbott, the new manager of the talking machine department of the Boston Store, Milwaukee, was a recent visitor. He presides over a fine new department, comprising three handsome booths, a concert hall and machine display room. He was formerly with the talking machine department of Gimbel Bros.

B. Robert Nave, manager of the Robert Smallfield Co., Davenport, Iowa; Nick Worth, Escanaba, Mich.; Alonzo Wookey, Wookey & Co., Peoria, Ill.; A. J. Kunde, Milwaukee; H. R. Schiffer, Schiffer & Co., Mishawaka, Ind.; A. Hoeffler, president of the Hoeffler Mfg. Co., Milwaukee, and Otto Krause, manager of the talking machine department; George H. Wheelock, South Bend, Ind.

O. T. Johnson, of Galesburg, Ill., recently celebrated his sixtieth anniversary. He got out a handsome booklet giving different views of his store and revealing a fine display of Victor goods.

E. H. Dittmar, who recently joined the Talking Machine Co.'s traveling force, recently returned from his initial trip through Illinois and Iowa, which was an extended and very satisfactory one. Frank Moses also came in from a successful trip through Wisconsin.

W. E. Tangher, of the Victor Co., is traveling this territory visiting the schools and explaining the Victor educational campaign in the interest, of course, of the local dealer.

Patterson Bros., formerly in the piano business on Irving Park boulevard, have opened a piano and talking machine store at Evanston, Ill.

P. Kelly, pioneer talking machine dealer of Toronto, was a Chicago visitor last month. He has handled Edison goods there for twenty years, and has an excellent business. He also conducts several penny arcades and is the Canadian agent for the Mutoscope company. Mr. Kelly was accompanied by his wife and spent a couple of weeks in the city.

L. Kean, Jr., Makes His Debut.

L. Kean Cameron, manager of the retail talking machine department of the Rudolph Wurlitzer Co., instead of trilling grand opera areas in his lyric tenor voice, is now gently murmuring lullabys. L. Kean, Jr., made his advent last week. He tips the scale at nine pounds, and is placed by his musical father as a tenor robusto.

Handled by 82 Distributors.

The Lyon & Healy fiber needle cutter, it is reported, is handled by no less than eighty-two distributors. The sales are growing rapidly.

Mrs. Clark a Visitor.

Mrs. F. E. Clark, head of the Victor Educational department, was in Chicago on Nov 8 on her way to Topeka, Kan., where she delivered an address before the State Association of Music Teachers on the eighth.

Worked Clever Stunt.

Three signs reading, respectively, "Taft headquarters, room 5, fourth floor;" "Wilson headquarters, room 6, fourth floor;" "Roosevelt headquarters, room 7, fourth floor," appeared for a week or so prior to the election in the ground-floor window of the Steger building, next to the office building entrance. Many there were who made their way to the fourth floor, which is occupied entirely by the talking machine shops. Three

(Continued on page 26.)

Toot Your Own Horn!



If You Don't
No One Will

OUR BIGGEST
BLAST ! ! ! !

Our exclusive wholesale business, Victrolas only, puts us in a class by ourselves.

What does that
mean to you?

**LOTS!
WHY?**

If we get the same allotment of new goods as other Distributors, and all our machines go to the dealer, naturally you will get your biggest share from us.



Maybe you have sold a number of Victrolas XVI. It's interesting to know that a good many retail prospects, when shown both styles 16ths, have preferred the *Open Horn Style*.

Show your prospect the cut of this style; the chances are he will want it. If he does, we have them, *lots of them in Dull Mahogany and Polished Mahogany*.

Those Record Shorts!

If we can sell you one Red Seal Record you're unable to get elsewhere, the profit on that record would pay lots of freight.

Our Record Stock is Practically Complete

THE TALKING MACHINE COMPANY
137 N. Wabash Avenue - - - Chicago, Illinois



Orville Harrold's first recordings are ready now—and you will find them worthy of the star tenor of the Hammerstein forces.



**Columbia Phonograph Co., Gen'l
Tribune Building, New York**

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 25).

of the private rooms had been respectively labeled "Taft," "Wilson" and "Roosevelt" headquarters, and the visitors on stating their destination were regaled with the Victor records of the candidate preferred. Everyone who "bit" took the thing good naturedly, and quite a few records were sold and a couple of good prospects secured. One young woman applied for the position of stenographer at the Roosevelt headquarters.

Salter's Big Month.

H. A. Mortenson, secretary of the Salter Mfg. Co., reports that October was one of the biggest months they have had for several years, the demand being about equally distributed between their talking machine record and combination music roll and music cabinets.

New Type a Seller.

The new No. 2 Wade & Wade fibre needle cutter is meeting with big success, although the No. 1 cutter is maintaining all of its former popularity. A number of new jobbing accounts have been established the past month.

Local Items.

H. A. Clark, formerly with the Talking Machine Shops, is now with George C. Vining, in the North American building.

The P. A. Starck Piano Co. are vigorously pushing their talking machine department this fall, and are doing some aggressive advertising. W. H. Cullen, formerly with the George P. Bent Co., is in charge.

Geo. C. Vining, North American building, is now handling Columbia as well as Victor goods.

The Metropolitan Electric Supply Co., 63 East Jackson boulevard, with branches at 182 Lake street, Fifth avenue near Randolph street, and corner of Clark street and Lincoln avenue, have added Columbia goods at all their stores.

INTRODUCING THE REPEATOSTOP.

**Details of Device Which Acts Not Only as an Efficient Stop, but Also Enables the Record to Be Repeated as Many Times as Desired—
R. B. Smith the Inventor and President of the Manufacturing Company.**

(Special to The Talking Machine World.)

Chicago, Ill., Nov. 9, 1912.

The Smith Repeatostop Co., with offices at 713 Hartford Building, is the latest addition to the talking machine business. The Repeatostop, which the company is now placing on the market, is a device which incorporates a dual function. First of all, it is an efficient "stop," but, paradoxical as it may seem, it doesn't stop there. It also repeats the record once, twice or three times, or repeats indefinitely, as desired. The representative of The World has had the pleasure of witnessing the operation of this most interesting device, and its accuracy, efficiency and simplicity of operation deeply impressed him.

B. R. Smith, the inventor and president of the company, has been working on the problem for a number of years, but has refused to place it on the market till he could offer the trade a simple, accurate and positive device.

While filling a long-felt want for all seasons of the year, the Repeatostop will be in particular demand for dance music during the holiday season.

The company is composed of Chicago and Kansas City business men who are going into the proposition in a thoroughly business way, and those of the trade who have seen the Repeatostop believe their success is assured.

KEITH'S CANADIAN TRIP.

**Visits the Greatest Hunting Country in the World and Scores Heavily as a Nimrod—
Quite Enthusiastic About Conditions in the Dominion—Some Figures That Tell the Tale.**

(Special to The Talking Machine World.)

Chicago, Ill., Nov. 9, 1912.

Roy Keith, sales manager for the Talking Machine Co., recently returned from his vacation,



Roy Keith in Hunting Garb.

spent in hunting in Saskatchewan, in northern Canada. It was an 1,800 mile journey via St. Paul and Winnipeg to Prince Albert, the capital of the province, and from there to the little town of Burch Hills, where he made his headquarters. It was too early for the larger game, but prairie chickens, ducks and geese were in abundance, and the photographs give some faint idea of his luck.



Some Shooting, This.

Keith says it's the greatest hunting country in the world and advises his friends to plan for Saskatchewan next year. He was particularly im-

pressed, however, with the richness of the country, the wealth that is being accumulated by American farmers who have gone there, and the fortunes that are being made in investments in farm land all through Western Canada, and the wonderful growth of the cities. He collected a few figures regarding this year's crops in the provinces of Saskatchewan, Alberta and Manitoba. The wheat yield was estimated at 196,000,000 bushels, oats at 225,000,000, barley at 45,000,000, and flax at 13,000,000, and the total value to the producer is estimated at \$208,000,000. Keith says that he found Victor machines everywhere, and that even the land companies were using them on the excursion trains to entertain the prospective purchasers en route.

MEMORIES OF MOTHER.

I.

When sorrow's clouds are blackest,
And life seems full of tears;
And baby cries for mother,
There is still one thing that cheers.

II.

I play her favorite record;
The song she loved the best,
And the splendor of the music
Brings joy and peace and rest.

III.

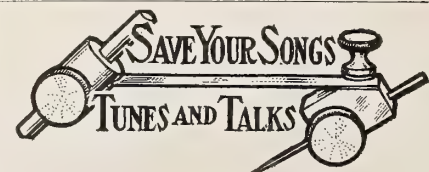
While sobbing 'cellos thrill me,
And golden voices soar,
I feel her presence near us,
And see her face once more.

HOWARD TAYLOR MIDDLETON.

Manager Yerkes, of the wholesale department of the Columbia Phonograph Co., is enthusiastic over the splendid success of the Columbia Grafonola De Luxe which sells for \$200. This handsome model has achieved immense popularity in the past few months, and its wonderful tone and many exclusive features have been of wonderful assistance to the dealer in building a healthy demand for this high-class machine.

Thos. A. Edison, Inc., has been receiving many complimentary letters from purchasers of the Amberol III, who speak not only of its artistic design but the remarkably pleasing tonal effects given forth.

The State Normal School at Harrisonburg, Pa., has purchased a handsome new Victrola and a large collection of records for the use of the students to be used in concerts and in recitals.

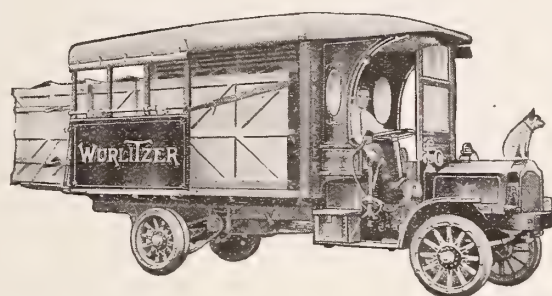
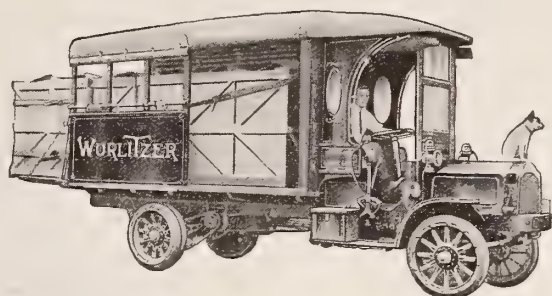


A scientific adjunct to pure reproduction—coating the record and lubricating the needle with pure graphite. Life of records doubled. Old records improved. Scratching diminished. Graphite attachment goes in regular needle-holder. Needle on attachment guides graphite-stick over record. Attachment, graphite-stick and polishing pad \$1. Send for circular.
VOX HUMANA TALKING MACHINE CO., Nantucket, Mass.

Victor Distributors.

WURLITZER
REG U S PAT OFF

Victor Distributors.



You Can Make No Mistake in Sending Wurlitzer Your Victrola Orders

We cannot do the impossible but we know that if you send us your orders for all Victrolas you will want to December 25th you will get as good service as it is in the power of any distributor to give.

Our own orders were placed in sufficient time and quantity to secure the best service the Victor factories can render. It is no exaggeration to say that Wurlitzer Service in the present crisis will be found absolutely in line with that of the Victor Co. Nobody can beat that.

Mark your orders for immediate shipment. Machines will be rushed just as fast as we get them. We will telegraph for your O. K. each time if you wish.

Wire Wurlitzer your order—today!



The Rudolph Wurlitzer Co.

Cincinnati

Victor Distributors

Chicago

Two points of supply. Order from the nearer.

ATTRACTIVENESS OF THE NEW COLUMBIA GRAND.

A Decided Innovation in the Talking Machine Line—It Possesses Special Features Which Will Greatly Interest the Talking Machine Trade—Its Musical Results Startling—Operated by Electricity—Has a Speed Indicator, a New Tone Arm Which Has Original Devices, a Start and Stop Switch Which Works Perfectly—Retails for \$500—Large Number of Orders Now on Hand—The Last Word in Talking Machines.

Concentrate your mental vision, if you can, upon a beautiful, refined case, somewhat on the graceful lines of the ancient spinet, with artistic carvings and delicately molded legs, after the Florentine school.

Then imagine from open shutters in front, by the keyboard, a tonal volume proceeding which



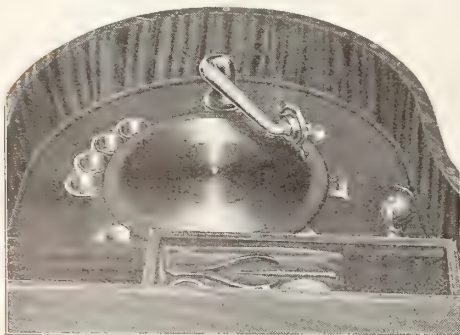
Side View, Showing Graceful Profile.

is actually bringing the living musician before you—the living instrumentalist, the real singer, with all the individual coloring, directly into your presence—the personal characteristics, the full, natural tones brought out vividly in all their purity!

Just bring this mental picture before you and you will have a faint conception of the new Columbia Grand, a creation which is destined to arouse the most widespread interest in talking machine circles everywhere.

The new Columbia Grand must be seen and heard to be appreciated. In the first place it marks a radical change architecturally from any talking machine model now on the market. Its modeling has a distinct charm that must be apparent to every observer, but the charm would stop there if it were not supported by other features which appeal to the ear.

Even the most skeptical must be fascinated with



An Interior View Showing Location of Tone Arm and Disc.

this new Columbia product. It possesses a number of features which are worthy of distinct emphasis, and before we go into an analysis of these features we might observe that the aim to accomplish the highest musical results has been attained, and after all it is the musical results for which everyone is seeking in talking machine development.

Some special points—yes, many of them, cutting a new path in talking machine development:

First—The Columbia Grand is operated by electricity. It has an electric motor that will run

by any service current, or by batteries, and it runs freely and smoothly with an entire absence of vibration. As the cover, which is a reproduction of the spinet or grand piano, is raised it will turn on a little electric bulb, which throws the light directly across the record.

It also has a speed indicator which performs exactly the same services that the speedometer fulfills in an automobile. The operator can tell at a glance at exactly what speed the machine is running, and it can be immediately adjusted to any number of revolutions which may be deemed desirable in playing any special record.

It has another special feature which may be designated an electric automatic start-and-stop. This is not an attachment but is a part of the general mechanism of the instrument, and it automatically stops the instrument when the last line of the record is played, then by swinging the tone arm on back to its first position, the instrument is automatically started again.

A further equipment is a metal motor board on which are mounted the motor, the tone arm, five needle cups, the start-and-stop switch for use instead of the automatic start-and-stop, whenever desired, the speed regulator and the speed indicator. These are all built harmoniously and form a self-contained unit.

There are a number of new principles which have been successfully worked out in this new Columbia Grand.

To illustrate, here is another, the form of the



Closed, an Ornament to a Music Room.

tone chamber and its method of suspension and insulation. The tone chamber itself is surrounded by the resonance chamber, constructed of spruce and bearing marked resemblance in form and acoustic properties to the body of a violoncello.

The tone arm is developed on a strictly mathematical basis and resembles somewhat in appearance a part of a band instrument. It operates on frictionless and absolutely tight joints. It is made from one-piece, seamless drawn and tapered tubing, so that from the reproducer to the end of the tone chamber there is one continuous, gradually expanding passage for the sound wave, containing no obstructions whatsoever.

The new Columbia Grand reproducer is worthy of special mention and it is a distinct change from the former Columbia reproducers.

It has a tempered steel needle arm, drop-forged, tempered with the exactness of a tuning fork, giving it that elasticity necessary in transmitting vibrations.

It will be seen from the number of points which we have emphasized that in the new Columbia Grand are incorporated innovations which mark

a distinct epoch in talking machine development.

One thing more, it is equipped with tone-control shutters which are easily operated by lever below the carving at the side of the case.

It is necessary to see and hear this wonderful creation to fully appreciate it. The retail price, \$500, is iconoclastic, but so is the instrument, and without question the new Columbia Grand is destined to create tremendous interest everywhere in talking machine circles.

Orders have now been placed far in advance and



Showing Front View of Columbia Grand.

the Columbia factory, while rushed day and night, will have ready several hundred of these new creations for the holiday trade.

DEVELOPING RECORD INTEREST.

Something of the Good Work Done by Anton Heindl in Developing the Demand for Foreign Selections Both in the Trade and Among the Public—Knows People's Needs.

The foreign-record department of the Columbia Phonograph Co. is doing some very effective work toward developing the demand for foreign selections. Anton Heindl, manager of the department, is sending out some excellent literature that calls the dealer's attention to the wide possibilities in the foreign-record field. In Mr. Heindl's latest letter he enclosed a return postal on which the dealer was requested to mark the different languages that were the most popular in his vicinity. The large number of cards returned has exceeded all of Mr. Heindl's expectations, and he is working on lists that will be of practical value to the dealers. Many of the dealers who returned the postal marked over a dozen languages as being of interest to their patrons, and a large number of dealers requested hundreds of catalogs dealing with some particular tongue.

Mr. Heindl, who was formerly a prominent dealer of central Pennsylvania, has a practical knowledge of both the manufacturing and selling ends of the business, and from his long experience as a dealer is enabled to judge of the selling value of the records from the dealer's viewpoint. He speaks a number of foreign languages, and is familiar with every record of the twenty-eight languages published in the Columbia foreign-record catalog.

Next month the foreign-record department expects to issue German, Hungarian, French, Russian, Polish and Italian records, and Mr. Heindl is looking forward to a big trade in these records around the holiday season. Dealers are beginning to appreciate the opportunities presented by the sale of foreign records, and a widespread demand for the more popular languages is certain to result when the people understand that they can procure their favorite records sung by talented artists.

FOREIGN TRADE IN TALKING MACHINES.

The Special Report Issued by the United States Government Bearing on Talking Machines Shows the Wide Scope of the Business in Canada, Central and South America, Germany, France, Russia, Great Britain, in Fact in All Parts of the World—The Opinions of the Local Consuls Regarding Methods of Selling and Other Matters Are Interesting and Valuable—Shows the Importance of the Industry Throughout the World—Great Export Markets for American Machines and Records.

From the standpoint of the man interested in any manner in the talking machine trade of the United States, whether in the export departments or in the domestic branches, the recent elaborate report compiled by the Department of Commerce and Labor under the heading of "Foreign Trade in Musical Instruments," and embracing detailed reports from consular agents all over the world on every department of the trade is of great importance as showing what progress has been made by the American manufacturers of talking machines of various types and how the American talking machine is regarded by the music lovers of many countries.

It is particularly pleasing to note that in Canada American machines and records command over 95 per cent. of the trade in imported outfits, that in Mexico the proportion of American machines is in the neighborhood of 80 per cent. of the total, though Germany, Switzerland, France, Italy and Spain are all to be met with in competition, while in Central America and most of South America, with the exception of Argentina and Brazil, where the Germans have a shade the better of it, machines from the United States prove most satisfying to the purchasing public. In Europe, of course, the manufacturers of Germany, England and other countries practically control the market.

According to the report, Canada offers one of the best markets in the world for American talking machines and records of all types. During 1911, for instance, out of a total value of talk-

ing machine imports of \$485,466 the United States furnished \$471,419 and the United Kingdom \$8,474. The hornless and horn styles of both disc and cylinder machines both have their advocates, and the general demand for records is fairly well divided between operatic and popular selections in the cities, with a tendency toward ragtime and similar popular music in many districts. In Newfoundland disc machines with horns are the favorites, and the majority are supplied by the United States, with a few imported from Sweden.

South America.

Talking machines are purchased by all classes and in all parts of Mexico—in the large cities and towns, in mountain villages far removed, on haciendas and in isolated mining camps, and is especially popular in the last named localities. Classical and operatic music is the favorite with the average Mexican, and there is considerable demand for marches and dance music. The American ragtime, however, is little understood in Mexico, and in most districts is practically unknown. From 80 to 90 per cent. of the machines in Mexico are of American make, with the balance supplied by several of the European countries. Machines selling for from \$10 to \$100 are readily salable, though those retailing at from \$25 to \$50 are the general favorites. As a rule, in the larger cities the hornless disc machines are preferred.

In British Honduras it is stated that "everybody has a phonograph in Belize," and it is almost literally true. It would apply to the surrounding

country as well, as the machines are heard everywhere. The Columbia and Victor predominate, and the sales of \$15 to \$30 instruments are most frequent, though two or three of the \$200 machines are owned in town.

Disc records are most generally used and popular selections are preferred. As phonographs are advertised continually, attention is called to all the newest records, and apparently everyone buys them. A low-priced German phonograph has recently been introduced, but nothing can displace the American instrument or destroy the moderate but steady demand for it.

In neither Costa Rica nor Guatemala is the demand for talking machines large, and the present prospects are that it will be some years before the market develops to large proportions. Of the machines sold, about 80 per cent. are of American make, and the preference seems to be for the disc type.

The talking machine appears to be the favorite musical instrument among the natives and foreigners in the coast towns, and by far the bulk of the demand is for the disc type of machine. Cylinder records are seldom seen. The demand is strong for all classes of music, English and Spanish, vocal and instrumental, popular and operatic, and the latest productions are frequently imported. The \$25 to \$75 instrument with exposed sounding horn is most in demand, and there are no high-priced instruments in this locality. Climatic conditions do not seriously affect the records, but are somewhat injurious to the mechanism of the instrument.

The United States has a monopoly of the talking machine sales. Efforts have been made by a German house to introduce in competition a German instrument which costs less than American machines and is said to be a good machine, but the merchant handling it admits that he has been unable to establish a market for it or injure the popularity of the American instrument.

In Panama the demand is for machines costing
(Continued on page 32.)

LANDAY BROS., INC., BEAUTIFUL ESTABLISHMENT AT 563 FIFTH AVENUE, NEW YORK.

Landay Bros., the progressive Victor jobbers, with stores in the most exclusive sections of the city, are doing an excellent business in all their four stores. The main office of the firm is at 563 Fifth avenue, near 46th street, where they have one of the most tastefully furnished display rooms to be found in the trade. Landay Bros. are well known for the thorough attention to detail shown in all of their stores, and the showroom at 46th

room in the rear of the store that is equipped with a stage for use as a private recital hall, and the furnishings of this room are superb and elegant. A complete stock of Victor products is always on hand, and the sale of machines and records has advanced each year because of the progressiveness and business ability of the Landay boys.

"We are doing a splendid business this year," stated Max Landay, in a chat with The World.

On the contrary, I expect business to remain steady and advance continually as the money received by the farmers for their \$10,000,000,000 crop is put in circulation. I am a pronounced optimist, and always believe that business will prosper as long as the people are confident and progressive. The sale of records is very good and we have made many substantial sales in the past few weeks. Owing to the pronounced shortage of machines at the pres-



Exterior of Landay Bros.' Main Store.

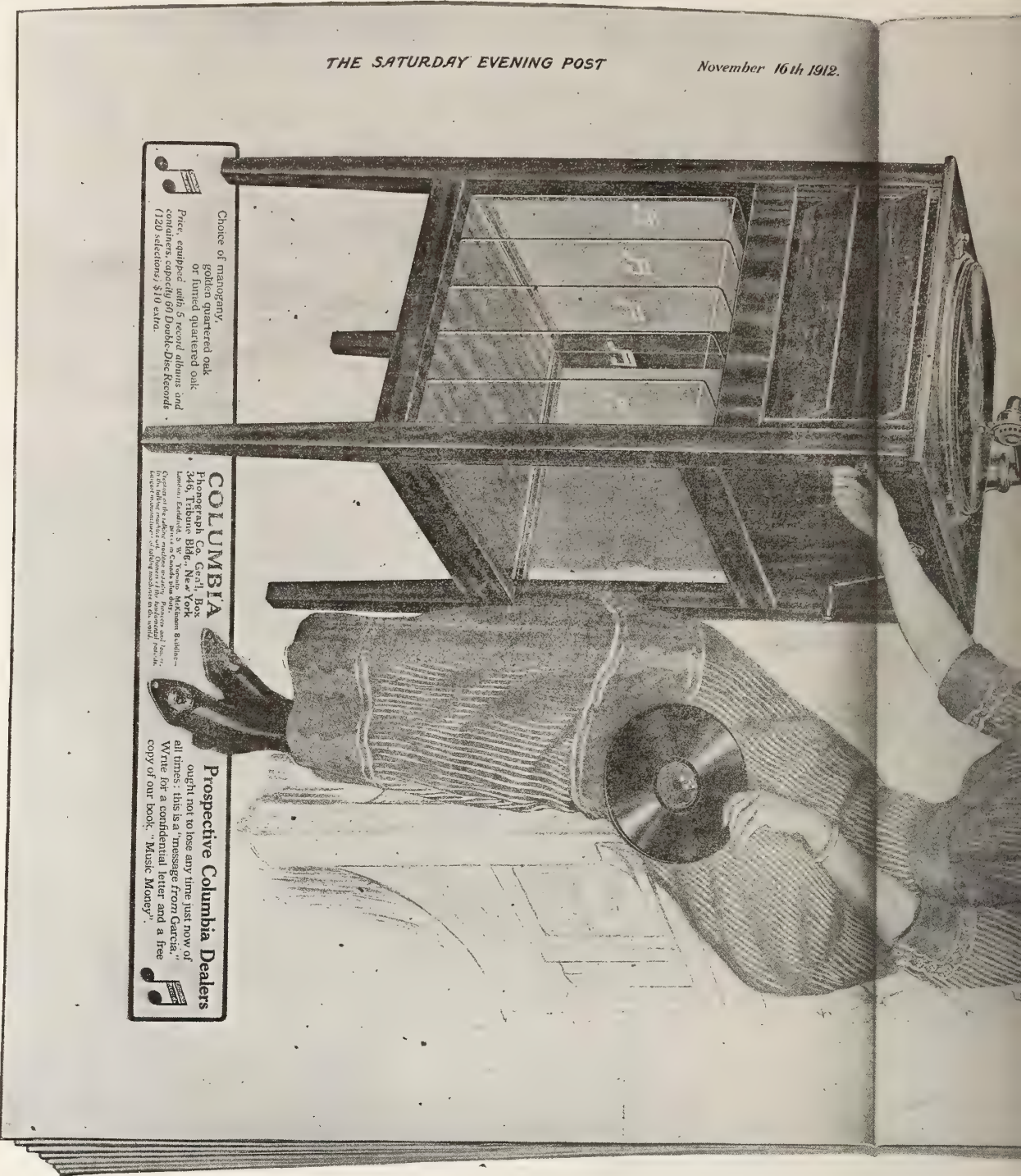


One of the Showrooms of Landay Bros., 563 Fifth Avenue.

street is an admirable example of a tastefully decorated display room. There are six demonstration rooms for the exhibition of Victor machines and demonstration of records. These rooms are glass-sided and soundproof and are furnished in a comfortable and refined style that is calculated to impress the visitor with the high-class business done in the Landay stores. There is a magnificent

"Our sales of machines are very satisfactory and the only complaint I have is the universal one of not having the goods to supply the demands. Our business is growing each year, and I expect this year to break all records. I have every confidence in the continued prosperity of the country, and do not look forward to any change in business conditions because of the result of the recent election.

ent time we are obliged to pay particular attention to the development of our record business. We have a complete stock of Victor selections on hand at all times, and I have instructed our salesmen in all our stores to put forth every effort toward pushing the sale of records. Consequently large sales have been the general rule, and there has been a gratifying increase in our record business."



THE SATURDAY EVENING POST

November 16th 1912.

Choice of mahogany,
golden quartered oak,
or flamed quartered oak.
Pipes, equipped with 5 record albums and
containers, capacity 60 Double-Disc Records.
(120 selections) \$10 extra.

COLUMBIA
Phonograph Co. Gen'l. Box
310, Broadway, New York
Sole U.S. and Canadian Agents
for the Talking Machine and Gramophone Records.
Catalog of 444 records, 300 illustrations, 100
pages on Gramophone and Records,
free on application to the office.

Prospective Columbia Dealers
ought not to lose any time just now of
all times; this is a "message from Garcia."
Write for a confidential letter and a free
copy of our book, "Music Money".

fect piece of furniture as well; that its joiner-work is honest and its finish right; an instrument of music that can be operated by any member of the family, whenever and wherever you please; that is controlled in tone-volume by the thumb and finger opening or closing the tone-control shutters; that plays Columbia double-disc Records and any other disc records, interchangeably; that holds at your command *all* the music of the great orchestras and bands, *all* the songs that liven the stages of *all* the theatres, and *all* the voices of *all* the world's great opera artists who have ever made disc records—*without one exception.*"

We have sprung sensations before—but never anything to beat this "Regal" at \$40 and we advise all not-yet-Columbia dealers who are facing the certainty of uncertain deliveries to get action and get their hands on a fat share of this quick business.

P. S.—This should be a good time to remind you of the convenience of the Columbia distributing points which you will find listed on the inside back cover of this issue.



Columbia Phonograph Co., Gen'l

♪ Tribune Building, New York ♪

Creators of the talking machine industry. Pioneers and leaders in the talking machine art. Owners of the fundamental patents. Largest manufacturers of talking machines in the world. Exclusive selling rights granted where we are not actively represented.

Here you have before you a reproduction of our double-page spread across the center of the Saturday Evening Post of November 16th (out November 14th). Fortydollars never looked like less money than when that figure is displayed alongside the new “Regal” Columbia. And here you have the new “Regal,” looking its fortydollars’ worth to over two million readers—including those with only half an eye.

[illegible]

WE PRESENT this instrument in this extraordinary prominence because of its *tone-quality*. Pass over for a while its independent and self-contained completeness—unapproachable under \$75; judge it by its tone

[illegible]

For direct sales by Columbia dealers, this advertisement is going to be a pile-driver.

With the "Regal" in your store you are offering the only instrument of its type under \$75—upright, standing independently on its own four legs, well made, well finished, convenient and ornamental.

And there is one paragraph in this advertisement to consumers that all not-yet-Columbia dealers should take home to themselves:

FOREIGN TRADE IN TALKING MACHINES—(Continued from page 29).

\$60 or less, and the figures for 1910 indicate that the United States sent to Panama talking machines and accessories to the value of \$4,000 and England to the value of \$1,200. American makes with flower horns are well liked, and disc records with popular selections are preferred; but they warp during the hot season. Two of the three dealers handle American machines and the third the Baka Grand, an English make, of which two types are sold—the parlor with concealed horn retailing at \$30 and a smaller machine with exposed flower horn at \$12.50.

In San Salvador about equal favor is shown to both cylinder and disc machines, while records of the lighter forms of music are in greatest demand. Importations of talking machines from the United States amount to between \$5,000 and \$6,000 annually, with imports from Germany averaging about \$500.

Nearly all the well-known American makes of talking machines are represented in Habana, and sales are being pushed in much the same manner as in the United States; few, if any, European machines are seen on the market. Both cylinder and disc records are used, though there is probably a preference for the latter. There is a great demand for the records of popular airs and songs, especially those in the Spanish language, and a large number of operatic or classical records are also sold.

In Jamaica American manufacturers supply about 80 per cent. of the total importations of machines and accessories. A French machine, the Pathephone, has been introduced; but while well thought of, it is no serious rival to the American makes. Phonographs are very much used here. Those selling at \$25 to \$75 with exposed sounding horn find a fair market, but others of higher grade are not likely to meet with a strong demand. Disc are preferred to cylinder records and popular to operatic selections.

Throughout the balance of the West Indies both American and British talking machines are fairly plentiful, with the low and medium priced types the most popular.

There is an excellent market in Argentina for high grade talking machines with concealed horns, although those with horns exposed have heretofore been more widely sold, doubtless because of the lower price. The greatest demand is for the disc machines equipped with horn, and in the records operatic and popular are in about equal demand.

Talking machines are much better advertised than other musical instruments, as the American manufacturers who have entered the field have paid special attention to advertising methods, but there is still much to be done along this line. In the statement of imports for 1910 Germany stands first in the talking machine field, with 13,593 machines valued at \$28,370, the United States being second with 1,982 machines valued at \$6,050, the balance of the 19,771 machines imported coming from several other European countries. The figures indicate at a glance the difference in value of the German and American machines imported. Of 210,600 records imported, 71,509 were from the United States and 111,049 from Germany.

In Brazil the conditions are practically the same as in Argentina, though in the former small, showy machines with large decorated horns are preferred. Germany leads with nearly 54 per cent. of the total imports and the United States is second with about 40 per cent.

The principal opening for American musical instruments in Bahia is for talking machines, a line in which the Americans completely dominate the field and will probably continue to do so. The year 1910 saw an extraordinary increase in the sale of phonographs, and they are now peddled from house to house and sold on the installment plan. Talking machines are also increasing in popularity in Pernambuco, with both German and American machines and records competing for the business.

Many phonographs are in use in Chile, the majority of which are above the medium grade and have large sounding horns, though the machine with the inclosed horn in a cabinet with a depart-

ment below for records is growing in favor. There is a tendency toward better machines and records, and it would pay to cultivate this feature of the trade.

At the present time in Chile the United States leads slightly in the importation of machines over the Germans, and in the matter of records imports almost three times as many as our Teuton competitors. Disc records are the general favorites.

In Uruguay the American Victor and Columbia are about the only machines seen, and these, which have an exposed sounding horn, retail at about \$40. Disc records are principally used. Phonographs and records are sold in shops which carry no other line of goods, as well as in stores selling pianos, both being distributed from agencies in which a complete line is found.

In Venezuela the type of talking machine preferred is that selling at from \$75 to \$100, and some high grade machines are sold. The climate causes the records to oxidize quickly and lose their value. In 1910 the United States furnished machines to the value of \$2,100, as against \$290 worth from France.

The United States supplies about 80 per cent. of the \$1,000 worth of talking machines and records sent to British Guiana each year, the demand being for machines selling at from \$15 to \$40, with practically no call for the higher class outfits. The contrary is true of Peru, where a wide-awake American salesman speaking Spanish could probably do a good business. Talking machine importations in Peru for 1909 amounted to \$8,000, chiefly from the United States.

The climate of Ecuador is detrimental to the cylinder, but does not affect the disc record, and there is little demand for high class machines to lend encouragement to exporters. In Colombia similar conditions exist.

Austria-Hungary.

In Austria-Hungary the demand for the various types of talking machines is almost entirely supplied from abroad and many American machines are included in the number sold. The machines, equipped with horns and the disc records, are the most popular, the taste in the matter of music ranging from operatic to popular selections. There is room in Bohemia for American firms to exploit their products if they can convince the dealers of their general superiority.

France.

Although there are numerous manufacturers of talking machines, records and supplies in and near Paris the firm of Pathé Frères has what is practically a monopoly. Several American firms are also established in Paris, among them being the Columbia, Victor, Edison and Vitaphone. Operatic and classical selections are favored for high-class machines, but others use almost entirely orchestral music and popular airs known in Paris as "café concerts."

The machines with horns are at present preferred to the hornless type, while in records the disc type almost entirely prevails. The sale of talking machines in Paris is comparatively small, the bulk of sales being made in the provinces and country towns.

Germany leads in import trade in talking machines and supplies to France, followed closely by Switzerland, while Great Britain shows one-half the volume of the two first named countries, the imports in the United States figuring about 13 per cent. The total value of the imports into France is \$141,095. In exports Great Britain is the largest purchaser of French talking machines and supplies, India-China coming next, and the other countries that follow in ratio of exports are Argentina, India, Brazil and Germany. The total value of the exports amounts to \$779,391.

(To be continued next issue.)

One progressive merchant says he keeps a record of sales of goods displayed in the show windows each week, and is thereby able to determine to a fairly accurate extent the returns obtained. These returns are credited to the cost of window dressings and displays, and form an interesting item for analysis.

RETURNS FROM GRATIFYING TRIP.

George W. Lyle Found Columbia Prosperity Everywhere and Business Prospects Excellent—Dealers Everywhere Are Much Interested in New Columbia Grands.

Geo. W. Lyle, general manager of the Columbia Phonograph Co., returned to New York this week after his usual autumnal trip, which consumed about five weeks. Mr. Lyle's trip took him as far as the Pacific Coast, where he visited the stores of the Columbia Co., including in his visits a number of the stores at intermediate points in Western centers. Mr. Lyle describes this as one of the most enjoyable of the many trips he has made in recent years. His itinerary included Rochester, Buffalo, Chicago, St. Paul, Minneapolis, Spokane, Seattle, Portland, Ore., San Francisco, Los Angeles, Kansas City, and Canadian points. The Canadian stores were visited in company with A. G. Farquharson, the Columbia Co.'s Canadian manager, and embraced Winnipeg and other important Canadian points, where Mr. Lyle and Mr. Farquharson called on the jobbers and dealers. At Kansas City a very happy surprise awaited Mr. Lyle. His arrival in this city was signaled by a sheaf of telegrams and congratulatory letters from the managers throughout the service and officials in New York felicitating Mr. Lyle on his birthday. Naturally these congratulations gave Mr. Lyle a great deal of pleasure.

As is his custom on all these trips Mr. Lyle visited principal dealers and jobbers in every center, and the cordiality with which he was received by every one of them was one of the most gratifying features of his entire trip. "Without exception," stated Mr. Lyle, "these dealers and jobbers expressed their great gratification at the unprecedented volume of business in Columbia products, and attributed this to the excellence of the machines and records and to the generous advertising which the company has been placing, coupled with the rational and reasonable policy of the open shop, which has made friends for the company everywhere."

The dealers and jobbers were very enthusiastic about the recent Columbia models and assured Mr. Lyle that they found that their customers received these with unqualified approval and enthusiasm. Before leaving on his journey Mr. Lyle secured advance proofs of the illustrated catalog which will be issued shortly describing the new Columbia Grand. These he exhibited to the trade wherever he went, with the result that although he explained to each dealer and jobber that the machine would not be ready for some time and that orders were not being solicited, these advance proofs so attracted the trade that the orders which were given Mr. Lyle for this new instrument were sufficient to nearly exhaust the first output of the same. The unanimous verdict of the trade visited by Mr. Lyle was that this new Columbia Grand is essentially an instrument of class and one which is distinctive and unlike anything ever placed on the market before.

Mr. Lyle found the trade very happy in consequence of the prosperity which all appeared to be enjoying. Columbia stores in every city visited reported business as being in excess of anything ever written, and were all preparing for a record-breaking holiday trade. This is evidenced by the fact that the Columbia Co.'s business this year is fully 50 per cent. greater throughout its entire service than for any period in its history.

Conditions such as the above naturally caused Mr. Lyle to be cheerfully optimistic on his return, and the fact that he returned to New York in the best of health is a source of great pleasure to his host of business and personal friends.

NOW WITH EXPORT DEPARTMENT.

M. D. Easton, formerly of the Dictaphone department of the Columbia Phonograph Co., is now a member of the Columbia's export department. He will travel in foreign countries in the interests of the Dictaphone, and plans to get in close touch with dealers throughout the world. He left Thursday for a month's trip through Cuba.

PERSONNEL OF NEW DEPARTMENTS.

General Manager Otto A. Gressing Chats of the New Victor Sections of the McCreery, O'Neill-Adams and Lord & Taylor Stores and How They Are Being Conducted.

General Manager Otto A. Gressing, of the newly installed Victor departments in the McCreery, O'Neill-Adams and Lord & Taylor stores, expresses great pleasure at the success of these new talking machine departments. The O'Neill-Adams Victor department was formally opened the latter part of last month; Lord & Taylor's was introduced to the public the early part of November; McCreery's 23d street store was selling Victor machines about October 15, and by the time this paper goes to press Manager Gressing hopes that McCreery's 34th street store will have had the formal opening of its new Victor department.

No expense has been spared to make these display rooms models of comfort for patrons and friends, the decorations in each store being of the very best and in keeping with the important names of the houses in which the new departments are installed. There are seven demonstration rooms on Lord & Taylor's Victor floor, which were all arranged with careful attention to the comfort of prospective purchasers and their friends. These rooms are all finished in mission, and the furnishings, which are tasteful and refined, are in perfect keeping with the quiet though rich appearance of the entire department.

Handsome Victor models are displayed in each demonstration room, and a complete stock of Victor records is to be found in the well-filled racks on one side of the floor. Many visitors have thronged the department since its opening, and they have all expressed their pleasure at the many splendid features in the new home of Victor products. The McCreery, O'Neill-Adams departments are all furnished in the same high class manner and present a very pleasing appearance. The personnel of the various departments is as follows: McCreery's 34th street store—Manager, Miss Steele, formerly with Pearsall's Fifth

avenue store, assisted by Brainerd A. Smith, formerly connected with Steinert, of Boston. McCreery's 23d street store—Manager, Miss Katherine Tracy. Lord & Taylor—Manager, Henry Broad, assisted by Miss R. E. Stagg. O'Neill-Adams—Manager, Harry Munroe, formerly connected with Lyon & Healy, of Chicago; Miss Snyder, connected with O'Neill-Adams for a number of years; Joseph Featherstone, James Henderson and Miss Nellie Marshall. General Manager Gressing has an office in each store, and spends a part of each day in all the various stores.

"Business at O'Neill-Adams' has been phenomenal," stated Mr. Gressing in a chat with The World. "Since we opened a few weeks ago we have made a splendid showing in both machines and records, and our sales are constantly increasing. Lord & Taylor's and McCreery's are both doing very well, and the high class clientele that visits these stores has made possible many sales of the high priced Victor models. We closed several orders for No. XVI. in Circassian walnut last week, and I am very much pleased with general business conditions. We are especially fortunate in having an excellent repair department maintained in connection with the four Victor departments. This repair end of the business is in charge of George Reilley, formerly connected with the Blackman Talking Machine Co., of New York."

PLEASURE AND PROFIT DERIVED.

Benj. Switky, the well-known jobber of 9 West Twenty-third street, New York, has favored us with the picture, which appears herewith, of a happy gathering enjoying the pleasures of a Victor concert, which was kindly loaned by those enterprising and highly successful Victor dealers, Epstein & Berdy, 2977 Third avenue.

"The story as related to us by Mr. Epstein is so full of moral," remarks Mr. Switky, "that it would be selfish for us not to impart it to your readers. You will notice the happy faces in the picture, which, I am sure, are due to the fact that the record played was an entertaining one and not

because the photographer advised them to look pleasant.

"Louis Epstein believes in entertaining his fellow guests during vacation time, and incidentally combines business with pleasure. In fact, he tells us that, unlike most people, instead of coming home broke, he came home with some excess cash in his pockets.

"Last September Mr. Epstein departed for Fleischmann's Station, N. Y., to enjoy a little change of scene and recreation. He took with him a set of Victor records and a Victor machine, in-



The Victor in the Mountains.

tending to serenade the friends and acquaintances of past seasons.

"His first concert was very well received, and he was requested unanimously to repeat the entertainment several times. Here is a summary of what he accomplished in the way of results: One Victrola 16th, one Victrola 9th and one Victrola 6th were sold, as well as a quantity of records, to some who were already happy possessors of talking machines. In addition to all these he has five good, realizable prospects.

"We would advise our friends in the trade to profit by Mr. Epstein's experience so that when they go away on their vacations next summer to be sure to boost the industry and themselves by taking with them a machine and records for the benefit of fellow guests."

ARRIVED!

IT'S HERE—the latest thing in a DISC TALKING MACHINE ATTACHMENT
Compact, accurate, positive, durable—JUST WHAT YOU'VE BEEN WAITING FOR



Plays your records once, twice or three times; then STOPS AUTOMATICALLY. Or can be instantly set to play indefinitely. Is easily attached and your talking machine is positively incomplete without a

Smith
Repeatostop

Correspondence solicited, when full particulars will be given.

The SMITH REPEATOSTOP COMPANY

Office: 713 Hartford Building, Cor. Madison and Dearborn Streets

CHICAGO, U. S. A.

LATEST VITAPHONE VOLUME DESCRIBES PRODUCTS.

Six Styles of Vitaphones Illustrated and Described in Detail in New Catalog Issued in English and Which Follows Others Issued in Foreign Languages.

"Not living and breathing—but the same" is the introduction opposite the title page of the new catalog recently issued by the Vitaphone Co., Plainfield, N. J., which aptly describes the new machines of this company in conjunction with the meaning of its name. This catalog is not a large one, as catalogs go, but for style and quality it ranks with the best. The cover is in two shades of green with gold and white stamping, while the printing of the text matter is in black and red.

The foregoing catalog is for English speaking countries and is the first one issued for this country. Previous editions have been in foreign languages, being printed for the export trade.

Six styles of Vitaphones are illustrated and described. The Vitaphone grand type No. 185 retails for \$185 and is a big, magnificent machine. This machine is furnished in mahogany, or quartered oak with choice of golden, early English, weathered, fumed, antique gun metal or Flemish. Interchangeable diaphragm connection, while either amplifier or horn may be used. This plays either needle or sapphire records. This type is equipped with an extra motor that can be wound while playing. The lower part of the cabinet has a filing capacity for 250 records, the entire cabinet being finished beautifully.

Type No. 100 retails at \$100. This is four feet high; two feet deep; 1 foot 8½ inches wide and has a 12-inch turntable. Furnished in mahogany, golden oak and mission oak only. It presents a very clean-cut appearance.

Type No. 75, retailing for \$75, is along the same lines as style No. 100, only the design is more severe. It is created to fill the demands of those who wish a good talking machine at that price.

For \$50 retail, type No. 50 was designed. This machine has no record cabinet, but instead has a shelf where six record albums may be kept, with a capacity of 96 records. This machine has a ten-inch turntable, and is 3 feet 7 inches high; 1 foot 7 inches deep; 1 foot 5 inches wide. Furnished only in golden or mission oak.

Type No. 15, retailing at \$15, is the popular price Vitaphone. This is quite a little machine for the cost. It is furnished with an artistic flower horn at no extra cost. This machine plays both needle or sapphire records, and the spring motor can be wound while playing.

Considerable space is devoted to Vitaphone needles, a peculiar spear pointed needle that is made especially for Vitaphone machines. Owing to this peculiar shape, any tone is secured, soft, medium or loud.

Quite an extensive line of talking machine horns are illustrated and described on the last page, including Vitaphone solid wood horns, veneered and not veneered, Vitaphone solid spruce horns and Vitaphone wood pulp horns. The prices run up to \$20 each retail. In the spread of the catalog, that is, the inside two pages, is an illustration of the Vitaphone reproducer, patented in United States and other countries, which is one of the mainstays of the Vitaphone itself.

As taken from this brochure, below are several paragraphs which are of interest:

"Why is the violin so sweet toned? Would it be so if made of metal? The answer is too obvious to require an answer. The wood arm of the Vitaphone is the result of many thousand experiments to determine the right kind of wood to use, the proper length, the correct angle from diaphragm to record, and most important of all is the process by which it is treated. Carefully selected straight grain wood is placed into a caldron of chemicals and permitted to boil for a certain length of time. When taken from the solution, the fibre has been shrunk, every atom of moisture and air extracted and every pore permanently filled. By this exclusive Vitaphone method the vibrations of the record travel smoothly to the diaphragm where they become the life-like tones of nature.

"Sound vibrates from 16 to 8,192 times per second. Under this intense strain metal fatigues becomes tired as it were, but wood never seems to be so affected. Again, the older wood becomes the greater the resonance. It is because of that reason men pay fabulous sums for the Stradivarius violins, and the old wood pipes of cathedral organs are not to be purchased at any price. The Vitaphone stands unique, as the only Talking Machine not relying upon metal vibratory parts, and which actually improves with age.

"Another novel feature of the Vitaphone is the stationary sound box, rigidly fixed to its supporting frame and made of few and simple parts. This construction permits the use of a tension spring to maintain the necessary pressure holding the stylus in the groove of the record. Not carrying a floating sound box oscillating and tearing out the

delicate wave-impressions, a record used on the Vitaphone has a much longer life than is possible on any other talking machine.

"Two different systems of recording are in vogue. One, the better known, has the sound-waves imprinted on the side of the groove, requiring a steel needle or other sharp-pointed stylus. In the other system, the sound-waves are at the bottom of the groove and a blunt-nosed jewel is necessary to bring out the reproduction. A traveling sound box must be in one position to play one record and reversed for the other; therefore, a certain amount of mechanical ability and considerable time is required to make the change. In some machines this is impossible to the average owner, while others supply at extra cost, the necessary tools and parts. Here is an important and exclusive Vitaphone feature; neither time, tools nor ingenuity are required to change from one system of record to the other, simply alter the position of the diaphragm spring, place the needle or jewel in the needle arm and the operation is complete.

"Sound travels upwards, and in the cabinet Vitaphone this principal is taken advantage of by placing the amplifier, or sounding board, over the diaphragm and not under as hitherto customary.

"Much of the efficiency of the Vitaphone depends upon the spring motor, which rotates the record turntable. It must turn with unerring regularity in order to insure perfect tempo. It must maintain an even silent power until the last ounce of tension in the spring is exhausted, otherwise the stylus will drag on high notes and injure the tonal qualities of the reproduction. The Vitaphone motor meets every exacting requirement; it is simple and positive in every feature, and revolves absolutely uniform until the spring is entirely run down. Invented several years ago by the same master mind and patentee of the Vitaphone, it has been used with the greatest success in over a million talking machines now on the market.

"The housing of reproducer, motor, amplifier and connections in an artistic cabinet is a distinctive Vitaphone characteristic. The design conforms to mechanical requirements, and it is at the same time pleasing to the eye. The finish is polished and re-polished until it is the kind that, with ordinary care, lasts for generations."

H. N. McMenimen, general manager, announces several small improvements in the general construction of the Vitaphone since this volume was published, and these improvements are now incorporated into all Vitaphones.

EDISON BLUE AMBEROL RECORDS

Score a Great Success at Wanamaker's and a Big Business Is Being Done with Them—Victor Business with This House Is Active.

"This will be one of the greatest years in our department's history," states Harry B. Bertine, assistant manager of John Wanamaker's talking machine department. "We are closing a record-breaking business each week and from present indications will have a banner holiday trade. Our chief difficulty is in securing sufficient goods to fill our orders, and this shortage is becoming more pronounced each day. Shipments from the Victor factory at Camden, N. J., are way behind the dates of our orders and we are severely handicapped by this lack of enough machines.

"One of the most pleasing features of our recent business has been the remarkable reception accorded the new Edison Blue Amberol records. People are asking for these records faster than we ever expected, and they all seem to be delighted with their wonderful tone, which is remarkably clear and brilliant. The enunciation of these records is very distinct, and we are looking forward to a heavy sale of the new records.

"We have sold a very large number of No. XVI Victrolas, which sell at \$200, and as a matter of fact our sales of this style have been greater than that of all the other models put together. Many of these sales have been in Circassian walnut cases, and the call for the higher priced products is rapidly growing. Another favorite is the No. XIV. Victrola, which sells for \$150. Our Victor records are selling fine, and there is a constantly increasing call for the November selections that were recently produced by the Victor Co. I hear nothing but words of commendation for the worthy features of the latest Victor records."

GETTING THE MONEY.

When you decide to close an account, make up your mind as to about how the debtor should be able to pay you, as regards dates and amounts, and go after the money accordingly. Don't let him forget he owes you. You will usually find that he is playing his talents as a slow payer against yours as a collector, and it all depends on your ability to extract money as to how long he will succeed in "stringing" you.



NYOIL

For polishing
varnished woodwork it is
extremely satisfactory. No oil is so clean.

Ask your watch repairer whose
oil he uses on your watch.

MODEST AND PROGRESSIVE.

The Elements That Have Led to Hayward Cleveland's Success in the Talking Machine Field—"Snapped" for the First Time.

Hayward Cleveland, the popular manager of the Columbia Phonograph Co.'s store at 35 West Twenty-third street, New York, is one of the oldest and most enthusiastic workers in the talking machine field, as well as one of the oldest employees of the company, with which he has been so long and honorably associated.

Any endeavors to exploit Mr. Cleveland or to



Mr. and Mrs. Cleveland.

bring him to public notice by means of a photograph have hitherto been unsuccessful, despite every effort of his associates and well wishers. This summer, however, while Mr. Cleveland was at the Shelter Island House, Shelter Island, L. I., where he enjoyed the first vacation in several years, he was "snapped," with the result that we are able to present to our readers a counterfeit presentment of this exponent of Columbia merits with Mrs. Cleveland.

Mr. Cleveland has grown up with the Columbia business and has seen it expand from modest proportions to its present important place as one of the great companies of international fame. He is a hard worker who believes in doing things rather than speaking about them—the elements truly that proclaim the man.

AN EXCELLENT IDEA.

Beginning with the December records, Thos. A. Edison, Inc., will enclose in each carton a four-page folder giving detailed information concerning the selection. This is an excellent idea and one that will be appreciated by the users of the phonograph.

VICTOR AUTOMATIC SCENIC WINDOW DISPLAY.

This Up-to-Date Method of Interesting the Public in the Victor Talking Machine Attracts Big Crowds in Front of Gimbel Bros.' Window, Philadelphia, Where a Display Was Given Last Week—Aroused Great Interest and Many Complimentary Remarks.

A conspicuous achievement in window display has been accomplished by the window display department of the Victor Talking Machine Co. To justify that statement, one only needs to look at the accompanying illustrations.

A week or two ago the Victor Automatic Scenic Window Display was announced to Victor dealers. It has since been submitted to the actual test, and its instantaneous and "conspicuous" success is not a question of opinion, but a pure and simple matter of fact.

The illustrations herewith are actual photo-

A brief description of this latest window display is as follows: It presents scenes from grand opera, from light opera, scenes which suggest the best of band music, dance music and vaudeville. There is movement in it—the one thing above all others which will arrest attention and hold it—the two positive essentials which establish and increase advertising value.

In particular this new product consists of the following: A proscenium arch in miniature with a curtain which hides the stage from view. Directly before that, a full operatic stage orchestra in min-

it continues until six different scenes or stage settings have been shown. It is all done automatically. The electric motor is simply started and continues thereafter as long as desired.

That is a very brief description of the Victor Co.'s new scenic window display. To satisfy oneself as to the effect produced by this new Victor display, one needs only to turn to the illustration. The complete display is not large. Probably not more than forty or fifty people can see it at a time, which was evident when it was first shown at Gimbel's Friday afternoon, November 8. The forty or fifty people gathered the moment the window dresser's curtain had been removed, and that number was continuously present all the afternoon and until late at night. New observers came, those who had seen it left, but always it was before the same pyramid of eager watchers. Note the attitudes—pushing, prying, tip-toeing, every one of them intent.

There are many windows in the Gimbel store—each dressed with costly and much-to-be-desired merchandise—and where one or two would occasionally stop to examine the contents of the other windows, there was always a solid pyramid before the miniature Victor stage. It is a fact, and a most significant one, that Gimbel Bros. will put a temporary rail in front of the window to keep the crowd back a few feet.

It is not at all a question of word painting, but a matter of fact easily demonstrated, that this scenic display attracts and holds the crowds and drives home a solid Victor argument, and it earns the commendation it has received as a "conspicuous achievement" in the art of store advertising.

THE VALUE OF "SERVICE"

Exemplified in the Success of the Talking Machine Department of the Oliver Ditson Co. and the Dealers Which It Serves.

(Special to The Talking Machine World.)

Boston, Mass., Nov. 11, 1912.

"Service" is the great asset of the Victor department of the Oliver Ditson Co., managed by Henry Winkelman, in this city, and it is on "service" that this end of the business grew and prospered. The aim of this company is to care for the dealer and see that he is protected, even though it results in a financial loss. This brings to mind a conversation of about a year ago when Victor machines were at a premium—and, in fact, they are at all times—but this was around the holidays. The company received an allotment of machines and instead of disposing of them at retail, as they had every right to do and secure the extra profits, they sent a few here and there to their dealers and sacrificed profits in order to assist their wholesale trade.

Such a protection as this is worth linking to. Henry Winkelman, who directs this end of the organization, has some dealers who would not think of having any other service than the Ditson service. They like the sales hints secured; they like the fast delivery of goods and supplies; they appreciate co-operation in business building, and the advice of Mr. Winkelman on talking machine problems is ever ready to those of his clients who seek it.

Much has been spoken and written about the elimination of the jobber, but if they were all of the character of the Ditson house there could hardly be any reasonable arguments for it. On the contrary, the Ditson house is ever on the territory; it knows local selling and distributing conditions and maintains a finger on the pulse of trade that is of value to both the manufacturer and dealer. To the dealer, however, is directed the bulk of effort, as it is by making the dealers successful that the Ditson Co. has so succeeded.

Mr. Winkelman reports business as very good, with an outlook indicative of unusual prosperity in the coming holiday trade.

Several changes in office locations occurred last month at the Edison executive building in Orange, N. J. Mr. Goodwin's office being removed from the third floor front to the second floor back, while the Kinetoscope offices on the fourth floor moved down a peg to the third.



Crowd in Front of Gimbel Bros. Admiring Victor Scenic Display.

graphs taken in front of the windows of Gimbel Bros.' great Philadelphia store, where the first Victor Scenic Window Display was shown. We should have been glad to show a photograph of the display in the window, but it was impossible to do so on account of the crowd. At the time of going to press similar scenic window displays are being set up in the windows of prominent Victor dealers in New York City.

iature, with each figure full of the suggestion of action which the onlooker instinctively demands. Further in the foreground is a handsome display so arranged that in looking through the parted curtains one gets the impression of looking down upon the stage from a proscenium box.

The curtain bears a legend, "With a Victor Victrola you may have right in your own home"—the curtain is raised automatically and the observer

sees a scene from perhaps "Madame Butterfly." The scene is complete with all the stage appurtenances, such as flies, borders, backdrops and characters of the play, all of which is accentuated by the fascination of lighting effects, which are also operated automatically. A moment and the curtain is lowered (automatically). Automatically the curtain rises again, as before, and the scene has been changed as if by magic, this time showing perhaps a light opera setting, a band stand complete with figures, or a scene from vaudeville. Thus



Still Another Crowd Interested in Victor Scenic Display.

FROM OUR EUROPEAN HEADQUARTERS

1 GRESHAM BUILDINGS, BASINGHALL STREET, LONDON, E. C., W. LIONEL STURDY, MANAGER.

Betterment in Trade During the Past Month Has Been Most Marked, and It Now Seems as if the Season's Turn-over Will Far Eclipse in Bulk That of Any Previous Year's Figures—Increasing Demand for Talking Machines of the Hornless Type—Increase in Double Disc Records—Barnett Samuel & Sons, Ltd., Celebrate Eightieth Anniversary—A Novelty in Disc Records Recently Announced by Henry Seymour—Annual Meeting of Gramophone Co. Shows a Healthy Condition of Things—New Edison Home Kinetoscope to Be a Big Favorite in Great Britain—Talking Machine Houses Have Narrow Escape from Fire—News of the Month.

(Special to The Talking Machine World.)

London, E. C., Nov. 4, 1912.

Since my last report the talking machine business has increased amazingly on this side, and I do not hesitate to affirm that, given general stability in industrial circles, this season's trade turn-over will far eclipse in bulk that of any previous year's figures. During my rounds of the trade I have had opportunities of observing the remarkable growth of sales which each week indicates with the nearer approach of Xmas. One expects to find manufacturers busy this time, but so phenomenal is the demand for records that even though factories are now running day and night, in many instances difficulty is experienced in keeping supplies ahead of demand. This pleasing situation at the factory end, as may be obvious, is clear evidence of satisfactory retail sales, and both factors and dealers are reaping a good, steady harvest. The machine trade, too, is making great progress, and broadly speaking, dealers are selling more to-day than ever before. From the construction viewpoint, many improvements on last season's models are noticeable, and almost every company has introduced one or more new styles.

For the time of year it is somewhat surprising that hornless machines sell in such large quantities as they do, but this is perhaps due to their improved tone quality and volume—now almost equal to the ordinary trumpet type, and to the fact that the public seem to show a marked preference for machines without horns, the which in many cases are unsightly and do not harmonize in color with the general tone and scheme of furnishing. Whatever the reason, a sure index of the growing popularity of this class of instrument is manifest by the special advertising devoted to its exploitation, and to-day a dealer's stock is regarded as incomplete without them.

Apropos my remarks last month anent the 1s. 6d. double disc, I have now to report the advent of two new ones, i. e., "Invieta" and the "Lyric." Of the former I know little as yet, but from evidence submitted to me I am bound to say that the latter is an exceptionally good record for the money. The first list contains some two hundred picked titles, many by artists prominently featured on higher-priced discs. The company plans to trade direct with dealers, and being thereby enabled to control their distributors, I am told, it is their fixed intention to maintain established prices all along the line. The Lyric Record Co. will also market a two-and-sixpenny double disc bearing titles by special artists.

Celebrate Eightieth Anniversary.

1832-1912 is the record span of existence which the well-known instrument house of Barnett Samuel & Sons, Ltd., celebrate this month. Established in the reign of William IV, by the two great-uncles of the present proprietors, the firm commenced business in Tothill street, Westminster, almost within the shadow of our historical Cathedral. In those days they handled, in addition to musical instruments, leather and hardware goods. 1841 saw them located in Houndsditch, where large warehouses were acquired, and here

the business grew rapidly. Their first small goods catalog, issued in the year 1850, contained particulars of a number of instruments which to the present generation are now unknown. Messrs. Barnett Samuel occupied their present premises, 32-36 Worship street, as long ago as 1870, and subsequently, from time to time, as trade expanded, they acquired adjoining buildings. They handle a great variety of small goods, and their catalog, profusely illustrated in colors, is said to cost about 12s. a copy. As pianoforte manufacturers the company is favorably known throughout the world, and in addition to representing the Chicago Cottage Organ Co., they are sole agents for the Fonotopia, Odeon and Jumbo disc records.

The World tenders its hearty congratulations to Messrs. Barnett Samuel & Sons, Ltd., and hopes they will long continue to enjoy an ever-expanding trade during the years to come.

To Mark Goods of British Origin.

At the first meeting of the British Empire Trade-Mark Association a resolution was unanimously carried in favor of the establishment of a mark of origin for goods manufactured or produced in the British Empire, as likely to be of great benefit to the trade thereof. A circular issued by the association states that the method by which the association proposes to carry out its object is by licensing manufacturers and merchants to use the mark on goods which the association is satisfied can fairly be described as of British origin. Immediately on the registration of the association it is proposed to apply for the registration of the Empire trade-mark in such parts of the British Empire and in such foreign countries as provide for the registration thereof. Besides its use in the British dominions, it is felt that the existence of a mark of this kind, which will undoubtedly be largely used by British manufacturers and merchants would greatly assist His Majesty's consular representatives in foreign countries in their continual war against persons who falsely endeavor to pass off their goods as British.

A New Flexible Disc.

A novelty in disc records was recently shown to me by Henry Seymour, an inventive genius of some note here. Practically transparent, the material is of xylonite composition, thin and flexible. Mr. Seymour says that patents have been taken out in England, Germany and other countries, and he expects shortly to be in a position to market the product. A record of this nature offering little resistance to the needle should operate with an entire absence of surface scratch and as I understand, it does. Its possibilities as a commercial product are many, one important advantage being the easiness and quickness of pressing, thus obviating to a great extent the necessity of preparing or carrying in stock more than reasonable quantities of any one title, and further, its adaptability for postal dispatch without fear of breakage would appeal to many.

New Gramophone Catalog.

A magnificent production is the new instrument catalog just issued by the Gramophone Co., Ltd. It contains illustrations and particulars of all the company's models and much other information of interest to dealers.

Floral Kangaroo for Melba.

A handsome floral tribute in the shape of a kangaroo, standing over five feet in height, and composed of magnificent chrysanthemums of a light brown shade, faithfully representing the natural color of this Australian animal, was presented by the Gramophone Co. to Mme. Melba upon the occasion of her reappearance at the Royal Albert Hall, London, October 5.

Copyright Notice of Interest.

The subjoined important announcement is extracted from the Daily Telegraph, dated October

28: Re Infringement of Copyright—Chappell & Co. (Ltd.) hereby give notice that any copying of band parts, in manuscript or otherwise, of selections from their operettas multiplied for the purpose of making gramophone or other mechanical records is an infringement of copyright, and will be dealt with accordingly.

A New and Novel Needle.

A new device recently placed on this market is the Tripletone crystal needle, which consists of a metal body with a glass head of three points. Each point is said to be good for fifteen to twenty tunes.

Some Attractive New Records.

His Master's Voice Co. has recently issued some exceptionally fine examples of piano records by Irene Scharrer and a number of selected pieces by the New Symphony Orchestra. These records will undoubtedly enjoy a big demand.

The first company to issue this season a selected list of Christmas titles is the Edison concern. Other firms will shortly make announcements in this regard.

New Companies.

Albion Record Co., Ltd.; capital, £5,000; office, Tabernacle street, London, E. C.

Decapo Record Co., Ltd.; capital, £1,000; registered office, 10 Copthall avenue, London, E. C. This latter firm, I understand, will take premises in City Road.

Introduce "Marathon" Records.

"The record that's twice as long" is the "Marathon" slogan, and although this is not literally true in every instance, owing to the shortness of some scores, not the record's capacity, the company proves its claim right up to the hilt this month. On one side of a ten-inch disc is "The Little Hero," by Robert Howe, which, say the Marathon people, occupies exactly five minutes, fifteen seconds in rendition; an amazing achievement to be shortly eclipsed, I understand, by the issue of a set of lancers on both sides of one record, the playing time being just eleven minutes. These represent the largest running ten-inch records ever made, and are only possible by the Marathon system of recording on the fine-cut principle.

Annual Meeting of Gramophone Co., Ltd.

Presiding at the annual meeting of the Gramophone Co. (Ltd.), E. Trevor Williams said that "the trading profit amounted to £156,468, showing a decrease of £28,280, compared with last year, an increase of £1,000 over 1910, and an increase of £95,000 over 1909. Under the circumstances which had prevailed he thought the profit figure was a very fine one. Probably the main reason for the drop in profits was the bad delivery of goods manufactured by others upon which the company was dependent, such goods costing a great deal more and the gross profits being proportionately less. The chief difficulty experienced had been with cabinet work and woodwork generally. Now that its cabinet factory at Hayes was in full operation this was an evil which should not recur. If last year had been only approximately normal the profits would have equaled, if not exceeded, the profit shown in the previous year.

The directors recommended a bonus of 10 per cent. on the ordinary shares, making, with the interim dividends, a total distribution of 20 per cent. for the year. The carry forward amounted to £314,694, showing an increase of £45,958 as compared with last year. The statement of net assets showed a transference of £120,000 from available cash assets to assets represented by land and buildings, machinery and plant, and stock in trade. In spite of this transference, the cash position was entirely satisfactory, the amount being £83,000, as compared with £37,000, three years ago.

New Cabinet Factory Operating.

The new cabinet factory at Hayes was now in

FROM OUR LONDON HEADQUARTERS— (Continued from page 36).

full working order and was able to deliver to its selling departments cabinets of a quality which had hitherto been unobtainable. The effect of the quality of the new output upon the trade had been electrical, and the sales in England lately had been quite abnormal. The total assets amounted to £914,696, showing an increase over last year of £45,958. These were readily convertible assets, and excluded patents, trademarks and goodwill. He ventured to say without fear of contradiction that the patents, trademarks and goodwill, if the business were sold to-day as a going concern, would be valued at well over a million sterling, but this asset had been written down in the balance sheet to vanishing point.

As to the future, the general trade conditions, in spite of the trouble in the East, were phenomenally good, and the demand for the company's goods showed no sign of diminishing; indeed, the indications were that it was increasing in every direction.

November Zonophone Records.

An extremely comprehensive and well chosen list of titles is that issued by the British Zonophone Co. for November, and as a matter of fact one begins to look for nothing else but a high-class repertory from this important concern. I mention below only a few of the choice examples which are to be found in this list: Zonophone 10-inch records—"The Donovans" (Needham), and "Bantry Bay" (Molloy), Stanley Kirkby; "Rosenthal and Harrigan at the Singing Lesson" and "Rosenthal and Harrigan at the College" (Friend and Downing), Friend and Downing; "Mandalay" (Willeby), and "The Border Ballad" (Cowen), Peter Dawson; "High Jinks" and "Pas de Quatre," skirt dance (concertina solos), Alexander Prince; "Rock of Ages" and "Sovereignty," Bessies o' th' Bairn Band, and "A Call to Arms March" (Bidgood), and "Europe United March" (Zehle), Black Diamond Band.

Latest Columbia Rena Record List.

Whether or not it is to be a regular monthly feature of the Columbia-Rena list is more than I can say, but for the last few months, at any rate, a welcome surprise has awaited dealers in the shape of some special item by one of the really popular artistes of the day. This month it is Tom Woottwell, a character comedian, whose first record "Wait a Minute" is a gem of merriment from beginning to end. "The Rosary," as a concertina solo, is something new, and as played by Alex. Prince is exceptionally fine. Dished up in so many forms of late this noble, yet dirgelike air began to pall somewhat, but I must confess to a revival of interest and pleasure after listening to the beautiful organ effects of Mr. Prince's concertina rendition. Another fine record is Arthur Friedheim's exquisite pianoforte performance of Liszt's "Sixth Hungarian Rhapsody" and Chopin's "Funeral March."

The following Columbia-Rena records also call for mention: Twelve-inch—"When a Wooser Goes A-Wooing" and "Strange Adventures" (from "The Yeomen of the Guard") (Sullivan), the London Opera Quartet. Ten-inch records—"The Tale of a Troll" (Dougherty and Jerome), Nella Webb, and "Molly O'Moore" (Moritz Lutzen), Nella Webb; "Ramshackle Rag" (Ted Snyder), and "Red Pepper" (Henry Lodge), King Military Band; "Down by the Old Mill Stream" (Tell Taylor), and "Let Me Call You Sweetheart" (Leo Friedmann), Prince's Male Quartet; "Big Brown Boo-Loo Eyes" (Edward Leonard), and "Good-Bye London Town" (Jerome and Schwartz), the Two Bobs; "The Fountain" (Zabel) (harp solo), Dorothy Baseler, and "Annie Laurie" (theme and variations) (harp solo), Charles Schueltze; "Ora Pro Nobis" (Piccolomini), and "The Rosary" (Nevin) (concertina solo), Alexander Prince; and "Wait 'Till the Clouds Roll By, Jennie" (Fulmer), and "We've Been Chums for Fifty Years" (Chattaway), Will Oakland.

New Company to Insure Patents.

Inventors and others having patents to protect will welcome the advent of the Letters Patent Insurance Co., Ltd., which will issue policies of insurance to safeguard patents from infringement, and policies of utility in the case of patents. The company has an efficient staff and is able to consult expert advice. Inventors and those interested might feel certain that a policy of insurance would not be granted until after thorough inquiry into the nature of the patent, its validity and the possibility of its being infringed. The scheme certainly seems advantageous from every point of view, and given a reasonable premium, should strongly appeal to all classes of inventors—poor or otherwise, and companies having vested interests in patents.

"Double Side" Records in Favor.

In continuance of its policy to double-side a number of instrumental records each month, the "His Master's Voice" Co. issues a further batch for November, and as to the wisdom of this new departure it has ample evidence in the letters of praise received from its accredited dealers in different parts of the country. It may be mentioned, by the way, that the British public had manifested its favor for the two-in-one record, and from the time the first was introduced—now some four or five years back—the demand has been steady and progressive. As may therefore be imagined the "H. M. V." move was very generally welcomed, and in the opinion of those who should know it marks a further important step in the progress of this company.

Excellent fare is offered on the current list, which includes a pleasing and comprehensive selection of titles, as hereunder: H. M. V. Double-Sided—"Marche Militaire" (Schubert), and "Grand March—La Reine de Saba" (Gounod); "La Poupée," selection 1, and "La Poupée," selection 2 (Audran); "The English Rose," "Merrie England" (Ed. German), and "I Know a Lovely

(Continued on page 38.)



To T. M. the KING and
QUEEN OF SPAIN



To H. M. the KING
OF SWEDEN



To H. H. the KHEDIVE
OF EGYPT



To H. M. the KING
OF ITALY

'His Master's Voice'

Trade Mark is recognized
the world over as the

Hall Mark of Quality



To H. M. the SHAH
OF PERSIA



BY APPOINTMENT
To H. M. QUEEN ALEXANDRA

AUSTRIA: Oesterr. Grammophon-Gesellschaft, m. b. H., 8, Krugerstrasse, Vienna.
BELGIUM: Cie. Française du Gramophone, 51, Avenue de la Porte de Hal, Brussels.
DENMARK: Skandinavisk Grammophon-Aktieselskab, Frihavnen, Copenhagen.
FRANCE: Cie. Française du Gramophone, 15, Rue Bleue, Paris.
GERMANY: Deutsche Grammophon-Aktiengesellschaft, 35, Ritterstrasse, Berlin, S42.
HOLLAND: American Import Co., 22a, Amsterd, Veerkade, The Hague.
HUNGARY: The Gramophone Co., Ltd., IV. Kossuth Lajos Utcza 8, Budapest.
ITALY: Compagnia Italiana del Grammofono, 5, Via S. Prospero, Milan.
SPAIN: Cia. Francesa del Gramophone, 56, Balma, Barcelona.

RUSSIA: The Gramophone Co., Ltd., 45, Nevsky Prospect, St. Petersburg; 9, Golovinsky Prospect, Tiflis; 30, Novia Svit, Warsaw.
SWEDEN: Skandinaviska Grammophon-Aktiebolaget, 52, Ap- pelbergsgatan, Stockholm.
EGYPT: The Gramophone Co., Ltd., 13, Rue Stamboul, Alexandria; Rue Mousky, Cairo.
EAST AFRICA: Bayley & Co., Lourenco Marques, 8 Beira.
SOUTH AFRICA: Darter & Sons, Adderley St., Cape Town; Mackay Bros., Rissik St., Johannesburg; Mackay Bros. & McMahon, 443 West Street, Durban; Ivan H. Haarbarger, Maitland street, Bloemfontein.
INDIA: The Gramophone Co., Ltd., 139, Balliaghata Road, Calcutta; 7, Bell Lane, Fort, Bombay.
AUSTRALIA: The Gramophone Co., Ltd., Hoffnungs Chambers, Pitt Street, Sydney.
GREAT BRITAIN: The Gramophone Co., Ltd., 21, City Road, E. C.

GREAT BRITAIN

The Gramophone Co., Ltd. - 21 CITY ROAD

LONDON, E. C.



FROM OUR LONDON HEADQUARTERS—(Continued from page 37).

Garden" (G. d'Hardelot), by the Band of H. M. Coldstream Guards; "Reverie Interrompue, op. 40, No. 4" (Tschaiikowsky, arranged by Schmidt), and "Polonaise, op. 40, No. 1" (Chopin, arranged by Fenn-Leyland), and "Coqueterie" and "Fairy Dreams" (Arthur Wood), the Mayfair Orchestra; "Barcarolle, Tales of Hoffmann" (Offenbach), and "The Way to the Heart" (Lincke), Metropolitan Orchestra; "Alexander's Ragtime Band," two-step (Irving Berlin), Gottlieb's Orchestra, and "Gaby Glide" (Hirsch), Bohemian Orchestra.

Celebrity Records—"Lo non ho che una povera stanzetta," "La Boheme" (Leoncavallo) Signor Caruso; "Lescia ch'is pianga," "Rinaldo" (Handel), Mme. Kirkby Lunn, and "T'ho raggiunta sciagurate," "Martha" (Flotow), quartet by Alda, Jacoby, Caruso and Journet.

H. M. V. Single-sided Records—"William Tell," andante, and "William Tell," allegro (Rossini), New Symphony Orchestra; "Down Where the Lilacs Fade" (Maud), Mme. Kirkby Lunn; "A Child's Song" (Marshall), John McCormack; "You, Just You" (Thompson), Miss Clara Evelyn; "My Ships" (Barratt), Miss Marion Beeley; "My Dreams" (Tosti), Miss Ruby Helder; "Drinking Song," "Rose of Persia" (Sullivan), Harry

Dearth; "The Lute Player" (Allitsen), Stewart Gardner; "A Frivolous Ballad" (D. Slater), Chas. Tree; "The Blue Dragons" (Kennedy Russell), Peter Dawson; Gems from "The Shop Girl" (Dan and Caryl), the Light Opera Co.; "Cavatina" (Raff) Miss Marie Hall, violin solo; "Ave verum" (Mozart), 'cello, W. H. Squire; "Familien genälde," op. 34, No. 4 (Schumann), Renard Trio; "Worse, Much Worse" (G. Ross), G. Robey; "My Word!" (S. Bennett), Harry Carlton; "When Father Laid the Carpet on the Stairs" (N. Jackson), Nelson Jackson; "That Slippery Slide Trombone" (Van Alstyne), American Quartet; "Mrs. Le Browning" (sequel to "A Sister to Assist'er") (John Le Breton), Fred Emney and Miss Sydney Fairbrother.

No More Edison Standard Records.

Announcement is made by Thomas A. Edison, Ltd., of its decision to abandon the further issue of new titles in the "Standard" series, retaining, however, the present list. This move will enable dealers to concentrate on the sale of Amberols, for the playing of which all Edison phonographs are now equipped. A large number of old machines in use are still unprovided with attachments, and for the live dealer there would appear

to be a big trading field awaiting cultivation in this direction.

The New Edison Home Kinetoscope.

The trade demand for the new Edison Home kinetoscope, announced here last month, has now set in with a rush. Substantial orders have been placed by prominent talking machine factors and dealers and by big houses outside the trade. As a matter of fact, the Edison Co. cannot supply fast enough, every consignment being earmarked in advance. Business men very naturally anticipate a big public demand, and their preparations to meet it are now practically ready.

A disastrous fire which claimed a toll of three lives recently occurred at 79 City Road, premises occupied by a firm of theatrical costumers. With the Beka Record Co. on one side and the Columbia Co. on the other, it may be readily surmised that, considering the inflammable nature of record stocks contained in both buildings, great anxiety was felt as to localizing the outbreak. Fortunately the firemen were promptly on the scene and managed to prevent the fire spreading to any extent. The Columbia Co. sustained little or no damage and the Beka premises suffered slightly from the water which flooded the basement to a depth of some inches.

SIMPLEX START AND STOP DEVICE

Has Won Great Popularity Among the Public, Judging from the Reports of Dealers and the Activity Which Prevails at the Factory on Lafayette Street, New York—Interesting Booklet Is Now Being Distributed—What Manager Kirkman Reports.

The Standard Gramophone Appliance Co., 173 Lafayette street, New York, is doing an excellent business with the Simplex Start and Stop Device. Orders are coming in faster than the factory can deliver the goods, and from present indications the demand will grow rapidly as the dealers begin to realize the merits of the Simplex device. Manager Kirkman is enthusiastic over the rapid progress being made in the development of an extensive clientele, and states that dealers throughout the country are taking up the sale of the device with enthusiasm and vigor and report a most gratifying demand for this widely-advertised product. Not only are the dealers satisfied with the merits of the Simplex Start and Stop, but they are pushing the sale of the device with excellent results. Several first-class road men have been engaged by the company to push the sale of the product throughout the country, and preparations have been made for a most extensive advertising campaign by means of circulars and general educational publicity. A high-class booklet has just been prepared for distribution among the dealers and jobbers throughout the country, and particular care and attention have been given to the preparation of this circular, in order to adequately impress the trade with the splendid qualities of the Simplex Start and Stop. The booklet is illustrated with first-class cuts showing the manner in which the Start and Stop is applied to the talking machine and assures the dealer of the hearty co-operation of the home office. The circular is well written and presents an excellent argument on the merits and worthy features of the device. Directions for the use of the Start and Stop are printed in full, and the entire arrangement of the various sections of the circular is in keeping with the attractive proposition offered to the trade. The booklet is being distributed as The World goes to press, and over a hundred thousand copies have been printed to accommodate the first demand of the trade.

"Our business is going ahead rapidly," stated Manager Thomas W. Kirkman, in a chat with The World. "Our factory force is exceptionally capable, and as a result we are enabled to turn out our device with the positive knowledge that the most careful attention has been given to every detail of its construction. The call for the Simplex Start and Stop has advanced remarkably in the past month, and we are preparing to take care of a banner holiday trade. Our device has been perfected gradually until it now represents a product that

will give entire satisfaction to every user. Our development work in this direction has been appreciated by the talking machine trade and dealers are responding most gratifyingly to our publicity. We are receiving many letters from the trade commending the Simplex in the highest terms and assuring us of the widespread demand for our device. A jobber and dealer in upper New York State writes as follows: 'Kindly send us 1,000 of your new circulars when they are ready for distribution; we used those you sent us recently to great advantage. A customer who has not ordered any goods from us for a long time sent for a Simplex. We had one placed on her machine, and the idea of something new on her machine induced her to use it. In a few days she called and remarked that she had been tired of her phonograph, but that the Simplex had renewed her interest in the machine. She consequently desired to replenish her stock of records, and when she went out had left an order for \$250 worth of records.'

"The receipt of such letters as the above is a great encouragement to us in the development of a high-class trade, and we are very glad indeed that the dealers are taking such an active interest in pushing the sale of our device. Our clientele is growing daily and we expect that our new literature will be the means of convincing the trade in general of the merits and excellent qualities of the Simplex Start and Stop device."

MARKS CO. HANDLE COLUMBIA LINE.

The Columbia Phonograph Co. announces that arrangements have just been completed whereby the S. Z. Marks Co., one of the progressive dealers of Paterson, N. J., will install a Columbia department in its piano and player store. A substantial order for Columbia products, which it will handle exclusively, has been placed for immediate shipment, and the company is very enthusiastic over the bright prospects for a banner talking machine business.

RETURNS TO HIS DESK.

G. T. Williams, the popular manager of the New York Talking Machine Co., 83 Chambers street, New York, returned to his desk this week after a ten days' attack of the grippe. He is still feeling a little weak, but is rapidly regaining his usual vigor and vim.

C. E. Goodwin, manager of salesmen in the Thomas A. Edison, Inc., organization at Orange, N. J., is in Chicago to attend the wedding of his brother, Judge Goodwin.

Concentration is the secret of strength in politics, in war, in trade; in short, in all management of human affairs.

INCORPORATED.

The United Piano and Talking Machine Co., Newark, N. J., has been incorporated with capital stock of \$10,000 for the purpose of dealing in pianos, etc. The incorporators are: Samuel Popick, R. T. Giordano and J. Hermann Buehrer.

Talking Machine Man Wants Position.

A Live Talking Machine man of considerable business experience, thoroughly conversant with every detail of the line, business developer and salesman, is seeking connection with a firm or organization, who would appreciate a forceful, conscientious and able worker and for whom a future exists. Best of references. Address "100," care of The Talking Machine World, 373 Fourth avenue, New York City.

FOR SALE.—A complete stock of Edison-Victor and Columbia machines and Records for sale. Also Zonophone Machines and double disc records. Will be sold at once. Address "T. M. P. CO.," care The Talking Machine World, 373 Fourth Ave., New York City.

CHAUFFEURS COMPLETE OUTFIT SACRIFICED. Consisting of elegant mink fur-lined coat, Persian lamb collar, \$35; pair of elegant bear robes, \$15 each; raccoon cap, \$5; pair of fur gloves, \$4; pair of goggles, 50c.; 1 pair leather leggings, \$3.50. Will sell separately or the lot, all new; never worn. Original price, \$225.00. C. CHASE, 118 East 28th St., New York City, N. Y.

FOR SALE.—Well-established talking machine and small goods business, with a fine growing trade; in the best and largest city in the irrigated west; population over 24,000; exclusive line and only one other store in the city; ill-health compels retirement. Address "C. M. C.," care The Talking Machine World, 373 Fourth Ave., New York City, N. Y.

FOR SALE.—A Jobbing stock of Edison goods in exclusive Edison territory; other interests necessitate our closing out this stock. Address "EDISON," care The Talking Machine World, 373 Fourth Ave., New York City, N. Y.

FOR SALE.—5,000 Edison 2-minute records, 10c. each; 5,000 Zonophone 10-inch records, 15c. each; all new, clean stock. DENINGER, 335 North St., Rochester, N. Y.

Opening for Good Salesman.

WANTED.—Opening in the Middle West, for a good Retail Talking Machine Salesman; straight salary—part salary and part commission—or all commission—to assume charge of department with live Victor and Edison dealers; good opportunity. Applicant must come well recommended. Address "B. H.," care The Talking Machine World, 373 Fourth Ave., New York City, N. Y.

REPAIRMAN WANTED.—By Edison and Victor jobber; steady position with good opportunity for capable man; state experience, references, salary wanted, etc. Address "STEADY," care The Talking Machine World, 373 Fourth Ave., New York City, N. Y.

BUSINESS ESTABLISHING NEW RECORD IN MILWAUKEE.

Sales in All Branches at Present Exceed Those of a Year Ago—Only Rift in Otherwise Cloudless Horizon Is Shortage of Stock—Honors for McGreal—Gimbel Bros. Double Capacity of Talking Machine Department—Views on Long Trial System—Some Managerial Changes—Conditions Throughout State Almost Ideal from a Business Standpoint and Everyone Looks for a Large Holiday Trade—Other Happenings of Note.

(Special to The Talking Machine World.)

Milwaukee, Wis., Nov. 12, 1912.

There is every indication that business from now until after the holidays will establish a new high record in both the retail and jobbing branches of the talking machine trade. Sales during October far exceeded those of the same period a year ago and local dealers say that business thus far in November is more than satisfactory.

The only rift in the otherwise cloudless horizon is the shortage of stocks in most lines. Local jobbers say that they are having trouble in getting machines and records enough to meet the insistent demands of the dealers, who are meeting with a fine trade and are anxious to get their stocks in readiness for the Christmas trade. This state of affairs is not confined to any one particular line of machines, but is general with the Victor, Edison and Columbia houses. Officials of the Wisconsin Talking Machine Co., jobber for the Victor line; Lawrence McGreal, Edison jobber, and A. G. Kunde, the Columbia jobber, all have the same story to tell. Stocks in dealers' hands were depleted rather badly during the summer, while recently dealers have heard that there was to be some difficulty in securing goods, so there has been a genuine rush for stocks.

Conditions in Milwaukee and about the State are almost ideal from a business standpoint. The excitement attendant upon the State and national election had little if any influence upon business. Industrial conditions here and about the State have shown decided improvement, while bumper crops in all lines were harvested, so money is more plentiful and confidence is widespread. The Wisconsin farmer was successful in harvesting one of the largest corn crops in the history of the State, a fact which is decidedly important in this, the leading dairy State of the Union, where so much depends upon the successful outcome of the corn crop. Prosperity is rife all over the State, and the talking machine men are confident that they will come in for a liberal share of the good things.

McGreal Elected Sheriff.

Lawrence McGreal, well known Edison jobber of Milwaukee and former president of the National Association of Talking Machine Jobbers, was elected sheriff of Milwaukee County at the recent election, defeating his nearest competitor, Melm, a Socialist, by more than 10,000 votes. Mr. McGreal secured more than 35,000 votes, and the fact that he ran ahead of the other candidates on the Democratic ticket proved the widespread popularity of the talking machine man. Mr. McGreal made a run for the same office two years ago and was defeated by only a narrow margin by a Socialist.

Abbott Takes Charge of Boston Store.

C. W. Abbott, a young talking machine man formerly with Gimbel Bros., has been made manager of the Victor department at the Boston store. This department was formerly connected with the piano phase of the business, but now it has been separated and new and extensive quarters have been opened on the third floor, where three large and handsomely furnished booths have been installed, a large demonstration auditorium has been arranged and extensive record racks have been erected. The furnishings are in oak. Mr. Abbott is intensely enthusiastic over the Victor.

Becomes Manager at Hoefflers.

Otto Krause, formerly of Chicago, has been placed in charge of the talker department of the Hoeffler Manufacturing Co., 306 West Water street.

Expansion at Gimbel Bros.

L. C. Parker, manager of the talking machine business at Gimbel Bros., has more than doubled the capacity of his department. Three new machine booths of more than the usual size have been installed, the demonstration auditorium has been enlarged and the record library has been given additional space. Manager Parker has also made several additions to his sales force to care for the increased business which he is securing. During the first ten months of the present year Manager Parker made a gain of 76 per cent. in sales, as compared with the same period in 1911. The Gimbel Victor department is located on the second floor of the big department store, easy of access for the shopping crowds, and Mr. Parker has his auditorium filled at the daily concerts which are given. An extensive advertising campaign has done much to increase his sales and at the same time keep the Victor in the public eye.

Trouble in Getting Stock.

Business is so good with A. G. Kunde, Columbia jobber and retailer, 516 Grand avenue, that for the second time within a month he has been forced to enlarge his sales force. Mr. Kunde says that he is having troubles of his own in trying to get stocks enough from the Columbia factory to meet the demands of his trade. Mr. Kunde and the various Columbia dealers are awaiting with interest the arrival in Milwaukee of the new \$500 Columbia model, fashioned after a baby grand piano. Mr. Kunde's father, a man now in his seventy-sixth year, is seriously ill and is not expected to recover. Mr. Kunde's mother died less than a year ago.

Heller Co.'s Victor Department.

The Heller Piano Co., 616 Grand avenue, has formally opened its enlarged piano establishment on Grand avenue, in which goodly space is given to its recently acquired Victor department. Modern

sound-proof parlors, excellent demonstration quarters and an attractive auditorium have been arranged. J. L. Ogle, formerly located at 439 National avenue, where he has been selling talking machines for many years, has been made manager of this department and is assisted by Earl Kammerer, formerly with the Hoeffler Co. On the opening days the Heller Piano Co. rather startled the trade by offering a high grade talking machine, together with fifty records of the customer's own selection, for a small payment down and only seven cents per day.

Does Not Approve of Long Trial System.

J. H. Becker, Jr., manager of the talking machine department at the Espenhain department store, is not an advocate of the long trial system in selling machines and believes that such a policy is a detriment to the business. "I don't believe that a dealer can send out a Victrola outfit on the long trial plan and treat his customers 'on the square,'" said Mr. Becker. "Just the other day a lady came into my department and said she could purchase a complete Victrola outfit on the thirty-day trial proposition. After I had explained to her that I could not conscientiously dispose of a Victrola on this plan, I had no difficulty in selling her a machine on the spot."

Mr. Becker is keeping up his plan of giving daily concerts to the trade and is meeting with a brisk business in Victor machines and records as a result. When "The Spring Maid" company was here at one of the local theaters recently, Mr. Becker made a special feature of "The Spring Maid" selections at his concerts with great success. The same plan was followed when "Alma, Wo Wohnst Du" appeared here.

"Our Victor business has been increasing by leaps and bounds of late," said Mr. Becker. "I brought many of my old customers here when I assumed charge of this department, and this has been a powerful factor in the business. Sales during the month of October established a new high record and I am sure we will meet with better things this month. Prospects for a big holiday trade were never better."

Big Call for Victrolas at Grams.

Paul A. Seeger, manager of the new Victor department at the Edmund Gram Music House, is enthusiastic over the manner in which business has increased since the opening of Mr. Gram's new \$125,000 store. Mr. Gram sells a high grade line of pianos to the best class of people in Milwaukee and these people are proving the best of customers for high grade Victrolas. Demand for Victrolas is so good that Mr. Seeger has been selling on an average a high grade machine at least every other day.

The Edward Schuster & Co. stores report an excellent business in Victor Victrolas, as well as the regular styles.

Get the women coming into your store and the men will have to come. Aren't the women the ones who control the spending in families you know? Isn't their good will and favor worth working for?



Dealers' 10-inch Album, 58½c.
Prices 12-inch Album, 83½c.

No other Album on the market can compare with the Schafford in strength, durability and quality, to say nothing of profits.

The Newest and Best SCHAFFORD ALBUM

with the new cut envelopes making it easy for securing and replacing records.

All 10" and 12" albums now have 17 envelopes, instead of 16 as heretofore.

The only finished album on the market, finished complete with head bands. Furnished with Gold plated rings and gold stamping or with German silver rings and silver stamping. Made to match the metal finishes of the Victor, Columbia, Vitaphone, Edison and Keenophone cabinets.

Send us a trial order to-day and sell the best albums with the most profit.

THE SCHAFFORD ALBUM CO., 26-28 Lispenard Street, New York

WORRIED OVER DELIVERIES IN ST. LOUIS.

Trade Demands Continue Most Active and Manufacturers Are Enabled to Keep Pace with the Call for Talking Machines and Records—Managers of Leading Houses Make Encouraging Reports—New Edison Blue Amberol Records Greatly Favored—Silverstone's New Store—Field-Lippman Advertising in the Daily Papers—Scruggs, Vandervoort & Barney Dry Goods Co. Takes on the Victor Line—Other Items.

(Special to The Talking Machine World.)

St. Louis, Mo., Nov. 8, 1912.

The failure of the factories to keep pace with the growing demand for talking machines is the one dark cloud in the sky for local dealers. The Victor retailers are greatly worried over deliveries despite the jobbers' insistence that they will be cared for. They know that the jobbers are worried, and that they should be worried so early in the season alarms the dealers. The Columbia retailers also know that although no sales have so far been missed by the failure of the supply that at times the local agency has been so near the end of the stock that there was no need to look at the stock books to see how matters stood. The Edison dealers planned for a driving campaign this fall on the disc machines and now they have none. Of course the new reproducer and the new records made a good fighting basis for new business, but they are not what was expected.

Retail Trade Is Excellent.

However, retail trade is good and the worries are to a large extent those of the distributor. It seems that every talking machine dealer is doing more business than ever before, so the total increase must be enormous.

"We find trade generally in a better shape than for a long time," said Manager Ramsdell, of the Columbia Co. "Our business now is really coming into its own as a business factor. The extent of the advertising shows that. Also we get more consideration from dealers, for our line makes up an important item of their business. Collections are good and this month is running ahead of a year ago, which is as it should be."

Mr. Ramsdell's summing up of the situation coincides with the views of others. The business is growing, St. Louis territory is expanding, all of which goes to make the business here more important and its extent this year will be measured only by the machines supplied by the factories.

What Manager Levy Says.

Harry Levy, manager of the Aeolian Co., says that his troubles are largely those of division. Lack of machine is his only drawback to breaking all expectations as to business totals. "We are woefully short of machines," he said, "but we are building great hopes on larger shipments very soon. Our record stock is in good shape and is meeting all demands. With most of our dealers their stocks of machines of the popular numbers, XI, XIV and XVI, are their show window displays. I know that some of them are not pulling as hard for sales as if they had machines on hand. It is discouraging and I wish it was otherwise."

Edison Blue Amberol Records Popular.

Mark Silverstone, of the Silverstone Talking Machine Co., is delighted with the new Edison reproducer and the new Blue Amberol record. He says that it already has invigorated business and put new life into the trade. Dealers who had been holding back on prospects of the disc machines, he says, have taken this new and wonderful creation and are going forth with new spirit. Mr. Silverstone is still deep in his plans for fitting out his new store in the next block west on Olive street.

Silverstone to Have Two Stores.

Mr. Silverstone will open his new warerooms, in which he will also sell pianos, December 1, but will maintain his old store until March 1, to which date he is compelled to pay rent for it. He expects the double store plan to pay well during the holiday trade and that by running the two stores he will also educate his trade to the removal without confusion. A giant reproduction of the new Blue Amberol record, revolving rapidly, is the new show window display at Silverstone's.

How Columbia Advertising Helps.

That the general advertising of the Columbia Co. reaches far into the rural districts is attested by Manager Ramsdell, of the local Columbia store. "We had an order to-day from a small town dealer in Illinois 'for one of your \$59 combination outfits,'" said Mr. Ramsdell. While the letter did not say so exactly, it was evident that it was sold outright, as the dealer was in great haste to get it and there was no word of terms of commission. We have felt excellent results from the advertising, especially the large spreads in the Saturday Evening Post. When our men go to a house, the person they address says, 'Oh, yes, I saw that machine advertised.' It helps a good deal, too."

The Columbia business, Mr. Ramsdell says, is in excellent volume. The sales of the small machines is running right on the heels of the supply so closely that the main store was out of them for several hours one day recently. A purchased machine was taken out in the morning and it was in the afternoon before the first of a new shipment arrived from the freight office. The sales force thought it a lucky hit that no customer asked for one in the meantime.

Anent the Campaign Records.

Campaign records have not made a hit in St. Louis. Very few of any kind have been sold. The Roosevelt records created a bit of a stir and were used for advertising, but after hearing of them the curious person was usually satisfied and made no effort to purchase. At the Silverstone store a bulletin in the window announced "Roosevelt will speak here at 11 a. m. and 2 p. m." One day an aged man walked in and took a seat. When the clerk asked him what was wanted he looked at the clock and remarked, "I am a bit early but I will wait until he comes." It was finally explained to him how the speech was to be delivered; he listened and left saying, "It does beat all," whether in admiration of the orator, the machine or what has not been determined. Mr. Silverstone, when the Roosevelt records arrived, arranged for a hearing at the Moose headquarters. After he had entertained the attaches they showed their appreciation by asking him to give them the machines and a set of the records.

Field-Lippman Advertising.

The Field-Lippman Service, the latest recruit in the Victor talking machine ranks downtown, has started a good deal of comment among dealers by what some of them term "hysterical advertising." This firm came out with a large ad in the Republic stating that the Globe and Post, meaning two leading daily papers, had refused that ad. To a dealer the situation was perfectly clear, for the Field-Lippman ad was so arranged as to entirely monopolize the space under the Victor standing ad in those papers. To the outsider it would look as though this firm was being discriminated against by two daily papers. Later the Field-Lippman concern reprinted this ad in the Republic and Times with this explanation:

INSIDE HISTORY.

To more clearly understand the merits of this controversy, you should know that the Victor Talking Machine Company pays for a Victor ad every week in The Times, Globe and Post. The Victor dealers are expected to publish their ads under the Victor copy, three or four of them usually using small space adjoining the Victor ad.

ADVERTISING MUST TELL FACTS.

A short time ago we obtained the Victor agency, and proceeded to advertise it according to our ideas of publicity. We believe the day has gone by when the publication of a mere business card will produce results—in our opinion, advertising should tell the people what they are going to get for their money—description of goods, prices, terms and "Service." In the interest of Service we changed both of our telephone exchange numbers to 6900 Olive and Central—easy to remember.

IMMEDIATE RECORD SERVICE.

Then we installed "Immediate Record Service"—we thought the people would appreciate that—moreover, we were obliged to do something unusual, something more than the other dealers, as our Victor Department was new. Now all these things could not be told in the three or four inches the other dealers were using, so we ran an "ad," using the same space as the "ad" shown below.

IT "STARTED SOMETHING."

The other dealers raised a storm of protests because our "ad" overshadowed theirs—and the next thing we knew the

Globe and Post told us that this big Victor "ad" could not be run as per our order—that we must conform to their small space ideas—if we would run our "ad" with the Victor copy. The Times refused to be influenced by either the dealers or the position taken by the other two papers and showed its backbone by accepting the "ad" as prepared by us—The Republic and Star, not being involved in the initial controversy, were immediately included in our campaign and our "ads" now appear in these three papers.

NOT THE FIRST "KICK."

There is no doubt that these other dealers resent our determination to secure a share of the Victrola and record business—hence the "kick" on our advertising copy—well, the other dealers "kicked" on our ten-year-player-piano guarantee, but the people have shown their appreciation by giving us the most satisfactory player-piano business in St. Louis.

The meat of the Field-Lippman ad that is the subject of this controversy is:

"If you want to hear 'Bill' or 'Teddy' or the 'Professor,' 'phone us. If you want 'Spring Maid' records, 'Day Dreams' and 'Two Little Love Bees,' sung at the Century this week by Mizzi Hajos, 'phone us. We sell every Victrola made, from the \$15 to the \$200 instrument—payments as low as \$1 a week."

No dealer has shown a disposition to enter into an advertising warfare with the company, and so the advertising warfare is too one-sided for general interest and no dealer will comment on it for publication.

To Install Victor Department.

The Scruggs, Vandervoort & Barney Dry Goods Co., the elite department store of the city, has announced a Victor talking machine department as soon as space arrangements are completed. The store, owing to the recent acquirement of additional buildings, is being doubled. This store has a reputation of not doing things by halves, and their opening is awaited as an interesting event.

Results from Program Publicity.

Manager Robinson, of the Stix, Baer & Fuller Dry Goods Co., has been receiving some excellent publicity for his machines through their use in the recital programs in the piano department. These concerts are well attended by musical folk who appreciate the novelty of a solo sung by a world-famed artist accompanied independently on a player-piano. Also the machines get liberal mention in the published programs of the concerts.

Advertising the Reginaphone.

The Thiebes Piano Co., which continues to advertise itself as the "largest Victrola house in the city," is using considerable space for the promotion of the Reginaphone, recommending it as the only machine reproducing Victor and Columbia voice records with the additional advantage of a music box equipment. Liberal offers of records are made with purchases of machines.

Edison Ambassador a Caller.

H. K. Lister, of the Edison Co. general offices, was here for several days the last of the month visiting the local trade in the interests of the new records and reproducers. He found the trade in excellent condition. While here he made his headquarters at the Silverstone Talking Machine Co.

Big Demand for Cabinets.

Local dealers are finding a very fine field for trade promotion in cabinets and this trade is rapidly increasing as the record libraries of the various machine users grow. Some difficulty has been experienced lately in keeping favored styles of cabinets in stock.

The Election and Business.

The election has little effect on trade except in rural Missouri, where a so-called "single tax" constitutional amendment fired the farmers and villagers against city men and occupied public mind to the extent of all else. Where only men and national issues were at stake, say local men, trade was not affected seriously.

As civilization progresses, we keep losing our natural rights, and we are willing to, because we get more privileges. A man on a desert island has all his rights, but he doesn't have very many privileges, for he is all alone. Now, in direct proportion as you get away from that condition, you must be subjected to discipline.

True loyalty in business means "to stand up for your own opinions before your employer, and for your employer, and for your employers' opinions before the world."

THE COLONIAL REGENT.

The Name of a New Type of Grafonola Placed on the Market by the Columbia Phonograph Co.—A Design That Attracts.

The Columbia Phonograph Co., General, announces to the trade the introduction of a new Grafonola style to be called the "Colonial Regent." This new design will replace the "Regent Junior" as soon as the supply of the latter becomes exhausted. As seen from the illustration, the "Col-



A New Columbia Style.

onial Regent" is constructed along those strictly Colonial lines that are so popular in the furniture trade just now. The round table design extends the variety of the Columbia table line, and is a most attractive article of furniture for any well-furnished home. The sound reproduction has been given the same careful attention accorded to the other Regent models, and the result is a handsome machine equipped with a wonderful tone.

Shipments of the "Colonial Regent" will begin at once, but dealers can only secure a sample at present, as the first supply is limited, and the production will be increased as sales warrant. The price of the new model is \$150 in mahogany only for the present, and from all indications will be a welcome addition to the Columbia line.

PLACE VALUE ON PACKAGES.

Failure to Specify Value May Mean Heavy Loss in Case Article Disappears.

Perhaps it will prove expensive some time if you do not happen to know that in the absence of a specially stated value on a package delivered to an express company the express company is, in case of loss, liable only for the amount printed in its contract, usually \$50, or 50 cents a pound if the package weighs more than 100 pounds. This has been decided by the courts of many States, the theory being that it is not a limitation of liability fixed by the carrier, but a contract between the carrier and the shipper whereby the shipper agrees with the carrier that the value of the goods is as stated. Under such circumstances the shipper, of course, can recover on lost packages no more than the agreed value.

U-S PHONOGRAPH CO. ACTIVITY.

The U-S Phonograph Co.'s No. 25 model, with concealed horn, is meeting with the greatest success. E. R. Prairie, Eastern road man for the company, with offices at 5 Union Square, New York, stated to The World that the demand for all of the concealed horn models, especially the No. 25 type, was greater than the immediate supply. The new factory at Cleveland is working full capacity and the general business is most gratifying. The latest record list is most acceptable to the dealers, and orders for these Everlasting, Non-Breakable records are rapidly increasing. Mr. Prairie reports that new U-S dealers are being signed up daily, with the result that business in the East is advancing by rapid bounds.

THE CUT-PRICE MENACE

Which Would Result Disastrously in the Trade Field Were the Oldfield Bill to Become a Law, Discussed by H. C. Brown, Head of the Victor Co.'s Advertising Department.

The Oldfield bill, which, among other things, abolishes the right to maintain fixed prices, was the subject of a very illuminating paper read by H. C. Brown, manager of the advertising department of the Victor Talking Machine Co., at the recent meeting of the Affiliated Ad Clubs, held at Rochester. He pictured how the existing confidence between manufacturer, jobber and consumer would be jeopardized should this bill become a law, and he showed the vital interest these four factors have in maintaining fixed prices. He analyzed the situation as it exists to-day and as it would exist were the bars of restricted prices thrown down and the right to establish and maintain a fixed price on advertised or patented goods abolished. He pointed out how Victor dealers would be placed were the Oldfield bill to become a law with its accompanying cut price scramble. He said in part:

"The retail dealers would be the first to feel the effects of any injudicious merchandising legislation, and, in the face of cut price wars and loss of legitimate profits that would surely follow, their enthusiasm and interest would quickly wane. Thus they would eventually be lost, as the connecting link between manufacturer and jobber. Taking as a basis the sources of distribution now at the disposal of the Victor Talking Machine Co., which is made up of nearly ten thousand independent dealers who have willingly and cheerfully entered into an agreement with the Victor Co. to promote and sell the Victor line at fixed prices only, I would venture to say there are probably two hundred and fifty thousand or more dealers in the United States selling the fixed price products of other manufacturers. All of these would be seriously affected by abolishing the manufacturers' right to fixed prices."

THE ADAPTOR

AS AN AUTOMATIC ILLUSTRATOR

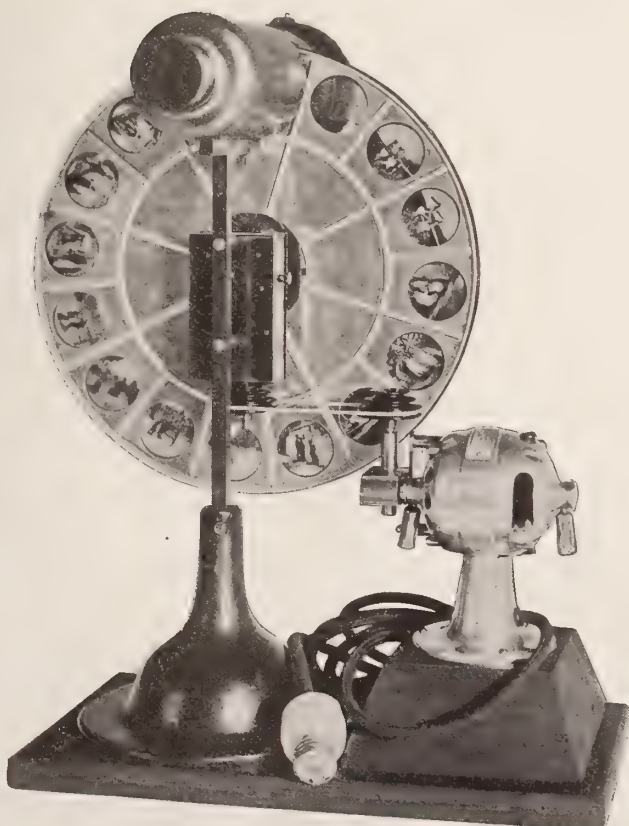
For Advertising Purposes

A complete little machine that you attach to any lamp socket and project sixteen different pictures, to whatever size you wish, showing your merchandise and reading matter describing them.

Show the Great Singers

The simplest, most compact and complete machine of its kind on the market.

A letter or postal to-day will bring you full information about



The Machine that tells a Story
PICTURE-DISC COMPANY - - LOS ANGELES, CAL.

AN EVENING ON THE SEA AND THE SEQUEL.

A Novel Entertainment to Be Given with the Aid of the Talking Machine—An Idea and Its Unique Origin That Is Interesting to Talking Machine Men.

It was on the steamer "Quantico," en route from Boston to Philadelphia, that I gathered the material for this article, which I sincerely trust will prove of benefit to all dealers who may be in search of trade-bringing ideas.

Twilight had fallen and Miner's Ledge Light was winking its 1-4-3, "I love you," as we glided gently through the moonlit water, notifying us that Boston harbor was well astern and the open sea before.

The ocean was glorious to behold, its waves, white-crested and bathed in the shimmering radiance of the nearly full moon, were indeed beautiful. The clouds, still a little rosy from the recent sunset, and piling in billowy masses from horizon to zenith, completed the wonderful picture.

I was lounging in a steamer chair on the promenade deck, enjoying the cool breeze, and congratulating myself for the eleventh time that I had decided to return by water instead of rail, when a lady and gentleman passed on an after-dinner stroll 'round the ship. I recognized the man as a talking machine dealer from Philadelphia and called him by name. He responded to my greeting most graciously, bringing his wife forward to be introduced.

We were soon chatting gaily about the delights of Boston and Portland, the charm of the sea, etc., when suddenly a piano in the social hall tinkled the opening bars of "Any Old Port in a Storm."

"Ah! that reminds me," began the dealer with a smile, "I have something good for your paper. My wife and I have worked out an idea for an evening's entertainment that is just the best ever. Isn't that true, my dear?"

The lady addressed nodded an enthusiastic affirmative, and her husband continued:

"It was that very song being rendered yonder," with a wave of the hand in the direction of the social hall, "sung by a basso profundo on the Victor talking machine that brought our little scheme into being.

"It is somewhat of a tale, and we might as well be comfortable. My wife does not object to a good weed; help yourself."

I accepted, and my friend, now being satisfied with my state of well-being, launched forth once more: "We were staying at the home of an acquaintance in Boston who had just purchased a Victrola, and, of course, he was more than anxious for our opinion, considering it of some value, I suppose, owing to the fact of my being in the trade. Well, he had barely placed the first record upon the turntable when he was called from the room by the ringing of the

telephone, leaving us alone with the instrument.

"The record happened to be, as I have already told you, 'Any Old Port in a Storm,' a selection, I would venture to say, I have heard a hundred or so times before, but never did it grip at my heart strings with such force as now. The machine was of the best and the singer a true artist, but that was not all. There was an intangible something



"The Room Seemed to Dissolve."

in the song that carried me once more out upon the heaving bosom of the Atlantic.

"I glanced at my wife. She came to me without a word and grasped my hand across the machine, but it seemed to us both like 'hands across the sea.'"

He paused while he flicked the ashes from his cigar, then adjusting with greater nicety the steamer rug about his lady's shoulders, asked earnestly, "Have you ever noticed the swishing of the waves in the accompaniment on that record?"

"Yes, indeed!" I replied. "I remember that feature of the selection particularly because of its realism."

"Exactly! Well, it affected me so strongly upon this occasion that I laid my fingers inside the tone chamber and would not have been surprised had they come forth drenched with spray."

"I was impressed in much the same fashion as my husband," interrupted Mrs. Dealer excitedly. "The room seemed to dissolve, and in its place surged a vast waste of waters. A steamer's siren boomed, and I seemed to hear the scream of gulls. It was really uncanny, Mr. Middleton, and I am at a loss to explain it except by the fact that we were just off the ship and our minds still susceptible to everything nautical. Do you think that might have been the case?"

Before I could frame an appropriate reply, the husband suggested that it was full time to spring the great idea.

"My dear, you are turning our trade tale into a ghost story," he remarked banteringly.

I assured him I was most anxious to have my curiosity appeased.

"All right, my boy, you shan't wait another minute. The scheme, based upon our late experience in Boston, is briefly as follows: To

put before the 'just returned home' public the nautical entertainment idea. Those who have been over seas should be more than interested because their minds will at once respond to the call of the waves, and the other hundred thousand will find it good fun anyway.

"We have named this entertainment, 'An Evening on the Sea,' and as soon as we dock in Philadelphia I mean to show my customers how good it is. One of my showrooms will become temporarily the deck of a liner with steamer chairs, a life boat, a ventilator or two, a tiller, coils of rope, life preservers, etc., arranged in true seafaring style. My clerks will don the uniforms of ship's officers, and I even mean to have a wireless room with a concealed phonograph indulging in dramatic S. O. S. calls.

"The program, of course, will consist entirely of selections which have to do with the Father of Waters. Then between these records I shall run in some unique specialties of my own which I am sure will make a distinct hit.

"I forgot to tell you that I have a recording outfit on board, and that before we reach port, I mean to have some mighty interesting scraps to sandwich into my program. For instance, I have arranged with the captain to record the voices of the watch, the sound of the ship's bell, the bull-like bellow of the whistle, and even the chatter of the wireless.

"Here I have made a rough sketch of the program," he exclaimed, drawing a sheet of paper from his pocket. "You may copy it if you wish. It is my aim to have invitations prepared in the form of a folder with this program inside, and you may rest assured that every customer, prospective and actual, within my trade zone will receive one in ample time to secure accommodations on the good ship Melody for 'an evening on the sea.'"

Glancing at the sheet he handed me, I read:

THE ELITE TALKER SHOP.

AN EVENING ON THE SEA.

Program. PART I.

1. Glory of the Yankee Navy—March.....Sousa's Band
2. Asleep in the Deep—Vocal.....Reed
3. Nautical Airs—Concertina.....Prince
4. Watch on Steamship Quantico Ringing Eight Bells and Reporting Steamer on Starboard Bow..... (Position of vessel when record was made—Off Montauk Point Light, Long Island.)
5. The Hurricane.....Nat. Prom. Band
6. Bride of the Waves—Cornet.....Clarke
7. Sailor's Hornpipe Medley—Violin.....d'Almaine
8. Steamer Quantico Saluting the Fire Island Light-ship.....

PART II.

- Lecture—Unique talking machine entertainments for Autumn evenings.....John Jones

PART III.

1. Bounding Sea—Vocal.....Lauder
2. Any Old Port in a Storm—Vocal.....Reed
3. Shipwreck and Rescue—Descriptive.....Peerless Quartet
4. Davy Jones' Locker—Vocal.....Reed
5. Wireless Operator, Steamer Quantico, Communicating with Sister Ship.....
6. Distant Shore—Vocal.....Grover
7. The Fishermen—Vocal.....Anthony and Harrison
8. The Lighthouse by the Sea—Vocal.....Knickerbocker Quartet
9. The Last Watch—Vocal.....Pike
10. Anchored—Vocal.....Dawson
- Finale—Good Night.....N. Y. Military Band

L'Envoi—MY DEAR PATRONS:

Now that you have partaken of "An Evening on the Sea," do you not realize how very easy it will be for you to duplicate just such an entertainment in your own home?

We will be very glad to choose the records and arrange the program for you. Come in and talk it over.

JOHN JONES,

1 Broad Street, Blanktown, N. Y.

"The Home of Everything Worth While in Talkdom."

Promising to return the program in the morning I sought the solitude of my stateroom to think and write. Before switching on the reading light, I glanced out through the open port-hole. Cape Cod lighthouse was signaling me a good night with its ever-blinking eye.

* * * * *

As a means of keeping the enthusiasm among one's customers at white heat, I think the scheme explained in detail above should suffice wonderfully well.

We all know this, Mr. Dealer: That without persistent prodding the passion for talking machine music will subside. Therefore, it has been my aim in this article to furnish you with an effective goad with which to urge the indolent members of the talker fraternity into a more strenuous appreciation of the most wonderful instrument in the world.

My earnest wish is that I have, at least in part, succeeded.
HOWARD TAYLOR MIDDLETON.



PATENT APPLIED FOR.

Standard Loose Leaf Holders for Disc Records

Each leaf affords a separate compartment for the perfect protection and preservation of the record. By our loose leaf method records can be arranged to suit the user, making them easy and quick to find. Leaves can be added at any time, and in any quantity desired. Name of record read at a glance. Write for dealers' terms and discounts.

Adams, Cushing & Foster
168 Devonshire Street BOSTON, MASS.

ELECTED

THE BEST

By An Overwhelming Majority



The *SIMPLEX* Automatic *Stop and Start* device for disc gramophones was invented and placed on the market as an accessory to the disc talking machines.

It was not designed to deface or to interfere in any manner with the operation of the well-known makes of disc talking machines. The manufacturers of the "*SIMPLEX*" realize that the tone arm, sound box, and turntable and all moving parts of the modern disc talking machine are carefully and properly weighted and balanced by their makers. The *Simplex* was therefore so constructed that it does not destroy this balance.

The *Simplex* is placed between the turntable and the pivot of the tone arm. It is *not* fastened to any *moving parts* of the talking machine, but is fastened *only* to the top of the cabinet.

The *Simplex* is caused to operate by the motions of the tone arm which must be made in order to play a flat disc record. When the tone arm is moved to the right, a roller is depressed and the turntable revolves. The needle is then placed in the first groove of the record, and the record is played. When the needle reaches the end of the record the tone arm touches a trip post, and the revolving disc is brought to a positive gradual stop, without injury to the record or sound box or motor. It is to be particularly noted that from the beginning of the record till the end, no part of the *Simplex* is in contact with any moving part of the talking machine, to which it is fitted.

The *Simplex* is the only *self-contained automatic start and stop* device ever placed on the market. It is manufactured to supply the demand of those who want an automatic stop device. The starting feature makes it additionally popular. The *Simplex* is *not* operated by a battery.

Easy to apply, easy to operate, easy to understand, the *Simplex* is synonymous with its name. An ideal Christmas gift!

Place your orders now or write for particulars.

STANDARD GRAMAPHONE APPLIANCE CO.

173 Lafayette Street
New York, N. Y.

NEW PHONOGRAPH RECORD PROCESS.

A Novel Form of Phonograph Record and Method of Producing the Same Centrifugally Has Just Been Granted to J. W. Aylsworth and Assigned to Thos. A. Edison, Inc., of Orange, N. J.—A Technical Description.

(Special to The Talking Machine World.)

Washington, D. C., Nov. 11, 1912.

Among the important patents issued this month relating to talking machine records, that issued to Jonas W. Aylsworth, East Orange, N. J., and assigned to Thos. A. Edison, Inc., is of especial interest. This patent, which bears No. 1,043,389, relates to a novel form of a phonograph record and method of producing the same centrifugally, the record being claimed in this application and the method in a divisional application, Serial No. 719,094, filed September 7, 1912.

The object of this invention is to produce a light-weight, strong cylindrical phonograph record, which will have a hard resisting surface smooth and free from defects and a porous backing of a similar substance which will contribute mechanical strength and acoustic solidity without the use of as much material as would be necessary if the record were made solid or backed with solid material.

The result above referred to is accomplished by casting in a rotating mold a composition containing ingredients which cause the same to foam excessively or evolve gases during the formation of the record to cause the same to be spongy and porous, while the outer record surface of the same which is in contact with the mold will be free from bubbles and similar defects.

More specifically, this invention is accomplished by casting in the manner referred to a record of a composition the ingredients of which react on sufficient application of heat to form a hard infusible condensation product. In the present invention a composition of this character is made use of in which the ingredients are so chosen and proportioned as to cause excessive foaming or the evolution of dissociation gases during the transition of the material from the molten plastic state to a solid plastic or non-plastic state, the product, caused by the evolution of such gases being porous and spongy throughout its mass, while the record surface thereof is smooth and free from bubbles.

A composition such as that described may be made by adding an excess of paraformaldehyde, di- or tri-oxymethylene, or other suitable aldehyde to a composition having a formula such as Formula No. 1 in application No. 496,060 for plastic composition and process of manufacturing the same, filed May 14, 1909. The formula referred to is: (1.) Phenol resin 100 parts by weight, polymerized formaldehyde 5 to 7 parts by weight, benzoic anhydride 5 to 10 parts by weight.

The excess of polymerized formaldehyde above the proportion in the foregoing formula causes the mass to foam during the transition from the molten plastic to the hard solid condition. With such a composition the surface next to the record

surface of the mold is formed in a thin layer of material free from porosity. The thickness of such layer may be controlled at will by pouring in the mold first an amount of a mass so constituted that it will not foam while changing from the molten plastic to a non-plastic or a solid condition, subsequently pouring in the mold the mass which is designed to foam or evolve dissociation gases whereby the porous backing or body of the record is formed.

1911 GREATEST VICTOR YEAR.

Victor Co. Tells of Demands That Have Swamped Factory Facilities—Relief Promised January—How Business Developed.

According to the announcement of the Victor Co. in The Voice of the Victor, the past year has been the most remarkable in the history of the company, and in explaining to the distributors and dealers the reason for the shortage in stock and the inability of the factory to supply the new types of Victrolas in the quantities demanded, state that the overtaxed condition will be relieved by January 15, when the new factory extensions are put into active operation. In commenting upon the growth of the demand for Victor goods the company says in part:

"In the first place, this has been more than a remarkable year. It is really a continuation of an ever increasing demand for Victor goods that began (if we dare venture to say just when it did begin) with the advent of the Victrola in the early fall of 1906, and whose very momentum has simply carried the demand for Victrolas and records far beyond the reach of our capacity, no matter how fast we have built and are continuing to build. This gigantic increasing demand can probably be best understood by you when we tell you that we have manufactured and shipped more goods during January, February and March of 1912 than we did in the three great holiday months of October, November and December, 1911, which up to that time were the biggest three months we ever experienced. April, May and June, which are ordinarily light months (and which were further handicapped by our desire to clear the market of Victrolas X, XI, XIV and XVI to make ready for the announcement of the new instruments), were practically double any previous April, May and June. July saw the announcement of the new Victrolas, shipments of which began about August 1, and each month that has followed has broken all previous high water marks in shipment of Victor goods."

NEW COMPANY ORGANIZED.

Takes Over the Business of the Tea Tray Co., of Newark—How This Title Came to Be Adopted—Those Interested.

On November 1 the name of the Tea Tray Co., Newark, N. J., was changed to the National Metal & Stamping Manufacturing Co. The Tea Tray Co. was well known in the talking machine trade as

manufacturers of horns of excellent quality, and its peculiar title name was due to the fact that its principal line of manufacture in the early days of the company (being founded in 1867) was the manufacture of serving trays, coated with japan. This was a new process originally developed in this country at that time. Later other lines of manufacture were taken up, including electric and gas shades, light fixtures, phonograph horns, and more recently chemical fire extinguishers, which is now one of their principal products.

The National Metal & Stamping Manufacturing Co., will manufacture slot machines, copper tanks, brass fern baskets, copper tea sets, candlesticks of ancient and modern design, and other specialties. New capital has been put in the company and its facilities increased. The present officers are: G. A. Kruttschnitt, president, formerly president and general manager of the Aluminum Goods Manufacturing Co.; James C. Coleman, vice-president and treasurer, formerly treasurer and secretary of the Aluminum Goods Manufacturing Co., and Howard G. Hull, secretary, formerly secretary of the Tea Tray Co.

NEW WAY OF PACKING AND SELLING

Talking Machine Needles Put Into Force by John M. Dean, the Well-known Manufacturer.

(Special to The Talking Machine World.)

Putnam, Conn., Nov. 9, 1912.

The new way of packing and selling talking machine needles and one that is creating quite a stir in the trade is the method used by John M. Dean of this city. Mr. Dean is putting up one thousand needles in a large box, each large box containing five smaller boxes, the smaller boxes having different styles of needles. He calls the large unit of 1,000 needles a set, there being 200 each of extra loud, loud, opera, medium, and soft tone.

Charles E. Dean, in a chat with The World representative, stated that this method of packing needles is a distinct novelty in the trade and has been the means of greatly increasing the needle trade of the dealer. "Frequently," continued Mr. Dean, "these dealers would sell 1,000 needles to talking machine owners so that they might have a complete repertoire of needles to fit their repertoire of records. This increased the dealer's business more than double."

Mr. Dean commented upon the fact that steel has gone up during the last five years nearly 40 per cent. He was recently in Pittsburgh buying his steel for the coming year, as it has to be made to order for his special requirements. He remarked that Pittsburgh furnishes the best steel for talking machine needles, as he has experimented with all other steel and knows this to be true.

Of course, in addition to the sets of needles above mentioned, the list of Dean products remains the same, Puritone needles being their most popular needle. Needles are also put up in special boxes and envelopes to suit the jobber's requirements.

IMPORTANT WARNING TO THE TRADE

WE are compelled to warn the trade to be *careful* when sending correspondence to us. Use the address below.

THE Penn Phonograph Co. has been established 15 years. Handles only *Victor* and *Edison* goods.

THE PENN PHONOGRAPH CO.

17 South 9th Street

PHILADELPHIA

TALKERS FOR NEW YORK SCHOOLS.

Board of Education Makes First Appropriation for the Purchase of Machines and Records—A Strong Letter from Dr. Frank Rix.

An event of particular significance and importance to all those interested in the spread of musical education through the use of talking machines in the public schools is the official recognition given the talking machine by the Board of Education of the city of New York following the recommendation of the Board of Superintendents. At the outset the board appropriated \$5,720 for the purchase of machines and records to be placed in the schools where it is considered they are most needed. The first appropriation will be followed by others as the situation warrants it. There is no doubt but that the action of the board was influenced strongly by a letter written by Dr. Frank Rix, supervisor of music in Greater New York, to the Superintendents' Committee on Supplies and which was considered when the recommendation of the committee was forwarded. In his letter Mr. Rix said, in part:

"The usefulness of the talking machine is shown:

"1. As an aid to the appreciation of good music, in hearing music rendered by great artists, and the rehearsing of it, as often as needed to become thoroughly acquainted with it.

"2. In the assemblies, the children marching to the music of the records.

"3. In the gymnasiums and playgrounds, in furnishing music for gymnastics and folk-dancing and for dancing in general.

"4. In the classes for defectives, furnishing accompaniments to rhythmic exercises, and music for awakening interest and stimulating mental activity.

"5. In indoor playgrounds and recreation centers, for amusement appreciation, dancing and gymnastics.

"It is available both in high schools and in elementary schools.

"The use of the machines in gymnasiums and playgrounds would remedy two difficulties, that of securing suitable instruments, and that of getting competent players.

"In the vacation schools, playgrounds and recreation centers they would save the considerable sums paid to pianists.

"A saving would be made in the number of pianos needed in playgrounds, gymnasiums and ungraded classes.

"The talking machine has its limitations in that it is unsuitable for accompanying voices, and is not well adapted to out-of-door playgrounds."

RECORDS BY FRIEDA HEMPEL.

New Soprano with Metropolitan Opera Co. Represented in November Victor Co.'s Red Seal List with Two Selections.

Among the interesting new Victor records that will appeal to those who appreciate the work of the grand opera artists are three records by Frieda Hempel, the famous soprano, who after achieving many triumphs in Germany, the land of her birth, has joined the forces of the Metropolitan Opera Co. for the present season and will appear as the uen in "Les Huguenots" and in other operas.

The records in the Red Seal List for the current month are "O, beau pays" (Fair Land of Touraine) from "Les Huguenots," and "Ernani involami" (Ernani, Fly With Me), from the first act of "Ernani." Mme. Hempel is less than thirty years old, but possesses a voice of remarkable quality and flexibility, which is faithfully reproduced in the Victor records.

MANIAC THREATENED EDISON.

Man Sent to Asylum for Annoying the Inventor.

(Special to The Talking Machine World.)

Baltimore, Md., Nov. 9, 1912.

A man giving the name of Harry Mitchell was arrested on October 25 and is believed by Chief of Police Farnan to be a dangerous maniac. He is charged with sending threatening letters to Thomas A. Edison.

For several months Mr. Edison has been annoyed by letters from a man signing himself Harry Mitchell. The letters were mailed from various parts of the country, and the writer invariably demanded large sums of money under threat of death. Mr. Edison put the matter in the hands of the postal authorities, who, after investigating, declared that the writer of the letters must be of unsound mind.

An alienist to-night said Mitchell was dangerously insane, and he was committed to the City Insane Asylum.

The Pasadena Music House, Pasadena, Fla., which recently held a formal opening of its remodeled establishment, featured the Victrola in a very prominent way.

FOR

EDISON
PHONOGRAPHS

List Price

15c

each

Patented Sept. 26 and Oct. 2, 1906;
Sept. 10, 1907.



Formerly called the "PLACE" Record Brush

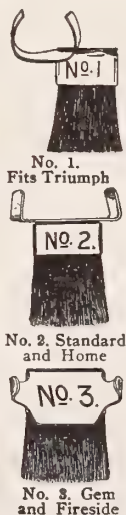
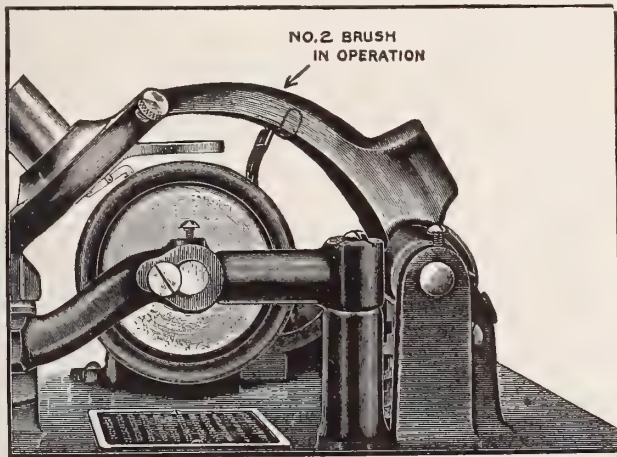
FOR

**VICTOR and
COLUMBIA**
Talking Machines

List Price

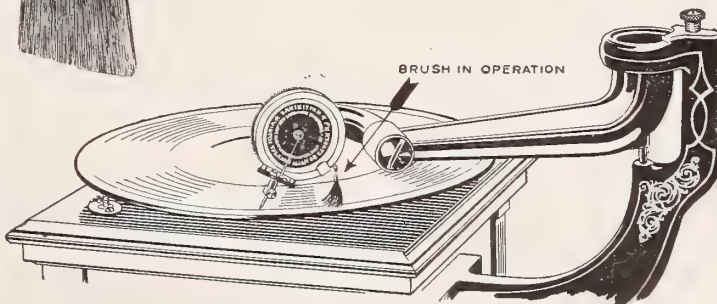
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each



IT SAVES THE TONE

You can't afford to lose
this protection.



No. 20—Brush for Columbia Concert Grand Sound Box
Clamps on Sound Box and operates the same as Victor style

AUTOMATICALLY CLEANS

record grooves, insuring a smooth track for sapphire or needle. Reduces friction to minimum. Enables needle to wear better and play good all through the record. Keeps sapphires from wearing flat.



FREE SAMPLES

who don't handle them.

will be sent upon request
to any Jobber or Dealer
Write Now



DEALERS

are requested to get their supply from
their regular Jobber. If he will not sup-
ply you, write us for the name of one who will.

MANUFACTURED
BY

BLACKMAN TALKING MACHINE CO.
97 CHAMBERS STREET, NEW YORK

J. NEWCOMB BLACKMAN
President
"The White Blackman"



**Don't think you have gone the limit
with the Columbia Demonstration Record
—no matter how successful you have
been with it. There *is* no limit.**



**Columbia Phonograph Co., Gen'l
Tribune Building, New York**

BUSINESS WILL NOT SUFFER

In the Least as the Result of Election of Governor Wilson to the Presidency—Prosperity Too Well Founded to Be Affected by Politics—Reports Appreciation of Edison Blue Amberol Records and Latest Victor Styles.

J. Newcomb Blackman, president of the Blackman Talking Machine Co., 97 Chambers street, New York, is very much pleased at the satisfactory condition of the talking machine trade at the present time. Mr. Blackman is one of the leading jobbers in Victor and Edison products, and by reason of his being president of the National Association of Talking Machine Jobbers is enabled to feel the pulse of the talking machine business all over the country.

"I do not expect to see the slightest radical change in general business conditions because of Governor Wilson's election," stated Mr. Blackman in a talk with *The World*. "Business ought to continue to be as prosperous as ever, and the talking machine dealers should feel optimistic for the future, and have every confidence in the continuance of prosperity for several years to come. The result of the election, I believe, will not affect the talking machine business except as it may affect general business conditions, and as I said before, I do not think there will be any radical changes in the conduct of any industry. Our own business is so firmly established that any material reduction in the tariff would not give a strong foothold to foreign products, because American goods are so vastly superior to all foreign makes, not only in material, quality and workmanship, but, what is most important, in reproduction. The foreign talking machine has not yet reached that stage of perfection that American manufacturers have been able to attain. It is, consequently, evident that any material reduction of tariff would not be a source of worry to American producers of talking machines.

"Governor Wilson was elected by the people of this country and by such a large plurality that his choice by the people is emphatic and convincing. If these same people will back up their convictions and be optimistic and confident in their work there is no doubt that the country will continue to experience a siege of prosperity that will be accentuated by the complete confidence and cheerful attitude of the people. The business man expected Governor Wilson's election this fall and was in a position to make a careful survey of existing conditions before casting his vote for the nominee of the Democratic party. He could figure out just how the country was progressing, how industrial enterprises were being handled, and make up his mind if a change of administration was advisable. When election day came the business men of the country had had plenty of time to carefully review the facts gathered in the preceding months, and the choice of Governor Wilson by so many voters in every section of the country is self-evidence of the confidence and optimism that prevailed in their minds when casting their vote for the President-elect. Let there be no thoughts of calamity in the minds of our business men because of any change

of administration, but instead inspiring thoughts for the development and betterment of their various enterprises, so that prosperity will continue for many administrations.

"My own business is showing a healthy improvement over last year, which would be greatly increased if I could get sufficient goods from the factories. The new Victor models have been in constant demand from the first day of their introduction, and I am unable to secure enough machines to fill the orders now in hand. I consider this year an excellent one to break all records, but will, of course, be unable to do this if I cannot meet the demands of my patrons. The Edison cylinder machines are going along very nicely, and we are kept busy filling the orders for various styles of Edison Amberolas. The dealers are taking hold of the Blue-Amberol records in a hearty spirit, not only those who placed original orders, but those who held back at first now find that they must have a representative stock of the new records. Our record business in general is exceptionally satisfactory at the present time, and the same condition exists with Victor records as with the machines, namely, we cannot get enough records to fill the rapidly increasing number of orders being received each day."

TAUGHT BY TALKING MACHINE.

Sig. Titta Ruffo, the Great Italian Baritone, Acknowledges Great Debt to the Talking Machine as a Teacher and Simulator—Scores a Big Success at the Opening of the Metropolitan Opera House in Philadelphia.

(Special to *The Talking Machine World*.)
Philadelphia, Pa., Nov. 9, 1912.

A self-taught singer, proclaimed as the greatest baritone of a generation, made his debut with the Metropolitan Opera Co. in this city last week. His salary for a single performance is said to be the greatest ever given an opera star unknown in this country, and yet at the outset of his career he was told he had no voice, and was turned out of the conservatory of St. Cecilia, Rome, as hopeless.

The man is Titta Ruffo, or rather Ruffo Titta, as his name is really. He comes to America after a successful career over Europe and South America. His triumphs are remembered in every great opera house in Europe, and he holds decorations from royalty.

And this man, turned away by a great conservatory and discouraged by great professors of music in Europe, literally taught himself to sing. Immediately after being dismissed from the conservatory of St. Cecilia, Ruffo procured a talking machine and made records that reproduced his voice in its every tone and timbre. He discovered defect after defect, a harshness here, a weakness there, until he had gone far toward perfection in six months' time. Then he appeared before one of the great operatic managers of Italy and was accepted. He sang at the Costanza, at Rome, and received ovations until his rides through the streets were rides of triumph. Then he toured Europe.

That was fifteen years ago. Now Ruffo, still

simple and unassuming, but wonderfully earnest and persevering, is hailed everywhere, known everywhere, except in North America, where he heretofore has not come because he imagined he was hampered by his lack of knowledge of the English language. E. T. Statesbury financed the agreement by which Andreas Dippel, manager of the Philadelphia-Chicago Grand Opera Co. obtained the services of the great singer last summer to sing in Philadelphia and Chicago during the two seasons.

Signor Ruffo is a stout little man. He is quiet and domestic, and takes his wife and two charming little children with him everywhere.

THE FIELD FOR FOREIGN RECORDS.

Some Statistics Furnished by the Government Census and Rearranged by the Victor to Indicate the Size of the Foreign Population and How It Is Divided Among the Cities.

The possibilities of finding a market for foreign records in the United States is well illustrated by the figures offered in connection with the official census taken by the Government in 1910, which indicate that there were at that time 13,681,000 foreigners in the country with their numbers increasing rapidly. For the information of its dealers the Victor Company offered figures last month showing the wealth of the foreign population which is sufficient to emphasize their desirability as purchasers of talking machines and records in their native tongues, the number of foreign records being increased steadily and along lines that have already proven successful. This month there is offered, in "The Voice of the Victor" some interesting figures showing how the great foreign population is divided and giving to the dealers in the larger cities some idea of just how many foreign record customers they may find in their respective territories. Immigrants from ten of the leading countries of Europe are classified in the list as well as the numbers to be found in each of thirty prominent cities of the country.

BURTON J. PIERCE HONORED.

Burton J. Pierce, of the J. W. Jenkins' Sons Music Co., Kansas City, Mo., was recently elected president of the Rotary Club, which is composed of an aggregation of the leading business men of that city.

HELPING THE DEALERS.

The latest development in the interest of the Victor dealer is the establishment by the Victor Talking Machine Co. of a concert bureau. Its purpose is to secure the co-operation of the Victor dealer and the Red Seal artists for the greater benefit of each. A very complete advertising has been issued to the dealers in all the cities where Victor artists have definite engagements for this season.

The man who gets all he can and gives as little as possible is not a valuable factor in a community.

LOOK FOR LARGE HOLIDAY TRADE IN CLEVELAND.

November Business on Much Broader Lines—Outlook in All Directions Is Excellent—Mrs. Frances Clark Attends Meeting of Northeast Ohio Teachers' Association—George W. Lyle a Visitor—U-S Phonograph Co. Now Installed in Its Very Complete New Factory—Letter Which Tells of Columbia Popularity—Principal Dealers Report Increasing Victrola Trade—Edison Home Kinetoscope Proving Quite a Seller.

(Special to The Talking Machine World.)

Cleveland, O., Nov. 9, 1912.

With general business conditions in Cleveland in a highly prosperous state, the talking machine dealers, with others, are reaping a big crop of business. In most lines of trade there is a boom. Manufacturers and contractors are offering a bonus for skilled artisans, as well as for unskilled help, and the general prosperity is proving to the benefit of the talking machine dealers as well as other tradesmen.

November seems to have inaugurated broader lines in the talking machine trade with indications of a heavy fall business. More interest is manifest, more inquiries are noted, and largely for the best type of machines and the best records. About the only complaint made by dealers is the shortage in the new types of Victrolas, which, it is hoped, will soon be remedied. There are none of these now in stock in any of the stores, which is a drawback to the business.

Indications are that there will be an unusually desirable holiday trade, and dealers are preparing to meet it with as choice a selection of goods as can be procured from the manufacturers.

The Northeastern Ohio Teachers' Association has just finished a very successful convention here. Mrs. Frances Clark, head of the Victor educational department, Camden, assisted by Mr. Jones, of the educational department, also gave an educational exhibit at the Colonial Hotel parlors, who, with the assistance of the dealers, were kept busy demonstrating to the teachers the practical and cultural uses of the Victor in the schools. Many machines were placed in schools as a result.

Geo. W. Lyle, general manager of the Columbia Phonograph Co., on his way West, visited the local store a few days ago.

Mr. Hipple was here recently demonstrating the Victor improved concert sound box.

The U-S Phonograph Co. is now completely established in its new factory at 1204 East Fifty-fifth street, and everything is running satisfactorily. With the enlarged plant and increased facilities the company is now better prepared to meet

the increasing demand for its popular talking machines and everlasting records. G. M. Nisbett, sales manager, stated that business was good, and that everything in the new factory was running all right. He claims the prosperity of the company is due to the superiority of its products, at reasonable prices, and that the prospects were of the most encouraging character.

President T. H. Towell, of the Eclipse Musical Co., reports business very favorable in both the wholesale and retail departments. Fred E. Lane, formerly with the Columbia Phonograph Co., of Boston, and Marcellus Roper Co., of Worcester, has been placed in charge of the retail department. He came from the East six weeks ago and is very much pleased in his new quarters. He and Miss Ruth McTammany, of Akron, O., were lately married. Mr. Lane met his bride while she was employed by the Boston Talking Machine Co. in the production of soprano records for that company. He has been very busy giving concerts in the schools where he has placed many instruments. Mrs. Lane has been of great assistance to him by singing at the Victrola concerts.

The most encouraging conditions exist at the Columbia store. G. R. Madson, manager, stated business was unusually good, and that it kept him pretty busy ordering from the factory to keep up his supply. Among dealers who have recently put in a stock of Columbia goods are S. B. Stilson, Gibsonburg; Frank Cerni, Cleveland; N. W. Root, Warren, and John E. Carr, Collinwood, O. A number of dealers recently visiting the store and making purchases were: G. M. Ott and brother, Akron; the Witt Music Co., Lorain; R. M. Summers, Elyria; W. E. Jones, Loudonville, and Henry Matern, Sandusky, O.

In illustration of the popularity of Columbia goods, Mr. Madson furnished the World with the following extract from a letter he had just received from the Witt Music Co., of Lorain, O.:

"I have examined our invoices of Columbia goods for the last few months and find that I have purchased over \$5,000 net of your products, and taking into consideration that I had a large stock

of talking machines on hand at the time of putting in your line, I feel more than justified in saying that the only mistake I have made in the talking machine business was in not carrying your line before, for the increase in our talking machine business since putting in a full Columbia line is more than 100 per cent. Your new Eclipse model is immense. The Favorite is certainly a favorite with our customers, and for our high-class trade the Regent tables are becoming more and more popular, and we anticipate a heavy demand for them during November and December. All lines of business are good. Factories are all running full time and we anticipate our November and December business will equal our entire business for the last eight months. We enclose order for 100 Grafonolas, which we believe we will have to duplicate by the first of December."

G. J. Probeck reports the Dictaphone business very satisfactory. The manager of the new Hotel Statler has had his office equipped with the latest improved machine. Mr. Probeck says he is negotiating sales with several large concerns.

Of the four large Victrola demonstration rooms, used jointly in the art department of Wm. Taylor Son & Co., the "red room" appeals to visitors as the most artistic in decoration and appointment. In this room are shown the more expensive Victrolas, all in mahogany. T. A. Davies is manager.

At McMullin's business was said to be good, considering the shortage of supply in both Victors and Edison machines and records. Trade in both talking machines and pianos, it was stated, is normal. H. E. McMullin, Jr., has just returned from an extended Western trip, and reports business in all sections very good indeed.

Expansion of the talking machine department of the May Co. is in progress and preparations are being made for a large increase in trade. "Business is very good and we are expecting better," said Miss Ethel M. Volk, manager. "The demand for machines and records is strong, and with our more commodious record stock room we are enabled to carry a much larger stock."

The Caldwell Piano Co. is having a fine run of trade in all styles of Victrolas.

"Trade is excellent in both the wholesale and retail departments," said Miss Bessie M. Grabler, in charge at the Collister & Sayles Co. "We would be doing a very much larger business than at present if we could only get the goods desired, but the factory seems unable to meet the demand, particularly for the new type of Victrolas."

"Our business was more than double last month what it was during the same month a year ago," said Mr. Guion, manager of the talking machine department of the B. Dreher's Sons Co.

Owing to the continued increase in business Laurence Lucker, distributor of Edison goods, has been forced to obtain larger quarters, which he has secured in the same building, where better light and facilities generally are secured.

While the talking machine and piano trade is in the most flourishing condition at the Bailey Co.'s store, the management is devoting considerable attention to the exemplification of home enjoyment through the possession of an Edison Home Kinetoscope. For the purpose of demonstrating the Kinetoscope Mr. Friedlander has fitted up a large room, where daily demonstrations are given, and ready sales are being made. He states that the business for last month was 30 per cent. larger than for the same month in 1911.

The Hart Piano Co., 33-35 The Arcade, reports the talking machine and piano trade is very satisfactory. "Our one trouble," said the manager, "is to get the goods. We have a number of customers now waiting for both Victor and Edison machines."

Conditions in the talking machine department at the store of the W. F. Frederick Piano Co. are very satisfactory.

Charles T. Davis, music publisher, jobber, and who operates a chain of fifteen retail stores, reports that business is exceptionally good. He carries the Victrola line in a number of his stores, and is doing a big business, but says he, as well as all other dealers, are handicapped in making deliveries of the new types of Victrolas on account of the shortage that exists everywhere. He is now adding three additional demonstration rooms.

Get More of Your Customers' Money.

They are glad to give it for

BELL-HOOD NEEDLES

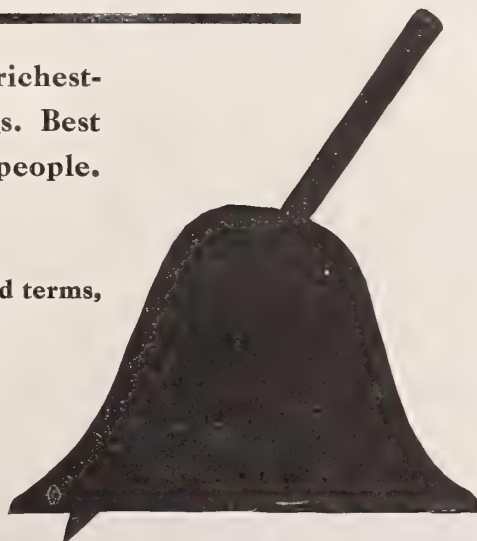
Far-and-away the richest-toned of all needles. Best liked by the best people.

25c and 50c Boxes

Write for samples and terms, naming your jobber.

BELL-HOOD NEEDLE CO.

777 Chapel Street,
NEW HAVEN, CONN.





"School Room Music," a book just issued by our Educational Department, is *already* getting Columbia dealers into the schools. We intend to help you get the school business and get it *right*.



**Columbia Phonograph Co., Gen'l
Tribune Building, New York**

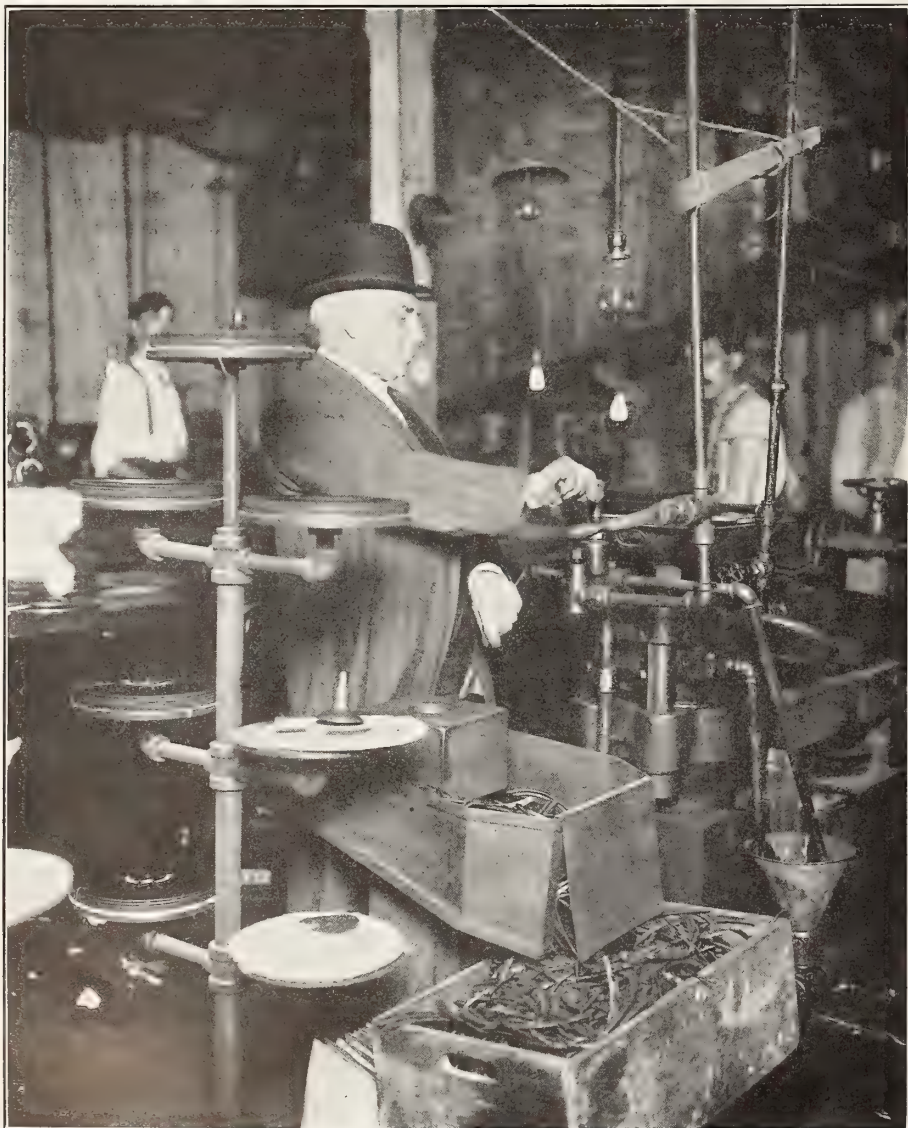
BISPHAM KEENLY INTERESTED IN RECORD MAKING.

Takes the Greatest Pleasure in Visiting the Columbia Factory at Bridgeport and Closely Observes the Record as It Is Taken Through the Various Processes Before It is Finally Pronounced Ready for Testing on the Talking Machine—Likes to Take a Personal Part in the Actual Manufacturing of His Own Records.

The majority of artists who sing selections for talking machine records are satisfied with merely hearing the reproduction of their own voices and

to his extensive list in the Columbia library. After Mr. Bispham sings a selection in the laboratory he does not forget about the transaction and wait for

to be on the ground when the record is being manufactured, Mr. Bispham often takes a trip to the Columbia Co.'s factory at Bridgeport, Conn., and closely observes the record as it is taken through the many various processes before finally pronounced ready for testing on the machine. The accompanying photograph was snapped a short time since, and shows Mr. Bispham busily engaged in stamping his own record. He takes a keen delight in this procedure, as it gives him a personal part in the actual manufacturing of his own records.



David Bispham Stamping His Own Records.

are not at all concerned with the mechanical details incidental to the manufacturing of the thousands and thousands of records turned out annually. A noteworthy exception to this general rule is David Bispham, the famous baritone singer. Mr. Bispham possesses a voice of remarkable beauty, and his records are most enjoyable. He is under exclusive contract with the Columbia Phonograph Co. and is constantly making new records to add

the record to appear, but takes a keen interest in the mechanical production of the record. In order

BOWLING TEAMS TRY PROWESS.

**Fight Now on in Earnest for the Challenge Cup
Donated by the Southern California Music
Co.—Will Be Five Teams in the Race.**

(Special to The Talking Machine World.)

Los Angeles, Cal., Nov. 6, 1912.

The Bowling League of the Southern California Music Co., of this city, has reorganized and will put five teams in the race during the season 1912-13. The league officials are as follows: C. H. Rundel, president; W. E. Smith, vice-president; H. E. DePue, secretary-treasurer. The teams are: Small goods department—W. S. Williamson, captain; I. J. Westphal, H. E. DePue, C. C. Ackerman. Talking machine department, No. 1—F. W. Carnes, captain; H. H. Fish, G. S. Pooler, W. H. Richardson. Talking machine department, No. 2—A. J. Ackerman, captain; H. A. Stokes, J. P. Bunker, R. E. Meginity, L. E. Newton. Wholesale department—O. A. Lovejoy, captain; J. J. Appfel, H. Jackson, C. F. Knapp. Edison dictating machine department—W. E. Smith, captain; J. V. Hanes, R. H. Baird.

The games are now on in earnest for the challenge cup donated by the firm last year. Talking machine team No. 1 beat small goods team four out of five games, and inasmuch as small goods boys won the cup last year, the rivalry was pretty keen.

Last spring a picked team from this league played a team from the Columbia Phonograph Co. Geo. W. Lyle, general manager, and W. S. Gray, Pacific Coast manager of the Columbia Phonograph Co., were present as guests.

WHEN CRITICISM IS FEARED.

The store that is well managed never fears the criticisms of its employees. When the employers fear criticism it is certain that injustice is being done. Employees deserve fair, square, honest treatment just as the customers deserve it. Any policy that works against the best interests of the employees is a bad policy and no store can afford to keep it alive. We do not believe that any store is strong enough to harbor one dissatisfied employee, just as no store can afford a dissatisfied customer.

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FLURSTEDT
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**The largest manufacturing plant in the world devoted exclusively to the
manufacture of Master-Waxes and Master-Blanks for**

Gramophone and Phonograph Recording

Sole Manufacturer of

Wax "P," the best recording material for Berliner-cut.

PROMINENT CINCINNATI HOUSE TAKES ON TALKERS.

The Department Store of H. & S. Pogue Has Opened a Very Attractive Department Where the Victor and Columbia Lines Are Being Exploited—Managers of the Leading Houses Make Cheery Reports Regarding Business and Prospects to The World—Wurlitzer Co. Finds It Difficult to Get Enough Victor Machines—Some Good Victor Sales Made by the Aeolian Co.—W. H. Stever, of the Lyric Piano Co., Grows More Enthusiastic Regarding the Talking Machine Business—Milner Co. Installs New Soundproof Rooms.

(Special to The Talking Machine World.)

Cincinnati, O., Nov. 9, 1912.

About the most interesting development of the past month was the invasion of the talking machine field by the H. & S. Pogue department store, the first step of the kind in this city. This move was intimated in the last Cincinnati letter, the initial step having been taken by Manager Whelen, of the Columbia Phonograph Co. The Victor Co. is also represented there now and it is probable that an effort will be made by another concern to find an outlet for its goods through other department stores.

A silly report recently was that the Baldwin Piano Co. was negotiating with the Columbia Phonograph Co. for taking over the branch stores of the latter corporation west of this city to the Pacific Coast. A prompt denial of the rumor was immediately made by the officials of the Baldwin Co. and Columbia Co., who stated the proposition was not even under consideration.

Manager Whelen, of the Columbia Phonograph Co., when interviewed as to local conditions, stated: "The month of October has been the greatest for the same period of any recent years, and the way November has started in it will be a record-breaker. In fact, the question of keeping a stock on hand sufficient to supply the increasing demand was a very serious one. The telegraph was used and goods sent by express to keep up with the situation. This phenomenal demand is not confined to the local field, but prevails all over the territory covered by this office. Inroads are being made in territory which heretofore lacked that most essential of all things, 'a talking machine dealer.'"

In fact, Mr. Whelen talked in a very optimistic vein, the only complaint being the present inability of the factory to keep up with the increasing demand. But even this is being straightened out and by the time the holiday rush is at its height the Columbia stores will be able to fill all orders promptly.

M. D. Easton, of New York, special representative of the "Dictaphone," spent a week or ten days in the Cincinnati territory. Mr. Easton is one of the most enthusiastic of dictaphone boosters.

G. D. Smith, another special representative of the dictaphone, was in Cincinnati for a few days superintending the installation of a large number of machines in one of the local railroad offices.

Among other visitors to the Columbia store were Jos. Candioto, of the Jos. Candioto Co., of Lexington, and Mr. Todd, of Forbes & Todd, of Hamilton, O.

G. O. Thomas, of this city, has recently associated himself with the local sales force of the dictaphone. Mr. Thomas has had considerable experience in handling correspondence, having had charge of the local collection department of the Mercantile Credit Co., of this city, for several years. Another recent addition to the dictaphone sales force is D. P. Argo, who has had considerable experience as a salesman and is meeting with splendid success converting Cincinnati people to the merits of the dictaphone.

The H. & S. Pogue Co. opened its new Grafonola department the first of November. There was a little delay in the opening of the department owing to the elaborate preparations that were made, but the general public has profited by the delay, as a more beautiful department of its kind cannot be found in the city of Cincinnati.

The Rudolph Wurlitzer Co. had an exceptionally heavy increase in the sale of Victor Victrolas, although naturally handicapped by the shortage and in position to realize only a fraction of the possible number of sales. Notwithstanding the fact that shipments from the Victor factory were larger than ever before, the tremendous demands both retail and wholesale, have made them inadequate. Orders are coming in from our wholesale trade in an astonishing volume, and there is every indication of a still greater increase, instead of a decrease, as soon as dealers get a taste of the winter business.

The cold snap coming the middle of October, after the summer weather during the month of September, naturally resulted in a big drain on the public for winter supplies. In spite of this the record business has kept up wonderfully, as the purchases of records and talking machine orders are far in excess of last year. This proves that the new machines are not entirely responsible for the present volume of business, and even if these were eliminated from the field a very satisfactory increase would nevertheless be seen.

The Victor records of Taft, Roosevelt and Wilson have sold as no political records have ever sold before. The feature of the record business was the big demand for Gluck, as this artiste is playing in Cincinnati, where she is a great favorite.

The first big department store got into line. The H. & S. Pogue Co. qualified as Victor dealers with a complete stock of records and machines. The department is to be under the management of C. S. Browning, who left the Rudolph Wurlitzer Co. to take charge of this new department.

The Aeolian Co.'s Victor department reports as follows: "Our Victor business continues to show such an increase every month over the preceding

one that we have decided to add two more elaborate rooms to our record department, which will enable us to handle our customers more rapidly, thus facilitating a much larger sale of records with the same number of clerks; hereafter we can demonstrate records to eight customers at the same time, and independently quiet of each other, with these improvements.

"Our new record service is bringing the results we want and have been striving for, making a decided hit with our customers, encouraging them to hear more records and follow out our printed suggestions of classified compositions properly graded and interestingly arranged, so as to stimulate an interest above the average type of appreciation."

Manager Ahaus, of the Victor department, made a nice scoop on two sales in which five Victrolas were disposed of last week, Dawson J. Blackmore, former president of Krell Piano Co., purchasing two Victrolas, style XVI, including \$100 worth of records with each.

President Stever, of the Lyric Piano Co., today said: "The Lyric Piano Co. is looking forward to a fine trade in its talking machine department for the holidays. It has placed large orders for Victrolas. The trade is increasing daily and we are more than pleased with the large number of record buyers we have interested."

"We are studying the proposition of the Victrola every day and we believe that its resources are unlimited. If a man will devote some time to putting new and original ideas before the people, we find that it requires time and attention, the same as in any other branch of business, if a man wishes to make it a success. But we really believe that the results that can be obtained by making it a study is well worth the effort, as there is nothing in the way of entertainment or a question that can be brought before the public to-day, from the very best of orators and professional men, but what can be reproduced upon the record in your home. It gives each and every one the opportunity of keeping in touch with the finest talent in the world. We are very well satisfied with the results we have obtained in our talking machine department."

The talking machine department of the Milner Musical Co. has been enlarged by the addition of two handsome new soundproof display rooms. These rooms will be used exclusively for the display of the four new-style Victrolas. Business is reported as having been unusually good with this company during the past month. The new additions to the Victor and Edison lines were brought to the attention of the public by this hustling concern in its usual original and effective way. Ralph Clifford and Leo Driehaus, two local talking machine salesmen, have been added to the sales force.

Loveman, Joseph & Loeb, who represent the Victor line in Birmingham, Ala., are about to add four booths to take care of their increasing record trade. Among recent sales made by Manager Broyles was a Victrola XVI to the Alabama Girls' Technical Institute at Montevallo.



"DUSTOFF" de Luxe

for discs made of Wilton fabric mounted on oxydized metal holder finished in "unique" "tigerback" design. Each in a box and 12 in a DISPLAY CARTON.

Retails at 50c. each. (In Canada at 75c. each.) Liberal discount applies.

YOUR JOBBER can supply you, or write us direct. Stock our "Dustoffs" NOW for your holiday trade.

"DUSTOFF" RECORD CLEANERS ARE A POSITIVE NECESSITY

To all owners of talking machine records, for their use before playing adds life to the record through removing the accumulated dust and dirt from the minute sound grooves—the cause of the wear and friction in the reproducing point track. It insures a wonderfully clear and distinct tone reproduction free from scrapings, blurs and harsh sounds. "DUSTOFFS" are effective and simple to use, with no possibility of scratching the record in the least.

WRITE FOR SPECIAL IMPRINT PROPOSITION

"DUSTOFFS" are proven "swift sellers" wherever displayed—and there is a good profit in their sale for you. We supply with every shipment a quantity of mailing circulars free.

SAMPLES SENT FREE, for inspection to rated firms, upon naming jobbers. USE THE COUPON NOW for samples of these PROFIT-MAKERS.



"DUSTOFF" (REGULAR) MODEL

for discs made of Wilton fabric mounted on varnished wood holder. Each in a 2-color box.

Retails at 15c. (In Canada, 25c. each.) Liberal discount applies.

SPECIAL OFFER COUPON. (106)

MINUTE SHINE COMPANY, Providence, R. I.: Please send us, all charges prepaid, for inspection, samples of the "DUSTOFF" RECORD CLEANERS.

Name.....

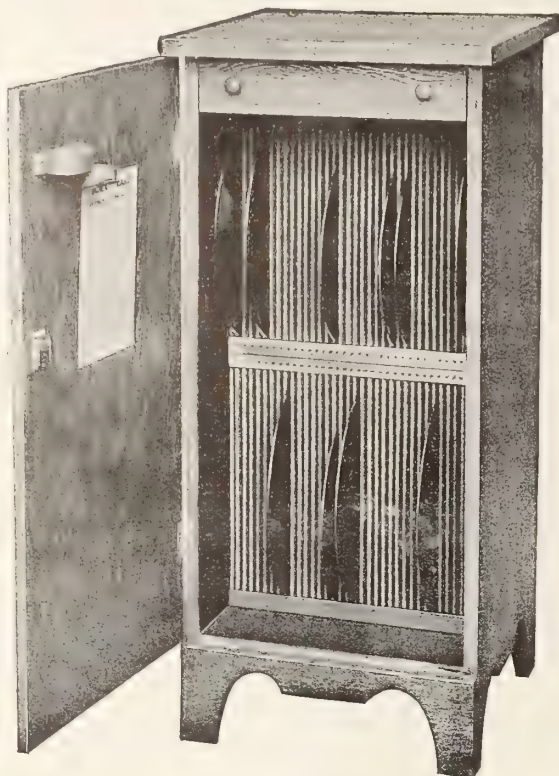
Address.....

Town..... State.....

Our Jobber is..... (Please pin coupon to your business letter-head.)

Address all communications direct to the manufacturers

MINUTE SHINE COMPANY 283 EAST CANAL STREET, PROVIDENCE, R. I., U. S. A.



No. 106

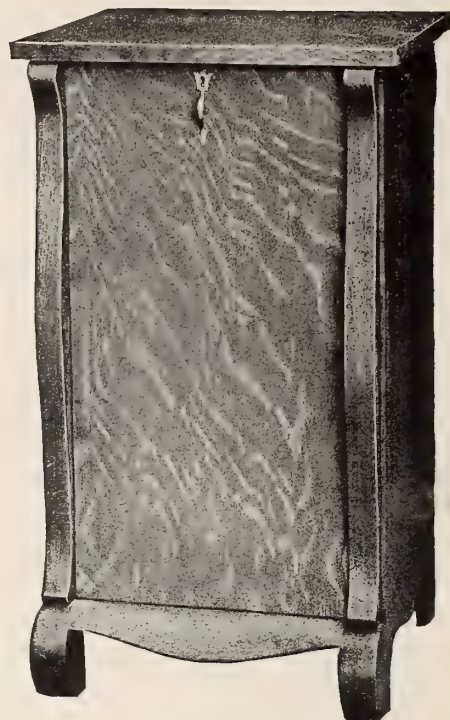
SALTER'S LINE

of Cabinets are *leaders in quality and style* and exceptionally good sellers.

Save the records by using Salter's Patent *Felt Lined Shelf Cabinets*.

We manufacture Cabinets for all styles of machines.

Send for our latest catalogue *today*.



No. 772

SALTER MANUFACTURING CO.

337-343 NORTH OAKLEY AVENUE
CHICAGO, ILLINOIS

NEWLY CREATED EDUCATIONAL DEPARTMENT

Of Columbia Phonograph Co. Making Good Progress Under the Directorship of Prof. Goodwin, Who Has Now Associated With Him Prof. James M. McLaughlin, Director of School Music in Boston, Mass., an Authority on Matters Pertaining to This Work.

One of the rapidly growing departments of the Columbia Phonograph Co., General, is the newly-created educational department. At the head of this department is Professor Frederic Goodwin, one of the best known educators in the East. Professor Goodwin's practical knowledge of school room requirements has been of immense aid in the preparation of literature for circulation among teachers. His authority on all matters relating to musical education is unquestioned, and he is constantly being invited to address teachers' conventions and give his views on the important subject of educating children to be musical. At the convention of the Hampden County Teachers' Association, held in Springfield, Mass., on October 25, Professor Goodwin was one of the invited guests, where he delivered a forceful talk on the proper methods of handling schoolroom music. His address was enthusiastically applauded by the largest teachers' gathering the convention ever drew, and many expressions of commendation were passed by the teachers who were present. The Springfield newspapers devoted considerable space to this speech, many of them printing the address in full, and the majority of the papers carried a picture of Professor Goodwin, accompanied by a story of the work he has accomplished. His talk was directed to the possibilities that exist for the proper cultivation of the talking machine as an instrument for schoolroom use. Professor Goodwin stated that practically every school principal in New England was heartily in favor of the talking machine in schools, and that many of them are donating machines to the schools from their own purses until the Boards of Education recommend their use. Subsequent to Professor Goodwin's talk, folk

dances were performed by the school children to the accompaniment of music produced by Columbia Grafonolas.



Prof. Frederic Goodwin.

Associated with Professor Goodwin in the educational department is Professor James M. McLaughlin, director of school music in Boston, Mass., who acts in the capacity of consulting ex-

pert to the educational department, and his extensive knowledge and talents are of vast assistance in the development work now being carried on. Professor McLaughlin is known as an absolute authority on all matters pertaining to schoolroom music, and the position of director, which he has held for the past twelve years, is the most important one in the music department of Boston's public schools. By reason of his exceptional attainments Prof. McLaughlin has achieved an international reputation. He is an organist of renown, and has acquired a prominent place in the literary world by his authorship of several standard text books. His varied achievements, wisdom and general knowledge of music cannot but prove invaluable in the educational work of the Columbia Phonograph Co.

"Our music money book, recently published, has brought the Columbia closer to the teacher than ever before," states Prof. Goodwin, "and has shown the teacher that we are eager to help as well as eager to get business. The Columbia Universal Graded Course will soon be off the press and that will bring the Columbia dealers into a stronger position in the educational field than ever the talking machine trade was before. We are preparing several graded courses for use in the schools, and from present indications there will be a decided boom in the use of the talking machine in schoolrooms throughout the country."

SCHAFFORD ALBUMS IN DEMAND.

The Schafford Album Co., 26 Lispenard street, New York, is doing an excellent business with its talking machine record albums. Orders are rapidly increasing and the factory is working full capacity to take care of the holiday trade. In a chat with The World, E. F. Skinner stated that they are receiving many inquiries from dealers in foreign countries in addition to the excellent trade from dealers throughout the United States, who find these specialties big sellers and greatly appreciated by the public.

INDIANAPOLIS TRADE NOTES.

Kipp-Link Complete Alterations—New Edison Blue Amberol Records Please—Lennox Piano Co. to Install Talking Machine Department—Dictaphone and Grafonola Prominent—Victrola for Widow of Ex-President Harrison—Other News of Interest Worth Noting.

(Special to The Talking Machine World.)

Indianapolis, Ind., Nov. 9, 1912.

The Kipp-Link Phonograph Co., Indiana distributor for the Edison machines, has about completed the alterations in its commodious quarters in Massachusetts avenue. Mr. Kipp said he had made special effort to inspect other Edison homes throughout the country and that he feels the Indiana headquarters does not have a rival.

The Edison Blue Amberol records are in demand in Indiana. The records have given new life to Edison business and when the Edison disc machine is put on the market, Indiana dealers believe that they will be real winners.

James Whitcomb Riley, the Hoosier poet, was a recent caller at the Kipp-Link store.

The Edison kinetoscope is popular here and the only complaint the Kipp-Link Co. has to make is that the factory does not turn out the machines fast enough to fill the orders which have been taken out in Indiana.

The E. L. Lennox Piano Co. is planning to install a talking machine department. It has not yet been announced what line of talking machines the Lennox Co. is to handle. Rumor has it that several other piano houses are planning to take up a talking machine line. The talking machine business in Indiana is on the boom—not an inflated boom—but a real one, solid through and through.

The talking machine and its near friend, the dictaphone, are playing parts in the dynamite trial which is in progress here in the Federal court. The court reporters are making use of the dictaphone in transcribing their voluminous notes and they are loud in their praise of the instruments.

The talking machine comes into action by another route. It is being used to help Ortie McManigal, the government's star witness, while away the hours in the rooms in the Federal building, where he is being carefully guarded by government officials.

Time hung heavy on the hands of McManigal until one of the government officials conceived the idea of obtaining a talking machine for their prisoner. A Columbia Grafonola was secured and now McManigal listens to ragtime, band music and funny dialogues. The government takes good care of the confessed dynamiter and sees to it that he is entertained. The talking machine has largely solved the problem of entertainment.

The Victor department of Aeolian Hall, in charge of Miss Lazarus, has experienced the most successful period in the history of the department. Booth Tarkington, the novelist, bought two Victrolas the other day—one for himself and one for his father.

W. S. Barringer, of the Stewart Talking Machine Co., is paying special attention to window displays in the store in North Pennsylvania street. His efforts have been productive of fruit, for the passers-by "sit up and take notice." The Stewart Co. is now "all fixed up" for the fall trade, and its quarters present an exceedingly inviting appearance. All the talking machine men here say "Stewarts have a mighty fine store."

The talking machine was put to work in the political campaign here. The speeches of Roosevelt, Wilson and Taft, put out by the Victor Co., were used. If a speaker failed to show up the talking machine was given platform space and it filled the bill.

The Stewart Talking Machine Co. recently sold a Victrola to Mrs. Benjamin Harrison, widow of the late ex-President.

Thomas Devine, of the local store of the Columbia Phonograph Co., reports exceptionally good business. "The collections are especially good," said Mr. Devine, "and the prospects for holiday business are very good."

The Columbia Regal and the Eclipse are prov-



SOLID WOOD (NOT VENEERED)

Mr. Dealer!

**MUSIC
MASTER**
Solid Wood Horn



At your Command
the Master Piece
and the Master

Every Horn Guaranteed.

The Music Master Solid Wood Horn

is of international reputation. It has the celebrated tone which has earned for the Horn the proud title of the World's best sound wave amplifier. *Get Busy.* Are you prepared to give demonstrations of this Horn to your customers during the Holiday season?

If not, write us for samples.

SHEIP & VANDEGRIFT, Inc.

PHILADELPHIA, PA.

ing to be big sellers in Indiana territory. The local Columbia store, in common with the other Columbia stores over the country, are placing their orders early in order to be sure of having the goods for the holiday trade.

A. W. Roos, assistant auditor of the Columbia Co., visited Indianapolis several days ago and then went to Louisville.

The dictaphone received much praise from Walter N. Carpenter, a court reporter of national fame, the other day. Mr. Carpenter had the job of getting the speech delivered here by William Jennings Bryan. The speech was delivered at night and Mr. Carpenter had to have the "copy" in the hands of the Indianapolis News early the next morning. By using two dictaphones and two operators Mr. Carpenter had the "copy" ready by 3 a.m. on the morning following the delivery of the speech. "The dictaphone not only saved me a great deal of time but it saved me much extra expense," said Mr. Carpenter.

The Halloween festivities here were marked by the use of talking machines for numerous dances.

COLUMBIA MACHINES AS PRIZES.

Fifty-nine Grafonolas and Graphophones of Various Types in Evening Mail Contest.

The Columbia line of Grafonolas and graphophones is receiving some wide advertising at present owing to the fact that Columbia machines of many types constitute a large proportion of the prizes offered in connection with a new Book-lovers' Contest being conducted by the New York Evening Mail. Among the machines listed as prizes are two Grafonola Regents, a Grafonola Mignon, a \$50 Grafonola, five Lyric graphophones and fifty graphophones of a cheaper type and with a supply of records. The highest prizes in the contest consist of automobiles, pianos and players.

R. G. Caldwell, vice-president of the Blackman Talking Machine Co., 97 Chambers street, New York, has returned to his desk after a three weeks' illness that confined him closely to his home during the entire period. His many friends rejoice at his recovery.



The only thing on four legs that's better than the new Columbia "Regal" at \$40 is the "Regal" at \$50 with record containers.



**Columbia Phonograph Co., Gen'l
Tribune Building, New York**

NATIONAL ADVERTISING HELPS LOCAL TRADE.

K. M. Johns, Manager of the Columbia Co.'s Store in Detroit, Tells of Success Achieved in This Connection—Edison Business Given Quite an Impetus by New Blue Amberol Records and Reproducer—Victor Talking Machines Grow in Favor in the Schools—Max Strasburg Reports Increasing Demand for High Priced Victrolas and Records.

(Special to The Talking Machine World.)

Detroit, Mich., Nov. 11, 1912.

The Columbia Phonograph Co.'s branch here is deriving tremendous results from the new form of advertising campaign instituted by the company a few months ago. The advertisements which are used in the periodicals of national circulation are immediately reproduced in the local dailies. They carry a specific offer of a certain machine with a specified number of records at a stated price, and when the customer calls for it he knows exactly what he wants and how much he will have to pay. So the sales, in addition to being numerous, are quick, and thus carry a larger margin of profit than if a salesman had to spend an hour or two closing the deal.

"It is the most effective mode of advertising I ever met with in my life," said Manager K. M. Johns, in enthusiastically praising it to-day. "It gets the people here because they know that they will find something they want, instead of having a vague idea of what is here and knowing that they must spend a good deal of time looking around and even then perhaps not finding anything to suit. When people are in that frame of mind they postpone calling. That is the effect of general advertising. It only conveys a general idea. Give them specific information and they will make haste and bring the money with them."

The Columbia Regal is getting the big business on the advertising just now. A while ago it was the favorite.

The Columbia Regent is also attracting a great deal of attention and business in the Columbia store, though it is a brand new acquisition. The round table style in mahogany, with the wide horn opening and Columbia tone shutters, are features that are much liked. The price, \$150, also fits in with the trend of Detroit talking machine trade.

The trade insists on clinging to the high priced level. The popular range of prices is from \$100 to \$200, though some dealers find things very active in instruments of the \$50 class.

The chief worry this year is the same as last year—whether the store will be able to get machines enough to fill orders, or even to make a healthy showing at it. Facilities for receiving freight shipments of any kind always are poor in Detroit in the winter months, owing to a car shortage.

Two very good Columbia agencies were placed this week, one with the Tinnette Music House and the other with the Adler Music House, both being prosperous establishments a little outside of the downtown circle. Both houses have put in a complete line of Grafanolas and records.

The new Amberol records and the new Edison reproducer have given the Edison business a large hoist here. Manager Harry Rupp, of the talking

machine department of Grinnell Bros., State jobbers for the Edison, stated to-day that the first month's business with the new records has multiplied the old average several times even without the aid of the new reproducers. Sales of Amberolas are increasing steadily. The hornless Edisons have jumped into big favor, the practically indestructible records having aided greatly in this manifestation.

Talking machines are coming more and more into favor in the schools here, particularly Victors. When the schools, which can get pianos at the expense of the board of education, purchase talking machines by taking up a collection among the pupils, as has been done in many of the rooms of both the ward schools and the high schools, it constitutes some testimony indeed.

"What seems to me to be the very best evidence of the permanent stability of the business is its present tremendous impetus," said Mr. Rupp. "Some people have designated it a fad, that would die out like many other things well-to-do people have taken up and then discarded. But the talking machine, perfect as it now is, is still developing. Every time something new comes out we think we have reached the absolute limit of phonographic science. Then, just about as soon as we become accustomed to it, along comes something newer that gives the instruments and the business another big boost."

According to Max Strasburg, of the Victrola shop, the high priced talking machines are coming considerably into competition with pianos. Notwithstanding that there are thousands upon thousands of young folks who can play the piano, the actual fact is that the great majority of them never go beyond the rudiments of the study. When they marry and assume household cares they no longer have time to practice, and without practice mastery of the pianoforte quickly lapses. So generally the young man or woman who, at the age of twenty-one, modestly admits that he or she can play the piano "some," is firmly convinced at the age of thirty or thirty-five that the reverse is true.

"They come in and look over the big talking machines," said Mr. Strasburg, "and remark to each other that neither of them can play a piano—what's the use of having one. Both can play a talking machine and provide the very best music of all varieties. Nine times out of ten they sell themselves the machine. We don't have to say much here except to make out the contract. We have taken pianos in trade. We also have the edge on player-pianos owing to the matter of price. In the matter of automatic playing the instruments are about on a par, the talking machine making up with its variety what it may lack in volume of sound when compared with a player-piano, but the very best phonograph costs only about one-fourth the price of the cheapest of the really good player-pianos."

Incidentally, Mr. Rupp remarked that the October business in Victrolas and Columbias was just about treble what the October business of last year amounted to.

Mr. Rupp, of Grinnell Bros., will make an effort to avert a shortage in Victors this winter. He will leave soon for the place from which all Victrolas come and try to impress upon the men high up that Detroit is a big and growing city and that he faces the task of supplying not only the Grinnell retail and wholesale up-state trade, but the needs of three other large Detroit stores—the Farrand Co., the Max Strasburg Co. and the Cable Co.—besides a host of smaller ones.

OUR FOREIGN CUSTOMERS.

Amount and Value of Talking Machines Shipped Abroad from the Port of New York for the Past Four Weeks.

(Special to The Talking Machine World.)

Washington, D. C., Nov. 6, 1912.

Manufacturers and dealers in talking machines will doubtless be interested in the figures showing the exports of talking machines for the past four weeks from the port of New York:

OCTOBER 12.

Buenos Aires, 45 pkgs., \$2,450; Cape Town, 42 pkgs., \$1,871; Cucuta, 2 pkgs., \$118; Genoa, 2 pkgs., \$217; Havana, 4 pkgs., \$174, 10 pkgs., \$457; Havre, 11 pkgs., \$911; Lima, 31 pkgs., \$1,590; Liverpool, 4 pkgs., \$290, 4 pkgs., \$705; London, 216 pkgs., \$5,540, 4 pkgs., \$149, 4 pkgs., \$186; Milan, 4 pkgs., \$361; Rio de Janeiro, 10 pkgs., \$550; Vera Cruz, 4 pkgs., \$175.

OCTOBER 19.

Berlin, 10 pkgs., \$150, 18 pkgs., \$377, 38 pkgs., \$1,600; Bremen, 1 pkg., \$100; Callao, 5 pkgs., \$500; Cartagena, 14 pkgs., \$1,351; Havana, 22 pkgs., \$1,144; London, 211 pkgs., \$5,817, 7 pkgs., \$13,100; Milan, 8 pkgs., \$588; Port au Prince, 2 pkgs., \$135; Rio de Janeiro, 19 pkgs., \$4,875, 8 pkgs., \$304, 6 pkgs., \$475; Singapore, 18 pkgs., \$595; Vera Cruz, 45 pkgs., \$2,008.

OCTOBER 26.

Berlin, 3 pkgs., \$167; Colon, 7 pkgs., \$209; Havana, 22 pkgs., \$879; Havre, 5 pkgs., \$233; Kingston, 5 pkgs., \$205; La Guayra, 4 pkgs., \$207; Melbourne, 7 pkgs., \$180; Montevideo, 8 pkgs., \$521; Port of Spain, 5 pkgs., \$122; Soerabaya, 11 pkgs., \$569; Tampico, 6 pkgs., \$156; Valparaiso, 36 pkgs., \$1,586, 5 pkgs., \$111; Vera Cruz, 215 pkgs., \$8,729.

NOVEMBER 6.

Berlin, 5 pkgs., \$126; Callao, 5 pkgs., \$105; Chemulpo, 1 pkg., \$117; Havana, 111 pkgs., \$4,290; Iquique, 3 pkgs., \$214; Kingston, 7 pkgs., \$130; Liverpool, 2 pkgs., \$269; London, 2 pkgs., \$148, 199 pkgs., \$7,138; Milan, 12 pkgs., \$766; Robe, 10 pkgs., \$795; Shanghai, 32 pkgs., \$4,365; Tampico, 4 pkgs., \$166; Vera Cruz, 29 pkgs., \$880; Vienna, 5 pkgs., \$105.

George P. Steele, general manager of the U.-S. Phonograph Co., Cleveland, Ohio, was in New York recently for a short stay, and visited the offices at 7 Union Square, and also called on John Kaiser, manager of the laboratory at 662 Sixth avenue. He stated that business was excellent wherever he visited.

INCREASED TRADE REPORTED BY BALTIMORE DEALERS.

October Business Shows Big Gain Over That in September, Which Was Good Month—Sales Forces Increased—Changes Among the Managers and Salesmen—What the Various Houses Have to Report Anent Present Conditions and General Trade Prospects.

(Special to The Talking Machine World.)

Baltimore, Md., Nov. 11, 1912.

October has proved to be a big month for the talking machine men in this section and the sales were better than during September. During October it became necessary for some of the dealers to put on more help, and this same condition has become necessary with other dealers who managed to pull through September with their original quota of salesmen.

The Columbia Phonograph Co. branch has had a big October and the only drawback that Manager F. A. Denison complains of is the chronic one that has been affecting all the dealers for some time past, namely, the inability to keep enough machines in stock to supply immediately the demand. Mr. Denison, because of the rapid strides made by the business recently, has been compelled to augment his regular force with three additional assistants. Philip Lang has been taken on as wholesale salesman; F. A. Roberts has become dictaphone salesman, and Charles Lamm has been engaged as bookkeeper. Mr. Denison reports the wholesale and retail end of the business to be away above the standard, both in the city and the territory covered from the local branch.

Charles Stran, who for a number of years was manager of the talking machine department of H. R. Eisenbrandt Sons, handling the Victor line, has resigned his position and opened up business for himself. Mr. Stran is located on Howard street near Madison street, and is handling both the Victor and the Columbia lines. Mr. Stran is doing business under the firm name of the Lyric Talking Machine Co., and he reports that indica-

tions are that his venture will be a successful one. His fellow dealers wish him the best of success in his new venture.

M. Silverstein, manager for Cohen & Hughes' talking machine department, has just returned from a successful trip and reports business, both locally and otherwise, to be in excellent shape. The firm handles the Victor line and has a pretty window display which is attracting much attention.

Tommy Gordon, proprietor of the Gordon Talking Machine Co., which handles the Columbia and Victor lines, reports a good month with both lines. The sales of large machines has been a feature, while the demand for records has been larger than for some time. Josie Fink, who is associated with Mr. Gordon, also reports many sales.

The Victor business both in this city and Washington has been in excellent shape during October as far as E. F. Droop & Sons Co. is concerned, according to statements made by W. C. Roberts, manager of the two stores. The machine business was not the only thing to make Mr. Roberts happy, for record sales were also heavy.

Both the Columbia and Victor sales for the month of October were heavy at Sanders & Stayman's, who handle both lines. Manager Albert Bowden says it was the best month for some time and that the indications are such as to indicate that November and December sales will be even better.

William Knabe & Co. report a good month for the Columbia machines and records, while similar reports are made by Hammann & Levin concerning the Victors and the Peabody piano, the Hub Piano Co. and the Rosenstein Piano Co. as regards the Columbia lines.



You don't need to be afraid

of not being able to take care of your customers' wants promptly and satisfactorily if you have us on the other end of your orders.

No bugaboo of "broken promises" to haunt you, or of "slow shipments" to throw a scare into you every time you send an order.

You can always depend upon us to be right on hand with whatever you want whenever you want it—all orders shipped the same day they are received.

Mighty valuable service. Doubly valuable at this time of the year for holiday buyers must be taken care of—there's no holding Christmas back.

So just remember, that whatever you want in Victors, Victor-Victrolas, Victor records, record cabinets, horns, fibre cases, needles, repair parts and other accessories, is here and will be headed for your store as soon as your order is received.

Write to-day for our catalog and our booklet, "The Cabinet That Matches," so you'll have it when you need it.

Victor Foreign Records

are here too—the complete list, ready for immediate delivery.

Arabian	Greek	Norwegian
Bohemian	Gregorian (Latin)	Polish
Chinese	Hawaiian	Portuguese
Croatian	Hebrew	Roumanian
Cuban	Hungarian	Russian
Danish	Italian	Sistine Choir (Latin)
Finnish	Japanese	Slovak
French	Jewish	Spanish
French Canadian	Mexican	Turkish
German	Neapolitan	Welsh

POOLEY'S ADVERTISING CAMPAIGN.

Some Striking Announcements in the Saturday Evening Post—Will Also Carry Ads in Papers in Leading Cities—Results Are Gratifying—How the Dealer Is Helped.

(Special to The Talking Machine World.)

East Philadelphia, Pa., Nov. 6, 1912.

The Pooley Furniture Co., of this city, whose very distinctive styles of talking machine cabinets have won a large following in the trade, has been conducting a great campaign of advertising in the Saturday Evening Post, which will be continued during the fall and winter season, and it is also going to do considerable local advertising in the large cities in the form of newspaper and theater program publicity. In this way the Pooley Co. is reaching more than ten million readers a week, and this campaign has been inaugurated to stimulate business for the dealer. The results so far have been most gratifying; inquiries and orders are coming in faster every day and from present indications the Pooley Co. will find it difficult to fill all the orders needed to supply the holiday rush. It has, however, increased its forces and intends to meet all demands.

An interesting announcement showing the quality of advertising conducted by the Pooley Co. in the Saturday Evening Post appears elsewhere in this issue. It is impressive and educational.

ERB OCCUPYING LARGER QUARTERS.

(Special to The Talking Machine World.)

Rochester, N. Y., Nov. 4, 1912.

Christ. Erb, who for the past twelve years has handled the Edison phonograph line in this city, has just removed from 378 Colvin street to new and larger quarters at 348 Ames street, where he has built a three-story pressed brick building with a frontage of thirty feet and containing two large show windows. It is Mr. Erb's intention to install a line of pianos as well as musical merchandise in his new store, to be known as the West Side Phonograph Studio, with Mr. Erb and his son in charge.

ZIMBALIST HEARS HIS RECORDS.

Without Revealing His Identity He Enters Fifth Avenue Talking Machine Store and Enjoys Records Made in the Spring.

Efrem Zimbalist, the clever young violinist, who is to be one of the notable wizards of the strings, including Ysaye, Kreisler, Elman and Powell, who will be heard in concert this season, is a great admirer of the Victor records, and in the course of an interview with the reporter of the Times the other day he invited him to walk up the avenue, and at one of the leading establishments he stopped and, beckoning the reporter to follow, he entered.

"I haven't heard the new records I made in the spring," he explained. Then, unrecognized, he asked the clerk to play some Zimbalist records, and listened delightedly to that young man's comments upon them, which were largely encomiastic in nature. Thus he highly praised a certain MacDowell record, and also one in which Mr. Zimbalist had united with Alma Gluck, because they were good sellers.

From there the young Russian wandered into other shops, with the keenest interest displayed for the new and the inviting. He said that one of his chief joys was to attend the first nights of musical comedies, and he rarely missed one when he had the opportunity of going.

HONESTY IN BUSINESS.

How It Has Become an Essential Factor in Present Day Trading.

"The millennium has not yet arrived, but no thoughtful man will deny that there has been a great awakening of the business conscience in recent years," says a veteran merchant. "The old motto, 'Honesty is the best policy,' in place of being more or less a beautiful sentiment, is coming to be more of a practical reality. The day has come when to be honest means not technically, legally honest, but broadly, humanely honest—honest in thought, in purpose, in act."

New York Talking Machine Co.

Successors to
Victor Distributing and Export Co.

81 Chambers Street

New York



LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

(Special to The Talking Machine World.)

Washington, D. C., Nov. 6, 1912.

PHONOGRAPH. Harry B. McNulty, East Cleveland, O., assignor by mesne assignments to the U-S Phonograph Co., Cleveland, O. Patent No. 1,038,621.

The present invention, relating as indicated, to phonographs, has more particular regard to the provision of suitable mechanism for adapting a phonograph to optionally play upon records having threads of different fineness, as for instance, upon records having 100 and 200 lines to the inch, respectively, or as they are currently known, "two-minute" and "four-minute" records. To effect such adaptation of the machine, it is necessary that the producer be fed along the record at a different rate of speed in each case, and that a stylus of a different character, corresponding to the fineness of the thread, be properly positioned in the one case to play on the fine thread, in the other upon the coarse thread. One form of mechanism for conjointly effecting the two adjustments referred to is illustrated in co-pending application, Serial No. 463,942, filed November 23, 1908, and the present invention is in part an improvement of such earlier mechanism, and in part an adaptation of the same to several variant forms of reproducer from the preferred form there shown.

In said annexed drawing: Fig. 1 is a transverse sectional view of

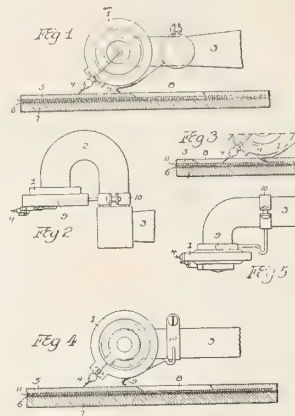
a phonograph embodying the several improvements in one approved form; Fig. 2 is a similar view of the reproducer and that portion of the carriage in which said reproducer is seated, showing parts of the latter in a different operative position than that illustrated in Fig. 1; Fig. 3 is a bottom plan view of an actuating cam member that forms a feature of the machine; Figs. 4, 5 and 6, respectively, illustrate in different operative positions a development of one of the cam elements of such cam member; Fig. 7 is a perspective view of another detail of the machine, viz., the key whereby the adjustment of the reproducer stylus is secured; Fig. 8 is a sectional view of the reproducer and the portion of its carriage corresponding to that of Fig. 1, but showing the adaptation of the invention to a different construction of stylus lever; Figs. 9 and 10 similarly illustrate the adaptation of such invention to other forms of stylus lever, and Fig. 11 shows a detail of the construction of Figs. 8 and 9 in modified form.

AUTOMATIC RECORD STOPPING DEVICE FOR TALKING MACHINES. Richie de Lan, Philadelphia, Pa. Patent No. 1,042,535.

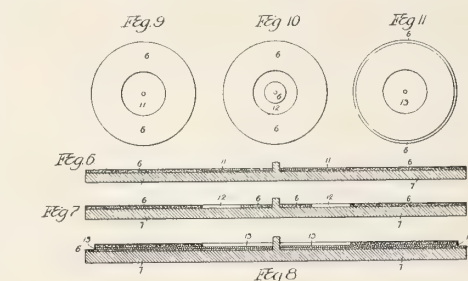
The object of this invention is to provide simple and effective means for automatically stopping the rotation of the disc record of a talking machine when the end of the record is reached.

Figure 1 is a side elevation of one form of disc talking machine with a record-stopping device in accordance with the invention, the parts being in the position assumed when the end of

the record is being approached; Fig. 2 is a plan or top view of the parts shown in Fig. 1; Fig. 3 is a view similar to Fig. 1, but showing the parts in the position assumed after the end of the record has been reached; Fig. 4 is a view similar to Fig. 1, but illustrating the application of the improved record-stopping device to a machine of a slightly different type from that shown in Fig. 1; Fig. 5 is a plan or top view of the parts shown in Fig. 4; Figs. 6 to 8 are sectional views illustrating different constructions of turntables for use in connection with my improved record-stopping at-



achment, and Figs. 9 to 11 are top views, on a reduced scale, of said turntables.



DIAPHRAGM. James H. Ellis, Milwaukee, Wis., and Albert J. Hoffman, Wauwatosa, Wis. Patent No. 1,040,294.

This invention relates to diaphragm constructions for sound recording and reproducing instruments and has for its object to provide a diaphragm which while being highly sensitive to weak sound vibrations will properly respond to the stronger sound vibrations and will also truly record or reproduce the original volume of sound.

Another object of the invention is to provide a diaphragm of a single sheet of resilient material rendered more flexible at its peripheral or marginal portion by lines of scoring.

Referring to the accompanying drawings in which like characters of reference indicate the same parts in different views: Figure 1 is a sectional view of a diaphragm constructed in accordance with this invention in its position for use in a sound box; Fig. 2 is a plan view thereof; and Fig. 3 is an edge view thereof.

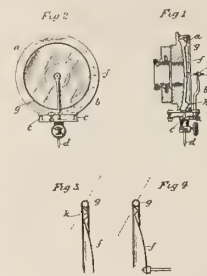
SOUND BOX FOR TALKING MACHINES AND OTHER ACOUSTICAL INSTRUMENTS. Ernest de la Rue, London, Eng. Patent No. 1,040,648.

The present invention relates to improvements in sound boxes for talking machines and other acoustical instruments.

According to the present invention, the diaphragm is mounted within a casing so that it is capable of reciprocating, and to this end this invention consists in mounting the diaphragm in such a manner that it is held resting upon a single resilient support at the periphery, and the invention further consists in so arranging the resilient support and so constructing the periphery of the diaphragm that the support does not exercise a thrust upon the diaphragm in a direction at right angles to the plane of the diaphragm but makes contact with the periphery of the dia-

phragm so as to exercise a thrust thereon in an oblique direction whereby the resiliency of the support is increased and the reciprocating action of the diaphragm is facilitated.

Figure 1 shows a sectional elevation of a sound box with improvements applied thereto. Fig. 2 a front elevation thereof. Fig. 3 shows an exaggerated detail of a portion of a diaphragm and asket. Fig. 4 a similar view to Fig. 3, but showing a variation of the corrugation of the periphery of the diaphragm.



RUN ON CERTAIN STYLES.

The Udell Works Report Conditions at Their Plant—Proof of the Popularity of the Latest Designs Put Out by This House.

The Udell Works, of Indianapolis, Ind., are experiencing a very lively demand for their various styles of talking machine cabinets this fall and winter, a tribute to their efforts in supplying styles that meet with public approval. The Udell Works have just informed The Talking Machine World that they will not be able to furnish Style 415 in mahogany or oak until after the first of the year. They add further: "The orders now in hand will be all that we can possibly get through the factory in time for Christmas deliveries. There are other very desirable patterns that can be had, but it is advisable to get the orders in early before these other styles become exhausted."

The reader can judge from this information that the Udell people are most desirous of supplying the needs of their customers with the greatest possible despatch, and they thus inform them of the exact situation so that they may take action in regard to ordering the necessary stock so as to meet the holiday demand.

BIG CANADIAN TRADE

Reported in U-S Phonographs Which Are Also Greatly in Demand Locally, Says John Kaiser, Head of the Laboratory.

"I am greatly pleased at the demand for our records," stated John Kaiser, manager of the U-S Phonograph Co.'s laboratory at 662 Sixth avenue, New York. "Dealers all over the country have assured me that the call for our latest lists of records has been most gratifying. Our December list contains several appropriate holiday selections. What particularly pleases me is the spirit of co-operation manifested by our dealers in connection with our record production. I am in receipt of several letters commending some special record, and telling me that our dealer's customers are greatly pleased with the U-S products. The "Chamber" instrumental selections that we recently issued have met with phenomenal success, and our dealers seem to think that they are among the best records we have produced."

"Our machine business is going along splendidly, and our new factory in Cleveland is kept busy filling orders from the Eastern trade. The concealed horn type is our leader, and we are having difficulty in turning out the machines fast enough. A noticeable feature of our recent trade has been the tremendous gains made in Canadian sales. In certain sections of Canada our machine can be found in practically every home in a small town."

SETTLING ON A BUSINESS POLICY.

The aim is to do the maximum of business with a minimum of loss. A small ratio of loss does not mean good credit management any more than a comparatively large percentage of loss may indicate poor credit management. A narrow credit policy means small losses with no substantial business growth, while a fairly liberal policy will bring larger losses, but an increasing business with better dividends.

TRADE-MARKS HAVE GREAT SIGNIFICANCE

In the Talking Machine as Well as Other Branches of the Music Trade Industry—The Victor Dog with the Caption "His Master's Voice" Has Attained World-Wide Fame and Is Recognized as One of the Greatest Trade-Mark Properties Extant—Trade-Mark Situation Discussed by Waldon Fawcett, The World's Washington Correspondent.

It would be difficult to name a trade field in the entire industrial and commercial world where trade-marks have as great significance as in the music trade. Not only is there no other field where trade-marks mean more from consideration of sentimental prestige or where they are of greater benefit and value in the making of sales, but likewise is there no other sphere where the trade-mark



J. C. Carnes,

Chief Examiner of Trade-Marks for the United States Government writing an opinion in a trade-mark case.

is more universally used by practically all of the foremost manufacturers.

Such has been the growth of the popularity of the trade-mark as a means of identification and a vehicle of salesmanship these past few years that there is now no commercial field in which these insignia and slogans of trade are not employed. But, in many lines of trade, it is only a firm here and there that has adopted a trade-mark. In the musical instrument business, on the other hand, practically every creative force in the field has a trade-mark which, just in proportion to the extent to which it is known to the public at large, is a valuable asset of the business.

Value of the Piano Makers' Name.

Take the piano business, for example. Not only is each standard make of instrument known not only to its devotees, but to the entire world at large, by its distinctive name—usually the name of the original maker—but the very reputation of the manufactory and its product is bound up in this name. Because names are the badges of success in the piano field, almost every manufactory has adopted the name of its make of instrument as its trade-mark. And a name, in even greater degree than any other form of trade-mark, is at once a weapon and a responsibility. It is ever present to create prestige for the instrument that has made a favorable impression upon an auditor, but on the other hand the very presence of such an established trade-mark implies a traditional merit in the article to which it is attached. In other words the appearance of a familiar trade-marked name on a piano is, to those who are at all informed on the subject, a virtual guarantee of quality.

That piano manufacturers fully appreciate the value of an old or honored name as a weapon of offense and defense in introducing their wares to

the public is eloquently proven by the spirited legal battles which have, from time to time, been fought out in our courts with reference to the right to use some well-known piano name upon which more than one manufacturer had some claim. Such cases usually arise only when a piano manufacturing business has been sold by the founder or his heirs, and the latter in due course decides to re-enter the piano manufacturing field and wish to make use of the name which is in one sense their own. And just here, it may be noted, that whereas the law states that any registered trade-mark may be sold or transferred, the statute makes the stipulation that a trade-mark is assignable only in connection with the good-will of the business in which the mark is used. In other words no piano manufacturer can buy merely the trade-mark of a competitor. He must buy the rival factory—take over the entire business, in fact—if he desires to secure the privilege of marketing instruments under the trade-mark originated by another.

Whereas there are, of course, more different trade-marks in the piano and player-piano field than in any other branch of the music trades, it must not be supposed that the use of these "commercial signatures," as they have been aptly nicknamed, is by any means confined to the piano lines. Makers of almost all classes of musical instruments, from harmonicas to harps, make use of trade-marks to greater or less extent, and out-rivaling even the piano trade is the exploitation



Consulting References

In trade-mark cases at Uncle Sam's trade-mark bureau.

of trade-marks in the talking machine and phonograph trade.

Three of the Best Known Trade-Marks.

Indeed, it is not too much to say that three of the best-known trade-marks in the entire world are respectively "His Master's Voice," owned by the Victor Talking Machine Co.; the musical notes of the Columbia Phonograph Co., and the familiar portrait of the greatest inventor of the age used so effectually and persistently in connection with the Edison phonograph. The president of the National Biscuit Co. stated some time since that he considered the trade-mark "Uneeda" worth at least \$6,000,000. It is probable that a valuation of at least twice that sum might be placed consistently on the representation of the fox terrier that has introduced the Victor to the world and which is introduced in every Victor advertisement and on every Victor product with a consistency and persistency worthy of emulation by every manufacturer who desires to get the full advertising value of a trade-mark.

In this age of advertising and of sales campaigns based primarily upon quality, the importance of the trade-mark as a factor in every market has increased steadily and rapidly. Indeed, many of the shrewdest and most progressive manufacturers in all lines are now of the opinion that trade-marks are far more valuable than patents. Perhaps the best illustration of this is found in the piano field itself, as distinguished from the player field. There are no basic patents in piano manufacture, and such patents as have not lapsed for the most part cover minor features which have no important bearing upon the popularity of the respective makes of instruments. But a trade-mark does not expire after

seventeen years as does a patent. Instead, it may, by being renewed at intervals of twenty years, be made perpetual, and it thus becomes, in a sense, the very cornerstone of a firm's reputation—an automatic letter of introduction that comes subconsciously to every new customer in the musical field.

There Are Two Classes of Trade-Marks.

Trade-marks may be described as of two classes, common-law trade-marks and registered trade-marks, though, as a matter of fact, almost all the



Trade-Mark Applications.

The room in which the file is kept at the U. S. Patent Office.

well-known trade-marks in the musical field come under both these designations. The common-law trade-mark is a name, design, symbol or insignia the right to which on the part of a firm or individual has been established by long usage. If a manufacturer of musical instruments has for years bestowed his name or any specific mark or emblem upon the instruments of his manufacture until this means of identification is firmly associated in the public mind with that particular line or product, he is considered to have established his prior right to the use of that particular mark. Should any unscrupulous competitor attempt to make "capital" for his own products by appropriating the time-tried mark of his rival, the infringer can be prosecuted on the ground of attempt at fraud under the common law.

The registered trade-mark is, of course, no different from the common-law trade-mark, except that it has been duly registered at the U. S. Patent Office in Washington. It should require no extended argument to indicate the desirability of having a trade-mark which has been sanctioned by Uncle Sam and for which, in a sense, he stands sponsor. The governmental registration often constitutes the best of evidence as to original use or prior right in a trade-mark claimed by two or more interests. To date upward of one hundred thousand trade-marks have been registered in this country, and the number is growing at the rate of hundreds a month. Incidentally, it may be noted that almost all the well-known trade-marks in the music trades are registered in foreign countries as



W. L. Symons,

Assistant Examiner of Trade-Marks, at the U. S. Patent Office analyzing a trade-mark with reference as to its eligibility for registration.

well as in the United States—for almost all nations have a system of registration similar to that of our own government. Until some half a dozen years ago a trade-mark could not be registered at Washington unless it was being used in commerce



Examining Trade-Marks

For which registration is sought at the U. S. Patent Office.



"The Certainty of the Future" — "Generous and Non - Stop Profits" — "Getting to the Prospects" — These are some of the chapter-headings in our "Music-Money" book for dealers. Have you had yours? It's ready and free.



**Columbia Phonograph Co., Gen'l
Tribune Building, New York**

TRADE-MARKS HAVE GREAT SIGNIFICANCE—(Continued from page 55).

with foreign countries, but under the present law it is only necessary that a trade-mark be used in commerce between the different States in order to be eligible for registration if it conforms to other requirements.

With reference to registered trade-marks the firms in the music trades are, in one respect, in a more advantageous position than the general run of manufacturing houses in any other line. And it all comes about from the fact that most of our music instrument manufactories, especially piano manufactories, are long established. If it wasn't for this long tenure many of the leaders in the musical field could not have the benefit of registered trade-marks, but would have to rely solely upon common-law trade-marks. Let us explain.

Trade-Marks and the Law.

Under the present law a trade-mark cannot consist merely of the name of an individual, firm, corporation or association, unless it be written, printed or impressed in some particular or distinctive manner. And this latter does not mean that the name may be merely printed in script or Roman letters or some fanciful type. It must be displayed in so unique a manner that any person seeing it would be impressed with the peculiar execution and arrangement of the lettering rather than with the name that is presented. This is a pretty broad and sweeping prohibition, and I think I hear many readers inquiring how it is in the face of such a

ban that Steinway and Chickering and Knabe and all the other well-known trade-mark names of the piano field "got by."

It was simply due, as above intimated, to their ancient origin. A newcomer in the piano manufacturing industry to-day could not trade-mark his own name, but there was a loophole provided in the law for the benefit of the pioneers in the industry. It was stipulated in the latest trade-mark law that registration should be granted without question to any trade-mark which had been in actual and exclusive use by an applicant (or his predecessors from whom he derived title) for ten years preceding February 20, 1905. Thus the older houses in the music trades have been enabled to secure Uncle Sam's seal of approval for trade-marks which would be barred were they originated during the present century.

Autograph Signatures as Trade-Marks.

A musical instrument manufacturer whose business is of too recent origin to enable him to take advantage of this exemption, may yet register as a trade-mark his own name or that of his firm if he can devise some distinctive method of displaying it, as above outlined. Or he may get around the prohibition by adopting his autograph signature as a trade-mark. Autograph signatures are always accepted without question at the Patent Office. Coined words are also looked upon with favor by the government officials, provided they are not descriptive or deceptive. Thus such words as Victrola, Grafonola and Amberola would doubtless be accounted ideal trade-marks if the respective manufacturers cared to register them. However, it is the custom in the music trades for a house to put out all its products under one common trade-mark. This is not so in certain other lines. For instance, the National Biscuit Co. has a different trade-mark name for every different kind of cracker it bakes.

Can't Trade-Mark Name of Living Celebrity.

It may be of interest to some persons in the music trades that Uncle Sam will not register the name of any living celebrity as a trade-mark without his consent. Thus if a piano manufacturer wished to name a type of instrument for Paderewski he could not secure registration of the name unless he had the written consent of the eminent artist. On the other hand, the name of Mozart or any other dead celebrity may be registered—just as we have an Apollo player.

One of the requirements of the U. S. Patent Office is that an applicant for trade-mark registration must submit five specimens showing the mode of applying or affixing the trade-mark to the goods. If this were interpreted literally it might involve musical instrument manufacturers in no end of bother, for it would, of course, not only be expensive to a prohibitive degree to ship pianos to Washington for inspection, but it would entail some inconvenience to even forward five duplicate instrument parts bearing the trade-mark. However, the officials at the Patent Office interpret this stipulation very liberally and they not only permit but even urge manufacturers not to send cumbersome

specimens to the Trade-Mark Division, but to merely file instead photographs of the instrument (or that part of the instrument) bearing the trade-mark.

BELIEVES IN ADVERTISING.

**Why Logan's Music Store in Salinas, Cal., Has
Built a Big Business in Talking Machines.**

One of the many thriving Columbia dealers on the coast is Logan's Music Store, of Salinas, Cal. This enterprising and attractive store is doing a



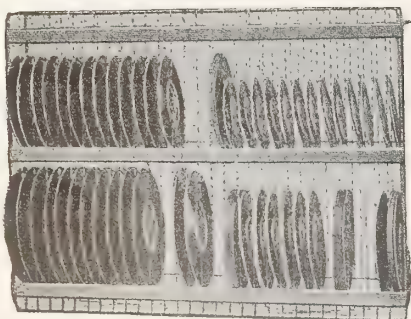
Logan's Attractive Display.

flourishing business in talking machines and records. The owner is a firm advocate of newspaper advertising, and carries a column advertisement in the leading daily paper of the town. The returns from this publicity have been so far reaching that Mr. Logan is gradually acquiring a substantial trade in near-by cities. He carries an extensive line of Columbia products and reports a steadily increasing call for the higher-priced styles.

THE FUNDAMENTAL TRUTH.

Do not lose sight of the great fundamental truth—the value of advertising—its trade-pulling power depends on individual advertising in your local newspaper over your own name. The royal route to success and the shortest route is by personal appeal—letting the folks at home know who you are, where you are and what you have to sell.

**THE
Heise
SYSTEM**



**You need the Heise System for the best
keeping of your records.**

Above is shown a small multiple of the system. Made for 10" and 12" records; built of heavy, strong wire, plated and lacquered. Furnished in 2 to 7 tiers, each tier holding about 250 records. Cost about \$2 a tier. An immense space saver; keeps records clean and accessible.

Write for 20-page catalog
giving details and information
on record systems.

The Syracuse Wire Works, Syracuse, N. Y.

**60 YEARS'
EXPERIENCE**

PATENTS

**TRADE MARKS
DESIGNS
COPYRIGHTS & C.**

Anyone sending a sketch and description may quickly ascertain our opinion free whether an invention is probably patentable. Communications strictly confidential. HANDBOOK on Patents sent free. Oldest agency for securing patents. Patents taken through Munn & Co. receive special notice, without charge, in the

Scientific American.

A handsomely illustrated weekly. Largest circulation of any scientific journal. Terms, \$3 a year; four months, \$1. Sold by all newsdealers.
MUNN & Co. 361 Broadway, New York
Branch Office, 625 F St., Washington, D. C.

RECORD BULLETINS FOR DECEMBER, 1912

VICTOR TALKING MACHINE CO.

BLACK LABEL RECORDS.

Victor Light Opera Co.

- No. Size.
- 31870 Gems from "The Mocking Bird". Rosenfeld-Sloane. Victor Mixed Chorus. 12
- 31873 Christmas Songs and Carols. Victor Opera Company. 12
- 31874 Gems from "Cavalleria Rusticana". Mascagni. 12
- 17035 From An Indian Lodge, from "Woodland Sketches." Op. 51, No. 5 (MacDowell). Sousa's Band. 10
- Oloha Oe (Farewell) (Hawaiian Love Song) (Queen Lilaokalani) Cornet Solo. 10
- 17175 By the Old Cathedral Door (Lamb-Solman). Herbert L. Clarke with Sousa's Band. 10
- Afterwards (Lemon-Mullen). Peerless Quartet. 10
- 17187 Stille Nacht, heilige Nacht (Silent Night, Holy Night) (German Christmas Hymn) (Gruber). In German. Marguerite Dunlap. 10
- No Candle wah There and No Fire (Breton Christmas Song) (Gostling-Lehmann). Elizabeth Wheeler. 10
- 17188 You Can't Expect Kisses from Me (Lewis-Cowan). Ada Jones and Billy Murray. 10
- Luella Lee (Esrom-Morse). Albert Campbell and Henry Burr. 10
- 17189 Oh, Promise Me, from "Robin Hood" (Scott de Koven). Alan Turner. 10
- Dearie (Kummer). Elsie Baker. 10
- 17191 Nonsense (Havez-Botsford). Billy Murray. 10
- At the Ragtime Ball (Lewis-Monaco). Peerless Quartet. 10
- 17192 Persiflage (Francis) Banjo. Fred Van Eps. 10
- My Regards Waltz (Llewellyn) Xylophone. William H. Reitz. 10
- 17193 Alpha March (Theis). Arthur Pryor's Band. 10
- Birds of Love—Three-step (Ascher) (For dancing). Arthur Pryor's Band. 10
- 17194 Where the Edelweiss is Blooming, from "Hanky Panky" (Goetz-Sloane). Lyric Quartet. 10
- 1 Always Knew the Girl I'd Love, Would be a Girl Like You (Walsh-Christie). Walter J. Van Brunt. 10
- 17195 Won't You Let Me Take You Home? (Doerr-Lashley). Walter J. Van Brunt. 10
- The Ghost of the Violin (Kalmar-Snyder). Van Brunt and Burkhardt. 10
- 17196 Everything's at Home Except Your Wife, from "Oh, Oh, Delphine!" (McLellan-Caryl). Billy Murray. 10
- Hitchy Koo (Gilbert-Muir-Abrahams). American Quartet. 10
- 17197 The Funny Bunny Hug (Tracey-Walker). Ada Jones and Billy Murray. 10
- Oh! You Little Bear (Heath-Vanderveer). Collins and Harlan. 10
- 35247 Pomp and Circumstance—March Op. 39, No. 1 (Elgar). Arthur Pryor's Band. 12
- Dream Pictures—Fantasia (Traumbilder) (with bell solo) (Lumby). Arthur Pryor's Band. 12
- 35248 The Lord is My Light (Durdie Buck). Elsie Baker and Fred Wheeler. 12
- The Day Is Ended (Bartlett). Harry McClaskey. 12
- 35258 Marcia Militare (Vessella). Vessella's Italian Band. 12
- Marche Indienne (Sellenick). Kyril's Bohemian Band. 12
- 35259 Till the Sands of the Desert Grow Cold (Graff-Ball). Alan Turner. 12
- Beautiful Isle of the Sea (Cooper-Thomas). Frank Combs. 12
- 35260 Kentucky Minstrels, No. 23—"My Gal is a High-Born Lady," "My Dinah," "When You Ain't Got No Money," etc. Victor Minstrel Co. Minstrel Specialty—"Working on the Farm". Golden and Hughes. 12
- 35261 Yule-Tide—A Christmas Fantasia (Kappey). "Christians, Awake," "It Came Upon the Midnight Clear," "Babe of Bethlehem," "Country Dance," "Auld Lang Syne." Arthur Pryor's Band. 12
- Nazareth—Christmas Song (Horley-Gounod). Frank Croxton. 12
- PURPLE LABEL RECORDS.
- Victor Herbert's Orchestra.
- 60080 Babes in Toyland—The Toymaker's Shop. Herbert. 10
- Florence Hinkle, Soprano—In English. 10
- 60082 When the Roses Bloom ("In the Time of Roses"). Reichardt. 10
- In French.
- 70085 Louise—Depuis le jour (Ever Since the Day) (Act III). Lambert Murphy, Tenor—In English. 12
- 60083 The Birthday of a King (Christmas Song). Neidlinger. 10
- Lucy Isabelle Marsh, Soprano—In English.
- 70086 Homeland—Czardas, from "The Merry Countess" (Fledermaus). Anderson-Strauss. 12
- Agnes Kimball, Soprano—In English.
- 60081 Oh, Come with Me in the Summer Night Op. 21, No. 2 (English version by Dudley Buck). Van der Stucken. 10
- NEW RED SEAL RECORDS.
- Marcella Sembrich, Soprano—In Italian.
- 88388 "Tales from Vienna Forest" Waltz (Storielle del bosco viennese). Trans. from Johann Strauss by Frank La Feorg. Johanna Galski, Soprano, Otto Goritz, Baritone—In German. 12
- 88370 Flying Dutchman—Versank ich jetzt (I. Teil) (Do I Dream?) (Duet from Act II, Part I). Wagner. 12
- 88371 Flying Dutchman—Wohl konn' ich Weibes (II. Teil) (Woman's Holy Duties) (Duet from Act II, Part II). Wagner. 12
- Louise Homer, Contralto—In English.
- 88384 Come Unto Me. Willem Coenen. 12
- Alma Gluck, Soprano, Louise Homer, Contralto—In English.
- 87110 Oh, That We Two Were Maying Op. 2, No. 8. Ethelbert Nevin. 10
- 88385 Abide With Me (organ and piano accomp.). Liddle. 12
- 88386 Three Fishers (piano accomp.). Maud Powell, Violinist. 12
- 64281 Serenata, Op. 15, No. 1 (piano accomp. by George Falkenstein). Moszkowski. 10
- Valdimir de Pachmann, Pianist.
- 74309 Ballade, Op. 47, A flat. Chopin. 12
- John McCormack, Tenor—In English.
- 64252 Take, Oh, Take Those Lips Away. Shakespeare-Bennett. 10
- Evan Williams, Tenor—In English.

- 64280 Jean. Stanton-Burleigh. 10
- George Hamlin, Tenor—In English.
- 74310 Good Night, Little Girl, Good Night. Hays-Macy. 12
- DOUBLE-FACED GERMAN RECORDS.
- German Christmas Records.
- 63812 (a) Klein Elschen's Weihnachtsunsch (mit Harmonium und Kirchenglocken) (Christmas dialogue with organ and chimes). 10
- (b) Ein Wiederschen am Weihnachtsabend (mit Harmonium und Kirchenglocken) (Christmas dialogue with organ and chimes). 10
- 62813 (a) Stille Nacht, heilige Nacht (mit Harmonium und Kirchenglocken) (Male Quartet with organ and chimes). Nebe-Quartet. 10
- (b) Ehre sei Gott in der Höhe! (mit Harmonium und Kirchenglocken) (Male quartet with organ and chimes). Nebe-Quartet. 10
- 63820 (a) Stille Nacht, heilige Nacht (Trombone quartet). Posaunen Quartet. 10
- (b) Vom Himmel hoch (Trombone quartet). Posaunen Quartet. 10
- 63814 (a) Die Seerose (Lindenberger-Wengert) (unaccompanied). Nebe Quartet. 10
- (b) Die Himmel rühmen von Beethoven (unaccompanied). Nebe Quartet. 10
- 63817 (a) Todessehnen (Falkenheim-Tosti). M. Kuttner. 10
- (b) Das Zauberkind (Meyer-Helmund). Max Kuttner. 10
- EDUCATIONAL RECORDS.
- 35262 Chicken Little, from "Fairy Tales." Recitation. (Jacobs). Georgene Faulkner. 12
- Goldilocks and the Three Bears (retold from the tale of Robert Southey). Recitation. Georgene Faulkner. 12
- 17198 Three Billy Goats Gruff, from "Popular Tales of the Norse." Recitation. (Dassent). Georgene Faulkner. 10
1. Wolf, Wolf! 2. Wind and the Sun, from "Aesop's Fables." Recitation. Georgene Faulkner. 10
- 17181 Lullaby (Brahms). Elsie Baker. 10
- Loreley (Silcher). Elsie Baker. 10
- 17199 1. In China. 2. In Scotland. 3. In Germany (Fox-Miessner). Elsie Baker. 10
1. The Scarecrow. 2. The Acorn (Seeds that Fall). 3. The Burr (Seeds that Stick) from "Art Song Cycles" (Fox-Miessner). Elsie Baker. 10

THOMAS A. EDISON, INC.

BLUE AMBEROL CONCERT LIST.

- 28103 Ben Bolt (Nelson Kneass) Contralto solo, orch. accomp. Eleanor de Cisneros. 12
- 28105 Hymn to the Emperor—"Kaiser Quartet" (Haydn) First and second violins, viola and cello. The Olive Mead String Quartet. 12
- 28106 Ave Maria (Bach-Gounod) Soprano solo, with violin obligato, orch. accomp. Maria Rappold and Albert Spalding. 12
- 28111 The Day is Done (M. W. Balfe) Contralto solo, orch. accomp. Christie Miller. 12
- 28112 The Snowy Breasted Pearl (Joseph Robinson). Tenor solo, orch. accomp. Orville Harrold. 12
- BLUE AMBEROL REGULAR LIST.
- 1501 Semiramide Overture (Rossini). American Standard Orchestra. 12
- 1504 Roses Bloom for Lovers from "The Rose Maid" (Bruno Granichstaeden) Soprano solo, orch. accomp. Grace Kerns. 12
- 1505 When You're Away, from "The Winsome Widow" (Bert Grant). Mezzo-soprano and tenor, orch. accomp. Helen Clark and Harvey Hindermeyer. 12
- 1506 Over the Waves Waltz (Juvenuto Rosas) for dancing. New York Military Band. 12
- 1508 Light as a Feather (T. H. Rollinson). Bells solo, orch. accomp. Charles Daab. 12
- 1511 My Uncle's Farm. Vaudeville specialty. Golden and Hughes. 12
- 1514 The Mocking Bird—Fantasia (Winner-Stobbe) Xylophone solo, orch. accomp. Charles Daab. 12
- 1515 Anchored (Watson-Page). Male voices, orch. accomp. Knickerbocker Quartet. 12
- 1516 Just Before the Battle, Mother (Geo. F. Root) Counter-tenor and chorus, orch. accomp. Will Oakland and Chorus. 12
- 1520 Nita Gitana (Reginald de Koven). Tenor solo, orch. accomp. Reed Miller. 12
- 1521 By the Light of the Silvery Moon (Gus Edwards). Popular song, orch. accomp. Ada Jones and Male Quartet. 12
- 1524 Silver Bell (Percy Wenrich). Indian love song, orch. accomp. Ada Jones and Billy Murray. 12
- 1525 The Rosary (Ethelbert Nevin). Soprano and male voices, orch. accomp. Elizabeth Spencer and Knickerbocker Quartet. 12
- 1526 Teasing Moon (Henry Marshall). Tenor solo, orch. accomp. Walter J. Van Brunt. 12
- 1532 Dixie Medley. Banjo solo, orch. accomp. Fred Van Eps. 12
- 1533 Tell Mother I'll Be There (Charles Fillmore) Baritone solo with mixed chorus, orch. accomp. Jas. F. Harrison and Edison Mixed Quartet. 12
- 1534 Oh! You Circus Day Medley. Whistling, orch. accomp. Joe Belmont. 12
- 1537 List! The Cherubic Host—"The Holy City" (Gaul). Chorus Female Voices and F. Croxton. 12
- 1538 I Will Love You When the Silver Threads are Shining Among the Gold (F. H. Klickmann) Tenor solo, orch. accomp. Manuel Romain. 12
- 1540 Under the Big September Moon (J. C. Atkinson) Campbell and Gillette. 12
- 1542 My Hula, Hula Love (Percy Wenrich) Mixed voices, orch. accomp. Metropolitan Quartet. 12
- 1546 For This (Reginald de Koven) Tenor solo, orch. accomp. Charles W. Harrison. 12
- 1547 Silver Threads Among the Gold (H. P. Danks) Counter-tenor solo, orch. accomp. Will Oakland. 12
- 1548 Good-Night, Good-Night, Beloved (Pinsuti) Male voices, orch. accomp. Emos Quartet. 12
- 1549 My Sumurun Girl Medley. Banjo solo, orch. accomp. Fred Van Eps. 12
- 1550 Casey Jones (Eddie Newton) Comic song, with male chorus, orch. accomp. Billy Murray and Chorus. 12
- 1556 When I Waltz With You (Albert Gumble) Tenor solo, orch. accomp. Charles W. Harrison. 12
- 1557 Nearer My God to Thee (Mason-Johnson). Male voices, unaccompanied. Knickerbocker Quartet. 12
- 1562 The Land of Golden Dreams (E. F. Dusenberry) Contralto and baritone, orch. accomp. Elsie Baker and James F. Harrison. 12
- 1565 I Want to Love You While the Music's Playing (George Botsford). Male voices, orch. accomp. Heidelberg Quintet. 12
- 1568 On a Beautiful Night with a Beautiful Girl (Gus Edwards). Tenor and chorus, orch. accomp. Walter J. Van Brunt and Chorus. 12
- 1573 Lustspiel Overture (Kéler-Bela, Op. 73). Edison Concert Band. 12

- 1575 Put On Your Old Gray Bonnet (Percy Wenrich) Tenor and mixed voices, orch. accomp. Joseph A. Phillips and Chorus. 12
- 1576 Rap, Rap, Rap, Rap on Your Minstrel Bones. (Albert Von Tilzer). Coon song, orch. accomp. Edward Meeker. 12
- 1581 Edelweiss and Almenrausch (W. Mangelsdorf) Violin, flute and harp. Venetian Instrumental Trio. 12
- 1582 Luella Lee (Theodore Morse) Tenor duet, orch. accomp. Campbell and Gillette. 12
- 1585 When I Carved Your Name on the Tree (Will Arthur) Tenor solo, orch. accomp. Harvey Hindermeyer. 12
- 1586 Weeping, Sad and Lonely (Henry Tucker) Soprano and chorus, orch. accomp. Elizabeth Spencer and Chorus. 12
- 1588 That Mellow Melody (Geo. W. Meyer) Ragtime song, orch. accomp. Anna Chandler. 12
- 1600 Home, Sweet Home the World Over (J. Bode-walt Lampe). Edison Concert Band. 12
- 1601 The Holy City (Stephen Adams) Tenor and mixed chorus, orch. accomp. Edwin Skedden and Edison Mixed Quartet. 12
- 1602 When I Get You Alone To-Night (Fred Fischer). Comic song, orch. accomp. Billy Murray and Chorus. 12
- 1603 Temple Bells—"Under Many Flags" (Manuel Klein). Tenor and chorus, orch. accomp. Irving Gillette and Chorus. 12
- 1604 Heimweh (Longing for Home) (Albert Jungmann) Violin, cello, flute and harp. Venetian Instrumental Quartet. 12
- 1605 Hitchy Koo (Muir and Abrahams) Coon duet, orch. accomp. Collins and Harlan. 12
- 1606 Silent Night (Franz Gruber). Soprano, tenor and baritone, accomp. by Venetian Instrumental Quartet. Elizabeth Spencer, Harry Anthony and James F. Harrison. 12
- 1607 Sweetheart Let's Go 'A-Walking—"Under Many Flags" (Manuel Klein) Tenor and chorus, orch. accomp. Billy Murray and Chorus. 12
- 1608 Luke (Bret Harte). Recitation. Harry E. Humphrey. 12
- 1609 Don't Turn My Picture to the Wall—"The Girl from Montmartre" (Jerome D. Kern). Soprano and tenor, orch. accomp. Elizabeth Spencer and Walter J. Van Brunt. 12
- 1610 Say Not Love Is a Dream—"The Count of Luxembourg" (Franz Lehar). Soprano solo, orch. accomp. Elizabeth Spencer. 12

COLUMBIA PHONOGRAPH CO.

- 12-INCH SYMPHONY DOUBLE-DISC RECORD.
- A5421 The Creation, "With Verdure Clad" (Haydn). Walter Lawrence, Soprano, orch. accomp. "Villanelle" (Dell'Acqua). Walter Lawrence, Soprano, orch. accomp. 36,366
- 12-INCH SYMPHONY DISC RECORDS.
- Double. Single.
- A5426 "Aida" (Verdi). "Nume, custode e vindice." Giovanni Zenatello, Tenor; Jose Mardones, Bass, with chorus—In Italian, with orch. 36,366
- "Cavalleria Rusticana" (Mascagni). "Tu qui Santuzza." Maria Gay, Contralto and Giovanni Zenatello, Tenor—In Italian, with orch. 30921
- A5419 Polonaise in A major, Op. 40, No. 1 (Chopin). Josef Hofmann. 12
- Valse Caprice (Rubinstein). Josef Hofmann. 12
- A5425 In the Gloaming (Harrison). In English with orch. Alice Nielsen. 12
- Sweet Genevieve (Cooper). In English, with orch. Alice Nielsen. 12
- A5420 Loch Lomond (Old Scottish melody). In English, with orch. David Bispham. 12
- Hedge Roses (Schubert). In English, with orch. David Bispham. 12
- 12-INCH DOUBLE-DISC BLUE-LABEL RECORDS.
- A5424 The Messiah (Handel). "And the Glory of the Lord." Columbia Oratorio Chorus, orch. accomp. Nazareth (Gounod). rank Croxton, Bass, and Columbia Mixed Chorus, orch. accomp. 12
- A5423 Singing Girl (Herbert). Vocal gems. Columbia Light Opera Co., orch. accomp. 12
- Singing Girl (Herbert). Selections. Prince's Orchestra. 12
- 10-INCH DOUBLE-DISC BLUE-LABEL RECORDS.
- A1220 Insurance Scene. Joe Weber and Lew Fields. Vaudeville sketch, with orch. 12
- Singing Scene. Joe Weber and Lew Fields. Vaudeville sketch, with orch. 12
- A1219 Contract Scene. Joe Weber and Lew Fields. Vaudeville sketch, with orch. 12
- Stock Exchange Scene. Joe Weber and Lew Fields. Vaudeville sketch with orch. 12
- A1217 Gee! But the Moon Makes Me Lonesome (Schmidt). Manuel Romain, Counter-tenor, orch. accomp. 12
- When It Rains, Sweetheart, When It Rains (Berlin). Manuel Romain, Counter-tenor, orch. accomp. 12
- A1218 La Favorita (Donizetti). "Splendor io belle in cielo" (The stars in heavenly splendor). Cesare Alessandrini, Baritone and chorus—In Italian, with orch. 12
- Aida (Verdi). "Quest assisa ch' io vesto" (This my habit has told you). Cesare Formichi, Baritone—In Italian, with orch. 12
- A1221 Poor Wandering One, from "The Pirates of Penzance" (Gilbert-Sullivan). Grace Kerns, Soprano, orch. accomp. 12
- Let Me Like a Soldier Fall, from "Maritana" (Wallace). Charles W. Harrison, Tenor, orch. accomp. 12
- 10-INCH DOUBLE-DISC RECORDS.
- A1222 That Mellow Melody (Meyer). Peerless Quartet, orch. accomp. 12
- When Uncle Joe Plays a Rag on His Old Banjo (Morse). Arthur Collins, Baritone, with orch. and banjo accomp. 12
- A1223 Tennessee Moon (Wenrich). Peerless Quartet, orch. accomp. 12
- Kentucky Days (Wenrich). Peerless Quartet, orch. accomp. 12
- A1226 A Dream of Christmas (Rasch). Violin, cello and harp trio. George Stehl, Charles de Jaeger and Charles Schuetze. 12
- Christmas Fantasy (Unbehaun). Prince's Orchestra. 12
- A1227 Christmas Symphony (Toy instruments) (Chwatal). Prince's Orchestra. 12
- Circassian Dance from Ballet Suite "La Source" (Delibes). Prince's Orchestra. 12
- A1216 Ten Thousand Times Ten Thousand (Dykes). Chimes of Trinity, New York City. 12
- Thou Whose Almighty Word (Giardini). Chimes of Trinity Church, New York City. 12
- A1228 Motor King March (Frantzen). Prince's Band. 12
- Philippic March (Schmidt). Prince's Band. 12
- A1224 Goodbye, Rose (Ingraham). Albert Campbell, 1st Tenor, and Henry Burr, 2d Tenor, orch. accomp. 12
- I'll Love You, Sweetheart Sue (Christie). Albert Campbell, 1st Tenor and Henry Burr, 2d Tenor, orch. accomp. 12
- A1225 Where the Edelweiss is Blooming (Sloane). Beulah G. Young, Soprano, Henry Burr, Tenor, and Peerless Quartet, orch. accomp. 12
- Are You Going to Dance? from "The Count of Luxembourg" (Lehar). Beulah G. Young, Soprano, and Charles W. Harrison, Tenor, orch. accomp. 12
- (Continued on page 58.)

12-INCH DOUBLE-DISC RECORDS.
A5418 Rose Maid (Grandischtaeden). Waltzes. Prince's Orchestra.
Ever or Never Waltz (Waldteufel). Prince's Orchestra.
A5422 Andante From Fifth Symphony (Beethoven). Prince's Orchestra.
Angelus (Massenet). Prince's Orchestra.

U-S PHONOGRAPH CO.

FOUR-MINUTE RECORDS.
1572 Old Folks at Home.....Margaret Keyes
1567 Gavotte No. 2 (Cello).....Heine
1565 Lovely Flowers I Pray.....Nevada Van der Meer
1556 The Song that Reached My Heart.....Agnes Kimball
1544 A Rural Argument.....Porter & Harlan
1502 Medley Nursery Rhymes.....Lillian Holmesley
1514 Calm as the Night.....Kimball & Croxton
1516 My Own Canadian Home.....F. Croxton
1522 Adoration (Inst. trio).....Florentine Trio
1529 Morning and Night.....Reed Miller
1464 Madrigale (Violin).....Dr. Popper
1493 Say Au Revoir (Duet).....Oakland & Thompson
1579 Bonnie Doon.....H. McClaskey
1582 Ted Snyder's 1912 Medley Over.....U-S Concert Band, conducted by J. L. von der Mehden, Jr.
1570 Moonlight Bay.....Peerless Quartet
1583 Christmas Memories.....Band
1584 Take Me to That Suwanee Shore.....Collins & Harlan
1586 I've Got the Finest Man.....Ada Jones
1561 Where the Silvery Colorado Winds Its Way.....Will Oakland
1555 Christmas Eve.....Croxton Quartet
1587 A Garland of Old Fashioned Roses.....H. Burr
TWO-MINUTE RECORDS.
492 Ahmeen.....Band
500 A Hundred Fathoms Deep.....Jahn
423 Groundhog Day in Pumpkin Center.....Cal. Stewart
419 Hail, Edward VII.....Band
512 Yiddish Turkey Trot.....M. Burkhardt
513 Fireflies (Xylophone).....A. Benkler
498 Picadory March.....Band
216 Hitchy Koo.....Collins & Harlan

EDISON'S ACHIEVEMENTS

In the Field of Applied Electricity in the Last Thirty Years Have Revolutionized American Life, Says Miller Reese Hutchinson.

Discussing how American life has been revolutionized by thirty years of applied electricity, and what civilization owes to Thos. A. Edison's inventions, Miller Reese Hutchinson said in a recent article:

"On Oct. 21, 1879, a serious looking young man, in a little workshop in Menlo Park, N. J., produced a queer-looking glass bulb with a looped wire inside. When it had been made ready he carefully connected the ends of this wire to a galvanic battery. Instantly the interior of the workshop and the features of the inventor were brilliantly illuminated. Then, as if in pure ecstasy of accomplishment, its brilliancy increased tenfold and as suddenly ceased altogether.

"The light of that diminutive lamp flashed around the entire world. It bade sleeping mankind awake and bestir itself. It was the precursor of a period of feverish application and wonderful accomplishment, for each successive day since that momentous year has revealed a greater amount of human progress than was revealed within an equal number of centuries before.

"Communication between distant points, by means of little boxes and miles of wire, was extended. The human voice was recorded and reproduced. A swiftly moving car with much flashing of blue fire appeared and encompassed the earth with a network of rails and overhead wires. The broad expanses of canvas disappeared from the bosom of the deep and were replaced by the ocean greyhound and its trail of foam and smoke. The innermost parts of the human body were plainly revealed by the X-ray. The electric wave from sputtering, crackling sparks emitted by little coils of wire have reached distant shores and summoned help to the sinking ship. Human life has been conserved and suffering diminished by wonderful advancement in medicine and surgery.

"Power driven wheeled vehicles have appeared and increased as if by magic. Huge bird-like things have raised themselves and their human cargoes from earth and navigated the air. Villages suddenly became manufacturing centers, towns became cities and cities became metropolises in a night. The incandescent lamp has been the precursor of this wonderful development in every locality.

"Wherever the incandescent lamp is found there you will also find new buildings being erected, excellent educational institutions established, activity in commercial life, a happy, energetic, wide-awake populace. It is no exaggeration to say that the wonderful progress that has been made in the world in the last thirty years is due to electricity and Thomas A. Edison."

WATCH THE OLDFIELD BILL.

Everyone Interested in Fixed Prices Should Keep in Touch with Their Representatives in Congress—A Timely Letter from Edmond A. Whittier Well Worth Reading.

The Oldfield bill abolishing fixed prices, and which has been discussed in these columns so fully and so frequently, will come up for action by Congress at the December session. Hence the importance of everyone interested in the maintenance of prices on patented articles keeping in touch with their congressmen and senators and urging a strenuous and consistent opposition to this measure.

Edmond A. Whittier, of Washington, D. C., has recently written a letter to a prominent senator which is so excellent in its comprehensive grasp of the various arguments made for and against this bill that it constitutes good reading:

My Dear Senator:—

I thank you for the frank expression of opinion conveyed in your letter of Oct. 18, concerning the position taken by Mr. Oldfield and others with respect to "price regulation." May I respectfully suggest that you are in error in the idea that "nobody is attempting to attack the right of the patentee to get all the profit he can out of his patent?" Mr. Oldfield's position, as repeatedly expressed both at the committee hearings and in many newspaper interviews since, has been that some manufacturers are using their patent grants to exact an extortionate profit from the public, and, so far as I have observed, he has always confined his comment in this regard to four or five, or at the outside a half dozen, manufacturers out of the thousands in the country.

It is a matter of record that practically Mr. Oldfield's whole argument with respect to Section 2 of his bill, depriving manufacturers of the right to regulate prices, is based on the contention that a few manufacturers are making an exorbitant profit out of their patents.

It is extremely gratifying to be able to infer from your letter that you have no sympathy with a position which is neither more nor less than an attack upon the whole patent system as interpreted in a long series of decisions in our own federal courts.

The same principles have repeatedly been affirmed by the courts of Great Britain, and only last year by a unanimous decision of the Lords of the Judicial Committee of the Privy Council in a decision which determined the law for the entire British Empire. How completely the English Courts accept the principles of the Dick decision appears from the following language, which is remarkable, and I believe unsurpassed, for clearness of expression:

"The sale of a patented article carries with it the right to use it in any way that the purchaser chooses to use it, unless he knows the restrictions. Of course, if he knows the restrictions and they are brought to his mind at the time of the sale, he is bound by them. He is bound by them on this principle: The patentee has the sole right of using and selling the articles, and he may prevent anybody from dealing with them at all. Inasmuch as he has the right to prevent people from using them or dealing in them at all, he has the right to do the lesser thing; that is to say, to impose his own conditions. * * * It does not matter what they are, if he says at the time when the purchaser proposes to buy or the person to take a license: 'Mind, I only give you this license on this condition,' and the purchaser is free to take it or leave it, as he likes. If he takes it, he must be bound by the condition. It seems to be common sense, and not to depend upon any patent law or any other particular law."

In my letter of Oct. 10, to which yours is a reply, I expressed regret that consideration of the great fundamental issues involved in a legislative readjustment of our patent laws should be confused by the injection of comparative trivialities. In last week's "Independent," in an article entirely unrelated to the patent question, Prof. John B. Clark, of Columbia University, says:

"With the world crowding itself more and more densely with people, the art of extracting a living from it must be practised more and more effectively. We must invent new machinery, discover new raw materials, use new motive power. * * * Otherwise humanity will grow poorer with every passing decade."

Does not this give rise to thought that may well give pause to those who would precipitately lessen the value of prizes to inventive genius? Does not this suggest one such underlying problem concerning not merely the commercial welfare of our country but the future of humanity?

All this of course, is above, and beyond and beside the matter of pure expediency of "price regulation" wherein, to quote former President Cleveland's well-worn phrase, "it is a condition and not a theory which confronts us"; or as Governor Woodrow Wilson, of New Jersey, has candidly explained his change of attitude with respect to the initiative and referendum: "Theoretically I have always opposed it, but find now that practically it is working well."

Mr. Oldfield's opponents assert and are prepared to prove that under modern merchandising methods "fixed prices" protect the consuming public, and that in every community in this country "unfixed prices" are the medium through which it is daily defrauded.

This leads us to the last sentence of your letter in which you express the thought that Mr. Oldfield's bill attempts "to enforce the doctrine that he (the patent owner) ought

not be permitted, because of having a patent, to enter into contracts in restraint of trade"; on this point there can be no disagreement between you and the friends of "price regulation" for all the so-called antitrust features of the Oldfield bill have, so far as I know, practically unanimous support from patriotic men; but do you know that the only organized advocacy of the provisions of the bill abolishing "fixed prices" is by sensational department stores and mail-order houses which, I believe a little consideration will convince you, are operating just as injuriously in restraint of trade in merchandising as do the trusts in producing? They use the same method—ruinous temporary price-cutting—to squeeze the life from the small city and country merchant.

I respectfully submit that the proposal to deprive manufacturers of the right to regulate prices is directly in the interest of large aggregations of capital which the developments of the last few years show are seeking a monopoly of the retail field, operating through systems of chain stores and mail-order houses, and effecting a real and vast restraint of trade by rapid elimination of the helpless small dealer as a competitive factor.

"Price regulation" protects the weak against the strong—restrains monopoly—and fosters trade.

Please be assured that the friends of "price regulation" are consistently and just as earnestly favorable to other features of the Oldfield bill aimed at monopoly as they are opposed to Section 2 on account of its fundamental error.

Yours faithfully,
(Signed) EDMOND A. WHITTIER.

COLUMBIA WITH SONNENBERG CO.

The Prominent Piano House of Bridgeport, Conn., to Feature the Columbia in Its New Talking Machine Department.

The Columbia Phonograph Co. announces that it has just completed a deal whereby the M. Sonnenberg Piano Co., of Bridgeport, Conn., will install a talking machine department in its store to handle the Columbia line exclusively. R. F. Bolton, manager of the Columbia retail store at 89 Chambers street, was instrumental in completing arrangements for the new department. Shipments of goods will probably begin this week.

FOREIGN TRADE SOARS.

This Year's Imports and Exports Promise to Reach High Records.

(Special to The Talking Machine World.)

Washington, D. C., Nov. 6, 1912.

The foreign commerce of the United States in 1912 promises to establish high records in both imports and exports, according to a statement issued to-day by the Bureau of Foreign and Domestic Commerce for the nine months ending with September.

The imports in that period amounted to \$1,333,169,727, an increase of \$200,250,000 over the first nine months of 1911. The record year for imports was 1910, with \$1,557,000,000 for the entire twelve months. September of the current year brought in \$144,906,493, an increase of \$19,735,000 as compared with September, 1911.

Exports this year up to the end of September amounted to \$1,616,160,269, an increase of \$160,658,935 over the corresponding period last year. In 1911 exports for the first time exceeded \$2,000,000,000. September exports this year were valued at \$199,678,062, an increase of \$3,879,000.

Increases in both imports and exports this year were largely in manufactured articles.

LABOR AND ITS VALUE.

Labor, whether manual or clerical, whether the labor of the mechanic or that of sales manager, is reducible to terms of dollars and cents. However we may prefer to express it—this fact remains the same. For dollars and cents are the basis of every engagement and the more a man draws the more he must make good upon.

Leading Jobbers of Talking Machines in America

Paste This Where You Can Always See It!

MR. DEALER:

We refer all Talking Machine inquiries coming from towns where we are represented by dealers to the dealer or dealers in that town.

VICTOR and EDISON JOBBERS

Lyons & Healy

CHICAGO

Leading Jobbers of Talking Machines in America

HARGER & BLISH
JOBBER

**VICTOR
EDISON**

It's worth while knowing we never substitute a record. If it's in the catalog we've got it.

Dubuque, Des Moines and Sioux City
IOWA

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on VICTOR,
EDISON and
REGINA.

We make a specialty of getting
the order out on time—every time.

The Rudolph Wurlitzer Co.
Cincinnati and Chicago

Two points of supply; order from the nearer

CHASE & WEST
DES MOINES, IOWA

Machines
Records
Cabinets

Victor

Everything
in stock all
the time.

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WHOLESALE To Iowa Trade RETAIL

Send us your name and address and we will mail you postpaid complete illustrated catalogues, giving detailed information concerning all Victor products. Showing the various styles of Victor Machines, list of all Victor Records, the entire line of Victor Cabinets, Repair Parts and all Accessories. Dealers, let us help you build a Victor business.

PERRY B. WHITSIT

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PERRY B. WHITSIT CO.,

212 South High Street,

Columbus, Ohio.

Edison
Phonographs
and Records

JOBBER

Victor Talking
Machines
and Records

**OLIVER
DITSON
COMPANY**

BOSTON

Largest VICTOR Talking
Machine Distributors East
of Chicago.

Creators of "The Fastest Victor
Service." Let us tell you more
about our service.

Every Jobber in this country should be represented in this department. The cost is slight and the advantage is great. Be sure and have your firm in the December List.

Where Dealers May Secure

COLUMBIA

Product

Ready, Full Stocks, and Prompt Deliveries
from Convenient Shipping Centers all
over the United States.

Distributors

Atlanta, Ga., Columbia Phonograph Co., 182 Peachtree St.
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Birmingham, Ala., Columbia Phonograph Co., 1818 Third Ave.
Boston, Mass., Columbia Phonograph Co., 174 Tremont St.
Buffalo, N. Y., Columbia Phonograph Co., 622 Main St.
Chicago, Ill., Columbia Phonograph Co., 101 N. Wabash Ave.
Cincinnati, O., Columbia Phonograph Co., 117-119 W. Fourth St.
Cleveland, O., Columbia Phonograph Co., 913 Euclid Ave.
Dallas, Tex., Columbia Phonograph Co., 1403 Main St.
Denver, Colo., Columbia Stores Co., 505-507 Sixteenth St.
Detroit, Mich., Columbia Phonograph Co., 114 Broadway.
Hartford, Conn., Columbia Phonograph Co., 719 Main St.
Indianapolis, Ind., Columbia Phonograph Co., 27 N. Pennsylvania St.
Kansas City, Mo., Columbia Phonograph Co., 1112 Grand Ave.
Livingston, Mont., Schenber Drug Co.
Los Angeles, Cal., Columbia Phonograph Co., 420-422 S. Broadway.
Louisville, Ky., Baldwin's Music Store, 425 South Fourth St.
Memphis, Tenn., 159 South Main St.
Milwaukee, Wis., Albert G. Kunde, 516 Grand Ave.
Minneapolis, Minn., Columbia Phonograph Co., 424 Nicollet Ave.
New Haven, Conn., Columbia Phonograph Co., 25 Church St.
New Orleans, La., Columbia Phonograph Co., 933 Canal St.
New York City, Columbia Phonograph Co., 89 Chambers St.; Columbia Phonograph Co., 85-87 W. 23d St.; Columbia Phonograph Co., 89 W. 125th St.; (Brooklyn) Columbia Phonograph Co., 1372 Broadway.
Omaha, Nebr., Columbia Phonograph Co., 1811 Farnam St.
Philadelphia, Pa., Pennsylvania Talking Mach. Co., 1109 Chestnut St.
Pittsburg, Pa., Columbia Phonograph Co., 101 Sixth St.
Portland, Me., Columbia Phonograph Co., 550 Congress St.
Portland, Ore., Columbia Phonograph Co., 371 Washington St.
Portland, Ore., Ellers Piano House, Portland, Ore.
Providence, R. I., Columbia Phonograph Co., 119 Westminster St.
Rochester, N. Y., Columbia Phonograph Co., 88 South Ave.
Sacramento, Cal., Kirk, Geary & Co.
Salt Lake City, Utah, Daynes-Beebe Music Co., 45 Main St.
San Francisco, Cal., Columbia Phonograph Co., 334 Sutter St.
Seattle, Wash., Columbia Phonograph Co., 1311 First Ave.
Seattle, Wash., Ellers Music House, 3d and University Sts., Seattle, Wash.
Spokane, Wash., Columbia Phonograph Co., 818 Sprague Ave.
Springfield, Mass., Columbia Phonograph Co., 208 Worthington St.
St. Louis, Mo., Columbia Phonograph Co., 1008 Olive St.
St. Paul, Minn., Columbia Phonograph Co., 20 E. Seventh St.
Terre Haute, Ind., 23 N. 6th St.
Toledo, O., Columbia Phonograph Co., 229 Superior St.
Washington, D. C., Columbia Phonograph Co., 1210 G St., N. W.
Wilmington, Del., Columbia Phonograph Co., 610 Market St.

DEALERS WANTED—Exclusive selling rights given where we are not actively represented. Write for particulars to the Columbia Phonograph Co., Wholesale Department, Tribune Building, New York.

Headquarters for Canada:

Columbia Phonograph Co., McKinnon Building, Toronto, Ont.

You should
get this
sample packa ge
of
Puritone Needles—
sent free

Puritone Needles should pay you a good profit. It costs nothing to sell them because you have your organization.

To help you we will print special envelopes with your name and business; every envelope gives you profits and free advertising.

You will be advertised, too, by the satisfaction-qualities of the needles; owners of machines will regard yours as the best needle store; this will build your business.

Get this sample package, telling us who's your jobber, and find out the goodness of Puritone Needles, built of experience, material and brains.

JOHN M. DEAN
PUTNAM, CONN.



PACIFIC COAST DISTRIBUTORS OF

Victor Talking Machines

and RECORDS

STEINWAY PIANOS—LYON & HEALY

"OWN MAKE" BAND INSTRUMENTS

Sherman, Clay & Co. San Francisco Portland
Oakland Los Angeles

NEW ENGLAND
JOBBER HEADQUARTERS
EDISON AND VICTOR
Machines, Records and Supplies.
THE EASTERN TALKING MACHINE CO.
177 Tremont Street BOSTON, MASS.

Edison Phonograph Distributors
for the SOUTHWEST

All Foreign Records in Stock

Houston Phonograph Co., HOUSTON, TEXAS

STANDARD TALKING MACHINE CO.
PITTSBURGH, PA.

Exclusive Victor Distributors

"If it's made we ship it the same day order is received"

Mr. Edison's New Cylinder Record

The Blue Amberol

has brought an influx of orders that is keeping our factory running night and day.

The first orders had not been fully shipped before jobbers and dealers were demanding further quantities. For months at least, the demand is certain to be tremendous and to greatly exceed our facilities.

This means that the dealers who get in first are the ones who will reap the harvest.

There isn't a doubt that the Blue Amberol is going to be a great selling proposition, as the dealer who delays putting it in stock will learn to his cost.

THOMAS A. EDISON, INC., 59 Lakeside Ave., Orange, N. J.

The TALKING MACHINE WORLD

AND
NOVELTY
NEWS

Published Each Month by Edward Lyman Bill at 373 Fourth Avenue, New York, December 15, 1912

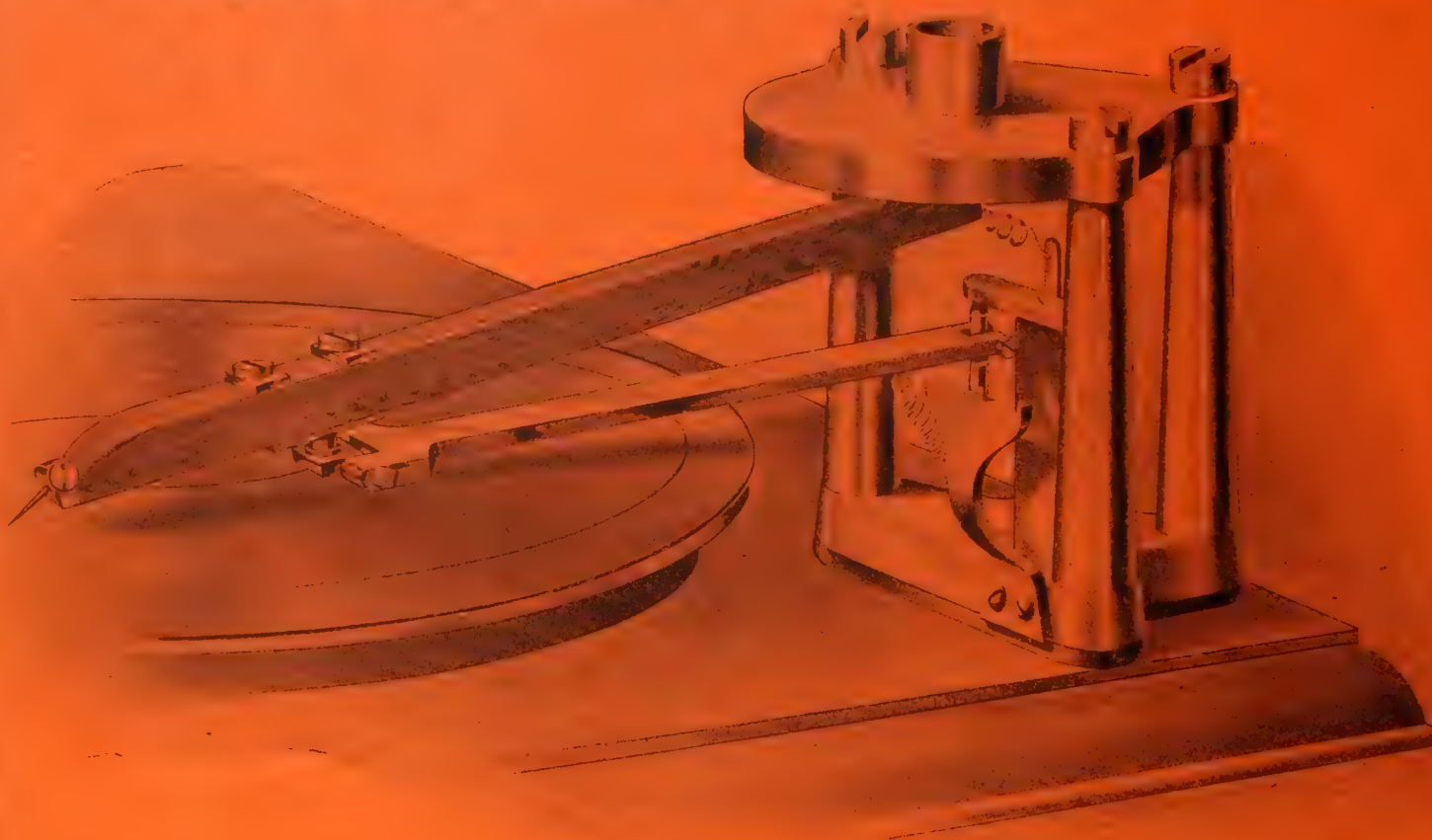


Victor-Victrola XVI, \$200
Mahogany or quartered oak

The instrument by which the value of
all musical instruments is measured



The Vitaphone Reproducing Device



Showing the Vitaphone Solid Wood Vibratory Arm

A glance is sufficient to appreciate the novel construction of the Vitaphone reproducing device, but its pure round musical tone must be heard to realize the big step forward in the art of reproduction, introduced by the use of wood, the most resonant vibratory material known.

Vitaphone dealers enjoy the advantage of :

Tone without comparison,
Splendidly built instruments,
Novel, interesting and simple construction,
Assured profits of a maintained selling price, and
The protection of absolutely unassailable basic patents.

THE Vitaphone Co.

Plainfield, N. J.

The Talking Machine World

Vol. 8. No. 12.

New York, December 15, 1912.

Price Ten Cents

THE TALKING MACHINE SCORES IN VAUDEVILLE.

Miss Adelaide Francis, a Clever Singing Comedienne, Has Utilized the Graphophone in a Very Excellent "Sister" Act, in Which Tuneful Musical Numbers and Humorous Dialogue Are Indulged in Between Miss Francis and Her Voice in the Machine—An "Act" That Wins Much Praise Wherever Heard for Originality and Finish.

Just about the time one begins to feel that the talking machine has reached the limit of its power as an entertainer someone comes to the front with a brand new idea and there is a new field opened for that popular instrument. This time it is the Columbia graphophone that has made its bow as a vaudeville performer and as an interesting and satisfactory half of a "sister act." The new act using the graphophone, the conception of Miss Adelaide Francis, a clever young lady who has for some years been appearing in vaudeville as a singing comedienne, had its New York premiere at Keith's Union Square Theatre last week, and though not strongly featured proved one of the strongest numbers on the bill. The act is billed as "The Graphophone Girl," and has been fully protected by copyright.

In her act Miss Francis uses a standard model



Miss Francis, "The Graphophone Girl."

graphophone equipped with a motor selected with particular care for absolute regularity of action. A graphophone is placed on a pedestal on the stage and Miss Francis gives a short introductory talk, explaining what has been accomplished in producing the act. The voice coming from the machine can be heard clearly throughout the entire theater, a testimonial to the wonderful enunciation executed by the singer. Miss Francis refers to the voice in the graphophone as her "sister." Tuneful musical numbers and humorous dialogue are indulged in between Miss Francis and her voice in the machine.

"Just Dreams," "Tell That to Sweeney," and "Beautiful Rag" were included in the repertoire of musical numbers, and for an encore Miss Francis created a good deal of laughter with her witty remarks about the voice in the graphophone.

The vocal numbers and the dialogue are timed very carefully so that the voice of Miss Francis joins in perfectly and actually gives the impression that there are two persons on the stage.

In speaking of her new act to The World representative, Miss Francis said: "The managers have for years been demanding something new for vaudeville, and though I had appeared as a singing comedienne for some years, I decided that I could discover a new way in which to interest the audiences.

"Considerably over a year ago I conceived the idea of using the graphophone in my act and immediately started to make suitable records. In the beginning even the recording experts laughed at me. They thought it was impossible to so regu-

late the playing of the records as to get a satisfactory effect in two-part work. In the course of the experiments I made several hundred records and tried all out carefully before I decided that the result was worthy of presentation to the public. The difficulty in timing the records to a fraction of a second and securing a motor that would ensure the record playing at the same speed at all times, was for some time quite discouraging. Besides the making of the records there remained the choice of songs and patter

ARGUMENTS AGAINST OLDFIELD BILL VOID

In View of Recent Decisions of Supreme Court of the United States, Which Show That Courts Can Prevent Abuse of Patent Laws.

The recent decision of the Supreme Court of the United States in the so-called Bathtub case, definitely bringing patent rights under the jurisdiction of the Sherman law, is of exceeding interest to this trade and leaves Mr. Oldfield and his supporters without excuses for the so-called anti-trust features, which, as is well known, are practically all there is to the committee substitute bill introduced in Congress outside of the "Price Regulation" and "Compulsory License" sections.

This only demonstrates afresh that the courts are abundantly able to prevent every abuse of the patent laws. In recent decisions this has been proven, for the intolerable prolixity possible in the trial of patent infringement and the danger that the patent laws might afford refuge from the rigor of the Sherman law to combinations and conspiracies in restraint of trade, has been definitely removed in two recent rulings by the Supreme Court.

The decision in the now notorious Mimeograph case and the possible dangers in connection therewith have been entirely removed, for the Supreme Court of the United States has eliminated this bogie in the following words:

"The added element of the case at bar cannot

confer immunity from a like condemnation, for the reasons we have stated. And this we say without entering into the consideration of the distinction of rights for which the Government contends between a patented article and a patented tool used in the manufacture of an unpatented article. Rights conferred by patents are indeed very definite and extensive, but they do not give any more than other rights a universal license against positive prohibitions. The Sherman law is a limitation of rights; rights which may be pushed to evil consequences and therefore restrained. * * * The comprehensive and thorough character of the law is demonstrated and its sufficiency to prevent evasions of its policy 'by resort to any disguise or subterfuge of form,' or the escape of its prohibitions 'by any indirection.'"

By this action of the Supreme Court, exercising its ordinary function of controlling trial procedure and interpreting and enforcing the existing laws, every ground on which the Oldfield bill has been supported has disappeared.

This situation was discussed and analyzed in an able way in a lengthy article in the New York Sun of November 27.

MORE HASTE; LESS SPEED.

Many Merchants Jump at Solutions of Business Problems Without Testing Them for Weaknesses—Plain Common Sense Necessary

In selling, says a man of wide commercial experience, the fundamental difficulty is found in the lack of any very clearly defined ideals, the lack of definite aims, the lack of clearly defined ends to be attained, the lack of appreciation of methods, of the limitations which surround us, of the ethics that are behind the whole proposition.

Then, there is the failure to apply cool judgment and plain common sense in sales problems. I don't believe that in any other activity of human life there is so much of impetuous activity as there is in selling goods. The way people will get a glimmer of an idea and immediately hop in and proceed to "start something" is astonishing, and the percentage of times that they back out and decide that it was wrong, is shamefully great when we look over the whole field. There is an absence in sales departments generally of a recognition that something that is a variation, and certainly something that is radically different from established practice, is merely something to be tested out; an absence of the recognition of the fact that it is a lot cheaper to test it in a limited area, no matter how intensely you go at it in that limited area, than it is to dump it on the whole ground and do it that way.

TALKING MACHINE EXPORTS.

The Figures for October Presented—Reports Show Increases for the Month.

(Special to The Talking Machine World.)

Washington, D. C., Dec. 6, 1912.

In the summary of exports and imports of the commerce of the United States for the month of October (the latest period for which it has been compiled), which has just been issued by the Bureau of Statistics of the Department of Commerce and Labor, the following interesting figures relating to talking machines and supplies are set forth:

The total exports of talking machines, records and supplies for October, 1912, amounted to \$223,307, as compared with \$203,211 for the same month of the previous year. The ten months' exportation of talking machines, records and supplies amounted to \$2,040,836.

KEEPING MEN SATISFIED.

"I decided, when I first went into business, that the best policy would be to keep my men satisfied," says a successful dealer. "After looking into the matter for some time I concluded that the best paying proposition for me was to take good men at their own valuations. The one thing I have always listened to with respect has been a request from such a man for a raise in pay, and in about nine cases out of ten I've given it."

DEALERS SHORT OF STOCK DESPITE EARLY ORDERS.

Calculations Regarding the Volume of Business in Detroit Have Been Upset—Dealers Think Conditions Would Be Better If There Were More Distributors—Styles Most in Demand Are Those Ranging from \$50 Upward—Max Strasburg Co. in New Quarters—Friendliest Feelings Existing Between Talking Machine Dealers—Marked Contrast to Those Which Prevail in Piano Trade—A Ridiculous Rumor.

(Special to The Talking Machine World.)

Detroit, Mich., Dec. 11, 1912.

The talking machine situation in Detroit, as the holiday trade swings into its full stride, is very similar to that of a year ago, in spite of all the efforts of the dealers to guard against it with advance orders. Both Victor and Columbia dealers are turning down orders for the highest priced machines because they cannot get the goods to deliver. The shortage in styles ranging from \$50 to \$150 in price is almost as acute. In Grinnell Bros. a few days ago a patron whose custom is highly valued paid \$75 cash for a machine to be delivered as a Christmas gift to a relative. There was none on hand and no definite tidings as to when there would be. The man left his money, however, the order to stand good until December 25. If the machine is not delivered by that time he will cancel.

A year ago all dealers resolved that they would salt away a good deal of stock a couple of months in advance and be prepared for the rush. The recent change in the Victors knocked out this scheme. As a result the Victor dealers do not know just how this year's holiday trade compares with that of a year ago, except that they are convinced by the stringency of machines that it is heavier. All Victor dealers are sold out of the old models and none can get the new ones as fast as he can sell them.

"What we need," said one of the largest dealers in Detroit to The Talking Machine World, "is an additional Victor jobber in this city, or another Western distributor. There are altogether too many talking machine dealers in Detroit and in Michigan for one jobber to take care of, no matter how hard and faithfully they may try. The money we lose just now through inability to get goods is lost forever. It is money intended for Christmas gifts. If we don't get it merchants handling some other line of goods will get it and it never will come our way again. I have appealed to about half the Victor jobbers in the country for goods with no success."

In the Columbia Phonograph Co., General's, branch store, which handles the wholesale trade for the entire State, arrangements were made to more than take care of the volume of trade which created such a shortage in December of last year. But the demand has beat them out. It has considerably outstripped that of last year, and the "worst is yet to

come," so the Columbia folks are cheerful. The trade seems to have about doubled. November, generally a not over-brisk month, this year turned in the best record since December of last year.

Out in the State Columbia dealers all were pretty well supplied in anticipation of what was coming, but even this early one or two of them have sent in orders for a replenishing of stock.

With the Columbia, as with the Victor, the styles that go best are those ranging from \$50 upwards. Manager Johns is anxiously awaiting the arrival of the new Columbia grand, which is expected to cut considerable of a swath here, especially if it gets in as a brand new thing to show for Christmas trade.

On the first of December Mr. Johns ordered all shipments of every kind to come by express until December 25. The additional transportation charges will not be a drop in the bucket compared to the loss of profits which would ensue if the machines should be delayed en route.

Detroit dealers are lucky in one respect. The lack of snow and the continuance of lake navigation has resulted in the annual freight congestion being indefinitely postponed. The fond hope is that it will be deferred at least until January.

For the present the Columbia wholesale house has discontinued the placing of additional agencies, having their hands full in taking care of the ones already on their list.

The Max Strasburg Co., "the Victrola shop," has at last got possession of the new store it has been campaigning for since last spring. The deal was closed very suddenly, Mr. Strasburg not knowing until November 25 that he could get possession December 1. The new store adjoins the old one on the east, and a connection door was immediately cut through and the additional show window dressed up in approved Victrola style.

The Strasburg Co. now has about three times the space of the original store, and talking machine space equal if not a bit larger than any other phonograph store in the city. The corner location gives a display window on Library avenue and two of them on Grand River avenue. In order to afford still more space for display and selling, Mr. Strasburg has moved his offices to the top of a couple of the demonstrating rooms.

The basement goes with the new store and will be used for demonstrating rooms. In the new store

ground floor a row of half a dozen demonstrating rooms will be built along the east side, while the west side will be decorated with the largest file of records in town. There are two entrances, one on each street.

"The only thing I am worrying about," said Mr. Strasburg, "is whether the jobbers will be able to furnish me stock enough to do business with. While I have been featuring the Victors, I will have to push the Columbias more, for I must take care of my trade in some way, even if it comes to putting in another line. In fact, for several weeks I have been selling all the Columbias I can."

The Strasburg Co. took on the Columbia line about six months ago and of late has been advertising it extensively.

Grinnell Bros., who are State jobbers for the Edison as well as for the Victor, are having a better trade in Edisons than last year by a large percentage. The Edisons have come to the front here very rapidly since the introduction of the hornless styles. As in the other makes of talking machines, the high priced ones are in best favor.

One good feature of the talking machine trade in Detroit is the marked degree of amity existing among all the dealers. It often is remarked upon because it is in such marked contrast to the conditions existing in the piano trade, where certain dealers hold aloof from the association and pay more attention to fighting their competitors' lines than they do to selling their own. In the talking machine business the dealers are willing and glad to help each other out if they happen to be in position to do so—their ability generally lying in the circumstances of one dealer being shy of goods and another having a few machines to spare.

A rumor has created considerable talk this week, but nobody knows its foundation. It is to the effect that some English concern has come forth with a talking machine of a value of \$200, which it proposes to sell in the United States at \$100, and sell along with it 16-inch records containing Caruso, Patti, General Washington and Cleopatra or somebody equally as good all for \$1, in competition with the 12-inch \$3 records of the American manufacturers.

To put it in the words of a jobber: "It is interesting, if true."

"Splitting the Other Four-fifths," a catalog devoted to the Edison dictating machine, has been supplanted by a very artistic and interesting book called "The Goose, The Typewriter and the Wizard." This book analyzes dictation and shows that by the use of an Edison dictating machine there is considerable economy in the production of correspondence. N. C. Durand, sales manager, reports a remarkable sales year with the Edison dictating machines.

In Justice To Our Regular Trade

We Are Not Soliciting New Accounts This Season
When the Demand Exceeds the Supply

We feel under obligations to supply our own dealers' wants in so far as factory shipments will permit and not solicit new business which to supply would mean taking out of the mouths of our own regular trade goods needed by them and placing it in the hands of dealers who under ordinary circumstances look to their regular jobber for their goods.

Some jobbers look upon this outside trade as "velvet" but in taking it work hardship on their regular dealers who are loyal to them the year round.

EASTERN SERVICE IS GOOD SERVICE. BUT ABOVE ALL IT IS JUST.

EASTERN TALKING MACHINE COMPANY

177 TREMONT STREET, BOSTON, MASS.

FOR EIGHTEEN YEARS TALKING MACHINES EXCLUSIVELY

DEALERS MAKE STRONG APPEAL FOR HOLIDAY TRADE.

Conditions on the Pacific Coast Excellent—Blue Amberol Records Have Given Edison Quite an Impetus—New Edison Exhibit in Pacific Coast Cities—Columbia Demand Most Active—Sherman, Clay & Co. Report Difficulty in Getting Enough Victrolas—Columbia Department at the Emporium to Open This Week—Other Items of Interest.

(Special to The Talking Machine World.)

San Francisco, Cal., Nov. 29, 1912.

November was a very good month in the local talking machine field, both for the jobbing and retail trade, regardless of whether Edison, Columbia or Victor. All types of machines moved well, and the prospects are brighter than ever for holiday trade. As the time draws nearer the inquiries and reservations for holiday delivery are beginning to come in great numbers. All the departments are making a strong appeal in the daily papers for holiday trade, by pointing out the fact that a talking machine can be enjoyed by the whole family, will be enjoyed for the entire year and for many Christmases to come. There is still considerable apprehension that there will not be enough machines available to fill the demand, but the jobbers are doing their best to get enough stock in the hands of the retailers so they will not suffer from a shortage.

A. R. Pommer, manager of the Pacific Phonograph Co., says the new Blue Amberol records have given Edison business quite an impetus this month, and now with a sample of the disc machine and a few trial records at hand, there is no reason to fear that interest will be falling off very soon. Mr. Pommer has arranged a fine demonstration room on the fourth floor, where those interested in the new disc machine can inspect it and give it a trial. For the benefit of out-of-town dealers representatives of the Pacific Phonograph Co. are making a tour of the coast territory exhibiting the new product. Last week a three days' exhibit was held at the Fulton Hotel in Fresno, which Mr. Pommer attended personally. All dealers in the section be-

tween Merced on the north and Bakersfield on the south were invited to Fresno at the company's expense and twenty-three out of a possible twenty-five responded. Twenty out of the twenty-three placed orders for the new machine, which Mr. Pommer considers quite a victory. The new machine was also shown in Sacramento and Stockton last week. Mr. Pommer says he attended the meeting in Fresno out of curiosity; that his travelers have been telling him right along that the Edison had good support in the country districts, and he wanted to find out for himself. He is now convinced.

E. W. Cyrus has been appointed sales manager for the home kinetoscope department of the Pacific Phonograph Co., and J. F. Thompson, formerly with the Clark Wise Co., has accepted the position of credit manager.

Babson Bros. have also received one of the new Edison disc machines, which Manager Bailey says is attracting much favorable attention. His people were getting a little impatient waiting for the new product, but now that they see just what it is like they are satisfied to wait. So long as there was nothing at all to show it was hard to keep putting them off. Blue Amberol records are selling beyond expectations, as are also the new diamond point cylinder machines, a shipment of which arrived during the month.

Peter Bacigalupi & Sons, according to Peter Bacigalupi, Sr., are enjoying a steadily increasing demand for Edison business phonographs.

C. J. Moore, traveling representative of the Columbia Phonograph Co., has just returned from a very successful trip through the Sacramento and

San Joaquin valleys. W. S. Gray, local manager for the company, is in Sacramento this week, where he went to spend Thanksgiving.

F. R. Anglemier, wholesale manager for the Columbia Phonograph Co., reports business for November splendid in all lines, from the Eclipse to the De Luxe. The whole force at the local headquarters is rushed to get out the orders, which are coming in daily.

In no department of the Columbia Phonograph Co. is more rapid progress being made than in the dictaphone department under Mr. Murray, who states that sales have more than doubled in the last year. Several large firms have installed a dictaphone correspondence in the last few months and a number are preparing to do so on the first of the year, when readjustments are in order generally. He also states that professional men are beginning to adopt the dictaphone.

E. W. Scott, owner of the Victor and Columbia talking machine department at Kohler & Chase's, made a short visit to the Eastern markets during the past month, and while in Chicago he says he had the opportunity of visiting several of the larger establishments, all of which seemed to be quite busy, but no busier in proportion to the population than they are in San Francisco. He is better pleased with the local field than ever before. November business was very satisfactory and interest continues to grow in respect to machines for holiday gifts.

Sherman, Clay & Co. has arranged a very attractive Victor window this week. The machine featured is the "Driftwood" and it is placed in a very pretty outdoor setting. With this appears scenes from the "Quaker Girl," which is running at one of the local theaters, and names of the Victor records. Already there has been quite a run on the records.

Sherman, Clay & Co. is making some alterations in its store, this time on the eighth floor, where repair rooms are being fitted up. A. G. McCarthy reports a very satisfactory month's business, both retail and wholesale, the only difficulty being to get enough of the new Victrolas. The company has been urging people to place holiday orders early, and a good many have already responded. Mr. McCarthy says they have a whole roomful reserved for holiday delivery, and there is no doubt but that this will be a banner year for the Victor.

For a while the Wiley B. Allen Co. was looking around for a new location in Sacramento, Cal., as its present lease would have expired on the first of the year, but arrangements have been concluded whereby it has its lease renewed for a number of years, and now, instead of preparing to move, it is planning to do considerable work on the old building, whereby it will be enlarged and improved generally. Frank Anrys, manager, has just returned from a trip up there to see about the remodeling. All departments will share in the renovation.

The formal opening of the new Columbia department at the Emporium will take place within a few days. It adjoins the piano department on the third floor and is up-to-date in every respect.

Among the recent out-of-town dealers in town purchasing goods were W. E. Allen, of San Jose; J. W. Husband, of Modesto, and N. L. Cody, of Merced, and B. R. Davis, of Stockton.

COLUMBIA LINE FOR SIMON.

Oldest Piano House in Spokane, Wash., Opens New Department and Features Columbia.

(Special to The Talking Machine World.)

Spokane, Wash., Dec. 3, 1912.

The Simon Piano Co., the oldest piano house in this city, with quarters at 911-15 Riverside avenue, has recently added a large and attractive talking machine department, where a full line of Columbia graphophones, Grafonolas and records are handled. The opening of the new department has been strongly featured, and the company is well pleased with the results. The deal with the Simon Piano Co. was closed through the local branch of the Columbia Phonograph Co., of which Willis S. Storms is manager.



Won't You Have a Lesson in Spanish?

It's so easy to learn by the I. C. S. system—and a knowledge of Spanish is so useful nowadays.

The I. C. S. system of language instruction by means of the phonograph makes easy the mastering of a foreign language, and appeals with compelling power to thousands. The dealer in phonographs who does not carry I. C. S. Language Outfits is neglecting a quick and sure way to increase his business. The new \$35 Language Outfit of the I. C. S. is a marvel. It represents the highest art in the teaching of languages, and embodies a method that has won the warmest praise of thousands qualified to speak authoritatively. The Spanish, French, and German Embassies at Washington, as well as the leading colleges, have cordially indorsed the I. C. S. method of teaching languages.

The I. C. S. Language Outfit consists of an Edison Gem Phonograph made especially for language work; small horn; headband hearing tube; oil can; and 25 Conversational Records teaching pronunciation guaranteed to be absolutely correct, with native intonation and inflection. In addition to these Conversational Records there are pamphlet Instruction Papers teaching the theory of the languages. The new Outfit is at one and the same time the best and cheapest ever offered—the price being only \$35.

If you want to increase your business, write to-day for full particulars.

International Correspondence Schools
Box 918, Scranton, Pa.



**We want to take just time enough out
of a busy week to wish you a Merry
Christmas and Money in the Bank for
a Happy New Year.**



**Columbia Phonograph Co., Gen'l
Tribune Building, New York**

CALIFORNIANS PROTEST AGAINST OLDFIELD BILL.

Talking Machine Men's Association of Los Angeles Sends Letter to Senator and Representative Telling Why They Should Oppose the Oldfield Measure.

(Special to The Talking Machine World.)

Los Angeles, Cal., Dec. 6, 1912.

The Southern California Talking Machine Men's Association, which was organized last spring by some of the older members of the trade to bring about closer relations with each other, both in a business way and also as a social factor, has been much interested in the Oldfield bill for reforming the patent laws now before Congress, and the passage of which would undermine fixed prices at which talking machines are sold.

In this connection the local association, through Sibley G. Pease, the well-known organist and accompanist, and who is associated with the Andrews Talking Machine Co. in this city, has sent the following letter to Senator John D. Works and Representative W. D. Stephens, representative to Congress from this district, as well as several of the local papers seeking their influence toward defeating the Oldfield bill. As the letter may prove of assistance to similar organizations in getting after their senators and representatives, it is appended:

Los Angeles, Cal., Nov. 7, 1912.

Hon. W. D. STEPHENS, Los Angeles, Cal.

Dear Sir:—In regard to House bills Nos. 23192 and 23193, introduced by Congressman Oldfield, the Southern California Talking Machine Men's Association wishes to call your attention to a few points in the hopes that you will use your influence to defeat such unwarranted legislation.

The present dignity and high standard of the talking machine industry is directly traceable to the price maintenance. By maintaining the one-price system the manufacturers have the confidence of the dealers, enabling them to feel free to go ahead and do all they can with their immense financial backing to improve the instruments and to procure the highest class talent in the world for record making. Everyone is more or less familiar with the fabulous salaries so many of the artists receive in their concert and operatic work and it takes equally as much money to finance the talking machine contracts and the guarantees to procure their services so that their art may be brought within the reach of the poor as well as their more fortunate brothers.

The talking machine has done more to educate the American public in music than any other agency. There are now over sixty public schools in Los Angeles using them as a very necessary part of the school equipment, and it is only for the lack of funds that every school has not one. Think what it means for children of all classes being unable to hear and study the highest class of music as interpreted by the finest artists; of what it means for children to grow up under the influence of the best music instead of the "trash" of the day. We know of numberless homes, where small children are growing up knowing only the best music with which they have become familiar through the records. It is not to be doubted that the presence of the instruments in the homes of the most critical people is due only to the fact that they can obtain records of the greatest artists. The Victrola wouldn't have the dignified position of being in the Executive Mansion of this Nation if it had been featured as a cut-price article of a cheap department store. About the highest endorsement that can be given them is when music teachers (and they are our most particular critics) use the records of the artists in connection with their teaching.

The business is a most honorable one due to the trade regulations upon the dealers. The commission evil, for instance, is so regulated by the manufacturers that the only commission is to a regularly employed agent who devotes his entire time to the business. This is certainly quite different that, when in order to pay a commission to a com-

mission fiend, it is added to the selling price—that is, making one man pay more than the one who is not influenced by his supposedly kindly "friend" (the "fiend"). The second-hand instruments are also very strictly regulated.

A dealer, knowing that his prospective customer can buy the same instrument at the same price from his competitor, puts forth the best in him to give his customer the latest style of goods, the cleanest stock, the best service, and as large stock as his resources will permit; and, in fact, do all he can to please his customer. Now, we hold, with that kind of decent, legitimate competition, that a customer is getting better goods and service; that the business is "whiter"; that every salesman gives his best attention, and that certainly the public must be the beneficiary which is only possible under a one-price system and trade regulation by the manufacturer.

This business in Los Angeles is giving employment to over one hundred salespeople. Amongst practically all of the seventeen dealers there is probably an average investment of \$5,000; and from that up to \$50,000. There are also smaller dealers in every town in Southern California. This has grown to be an immense business here in just the last few years. This business if operated under cut-price conditions simply couldn't afford to employ salesmen of the required ability and the result would be that the customer would get the service that the average \$10 a week department store clerk gives. The writers of this letter are men of from nine to twelve years in this business and are in position to know whereof they speak.

The object of this letter is to show that the high standard that the talking machine business has attained is due to the one-price system, and trade regulation that the manufacturers now have the power to maintain. These are the things, coupled with the co-operation of the dealers, that have made the business what it is—and it is one of the greatest benefits, comforts and educational realizations that have come before this generation.

The Association represents the hundred and more salespeople and managers of the local dealers. We are the ones that daily see the advantages of the one-price system, and we hope to see the day when all business will be conducted on the same lines, raising the standard of American business and salesmanship and giving the public the benefits which are justly theirs.

We urgently ask you to do all in your power to defeat the Oldfield bills which we believe will demoralize the trade in which we as bread-winners are vitally interested, and believing that they are not only unwarranted but detrimental to American citizenship. Thanking you, we are

THE SOUTHERN CALIFORNIA TALKING MACHINE
MEN'S ASSOCIATION.

INTERESTING NEW CATALOG.

**Now Being Distributed to the Trade—Contains
Description of Various New Styles of Instru-
ments Put on the Market by the Columbia
Co.—Co-operation with the Dealers.**

A very handsome catalog illustrating all its many models, with a detailed description of the many distinctive features of its extensive line, is being distributed to the trade by the Columbia Phonograph Co., General. The cover of the booklet shows a very attractive scene in colors, and the back cover bears the Columbia phrase, "All the music of the world." No expense has been spared to make the catalog attractive in every respect, and its general appearance is in keeping with the high class and artistic finish of all Columbia literature. The Columbia dealers throughout the country are enthusiastic over the beauty of the new catalog, and many of them have written to the

home office expressing their hearty commendation of the new publication.

In order to co-operate with their dealers in every possible way, the Columbia Phonograph Co., General, has prepared a collection of line cuts of all the famous artists they have under contract for free distribution to their dealers. These cuts are exceptionally suitable for local newspaper advertising, and many active dealers have sent in requests for a substantial number of the new cuts. The artists are shown in their characteristic attitudes.

GILL CO. HAS KINETOSCOPE LINE.

C. W. Phillips, Edison Traveler, Makes Arrangement While Visiting Portland, Ore.—Selling the New Disc Phonograph.

(Special to The Talking Machine World.)

Portland, Ore., Dec. 3, 1912.

The J. K. Gill Co., of Third and Alder streets, this city, has become a jobber for the Home kinetoscope in this territory, the deal having been closed by C. W. Phillips, special representative of the Home kinetoscope department of Thos. A. Edison, Inc., during his recent visit to Portland. This line was formerly with the Graves Music Co. Mr. Chandler, Pacific Coast salesman for Thos. A. Edison, Inc., on the new disc phonograph, is meeting with great success in Portland and other Northwestern cities and has booked a large number of orders.

SPENDING MONEY IN SIGHT

And Plenty to Buy Talking Machines, According to the Figures and Facts Herein Set Forth—Is Up to the Dealers to Get Their Share of What Is Going.

There is more real spending money in sight this year than there ever was at any previous time. Here are some facts—plain facts in the case. You may accept them as they stand in this column or verify them for yourself if you prefer to gather your own data and have time to do it. Railroad earnings are, roughly, over twenty millions a month higher than they were last year. Bank clearings, not in any one locality, but from one end of the country to the other, run anywhere from 5 to 25 per cent. increase. Steel mills loaded to the gunwales with orders—and crops? Well, we are raising in this blessed year of grace three billion bushels of corn and, as you learned last month, we are producing ten billion dollars' worth of wealth out of the ground. Usually, under conditions of this kind one would be sure to find a period of frenzied speculation. In point of fact, there's nothing of the sort going on—the Stock Exchange is abnormally quiet. Which means that the recently developed wealth is likely to stay distributed among many hands for some time. That's the sort of money that means something to the retailer. It isn't "paper" money and it isn't stage money, says the Voice of the Victor, but real coin of the realm which can be counted and handled or spent or saved—or used to buy a Victrola.

**You will find the Edison Line
as you include more of
in your stock. Here**

Blue Amberol Records

—the wear-proof, practically unbreakable new cylinder Records of surpassing purity and naturalness of tone—have been received so enthusiastically by the buying public that you can make no mistake in ordering all of them at once. Two lists, 55 Blue Amberols in each list, are now available. Another will be completed very soon.



Amberola III



This is one of the latest Edison models and has proved to be one of the best selling instruments we have ever made. It is an unusually handsome hornless phonograph that you can offer at the modest price of \$125.00. The mechanism is the same as that in the famous "Opera" model. Amberola III is furnished in Mahogany (piano or dull) and in golden or weathered Oak. It won't stand long on your floor.

Get in touch with

THOMAS A. EDISON, Inc., 59 Lakeside Ave., Orange, N. J.

more and more profitable
the Edison improvements
are some of them.



The Four-minute Home Recording Outfit

Home record-making has always been a popular Edison feature. It will help sell Edison phonographs that will only play 4-minute records just as it helped sell the older types. And many people who already own Edisons are waiting for this outfit. It consists of a 4-minute Recorder, three blank records and a hand shaving machine. Order one, at least.

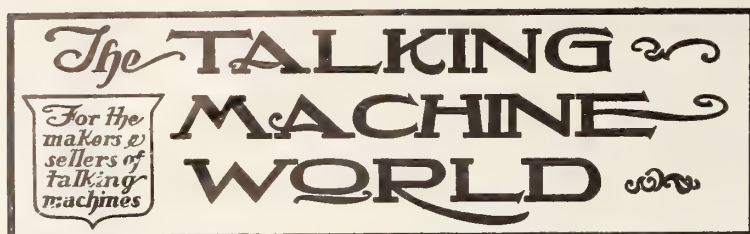
The Edison School Phonograph

This instrument opens up a new, broad field of profit. It has been designed specially for school use, with dust-proof case, metal stand and four shelves, each of which holds a box accommodating 24 records. This instrument plays the regular Edison selections, but we have prepared a special series of school records which dictate various exercises. Be sure to ask your Edison jobber for complete details regarding the School Phonograph. It offers an opportunity so big that you cannot afford to overlook it.



your Edison Jobber

THOMAS A. EDISON, Inc., 59 Lakeside Ave., Orange, N. J.



EDWARD LYMAN BILL, - - - Editor and Proprietor.

J. B. SPILLANE, Managing Editor.

Trade Representatives: GLAD. HENDERSON, C. CHACE, L. E. BOWERS, B. BRITAIN WILSON, A. J. NICKLIN, AUGUST J. TIMPE, L. M. ROBINSON.

Boston: JOHN H. WILSON, 324 Washington Street.

Chicago Office: E. P. VAN HARLINGEN, 37 So. Wabash Ave.

Philadelphia: R. W. KAUFFMAN.

San Francisco: S. H. GRAY, 88 First St.

St. Louis: CLYDE JENNINGS.

London, Eng., Office: 1 Gresham Building, Basinghall St. W. LIONEL STURDY, Manager.

Minneapolis and St. Paul: ADOLF EDSTEN.

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REMITTANCES should be made payable to Edward Lyman Bill by check or Post Office Order.

NOTICE TO ADVERTISERS.—Advertising copy should reach this office by the first of each month. By following this rule clients will greatly facilitate work at the publication headquarters.

Long Distance Telephones—Numbers 5982-5983 Madison Sq.
Cable Address: "Elbill," New York.

NEW YORK, DECEMBER 15, 1912.

THE curtain is falling on the year 1912, and before another issue of The World appears a new year will have been given birth. The year now closing, all things considered, has been a mighty satisfactory one in the talking machine field. Trade has been somewhat uneven, of course, but it has been larger in volume than any preceding year, and the present Christmas season will witness the greatest volume of retail sales of talking machines and records ever recorded.

This is based upon the reports of correspondents throughout the country, who state that dealers are unanimous on this point, but all complain of a shortage of machines, which condition manufacturers are doing their best to alleviate, although this is somewhat impossible owing to the enormous demands for the newer styles.

In this season of activity and rush it is quite evident that those concerns who have ever kept their establishments in the public eye by attractive displays, recitals and advertising, are winning the largest measure of support.

During 1912 there has been a great development of retail business and a large number of retailing establishments have opened talking machine departments which have been found to be profitable adjuncts to their business. This condition of expansion has obtained the country over, and from ocean to ocean there has been a broadening of business that would seem phenomenal if the merits of the modern talking machine did not call for such deserved recognition.

One of the most pleasing features in connection with the sales of talking machines during the past twelve months is the fact that high-priced machines and outfits have been steadily gaining in favor. There has been a most insistent call for machines costing from \$100 to \$250. There was a time when considerable doubt was felt about the American people being willing to pay high prices for talking machines, but this was in the dim and distant past, for apparently the higher the prices, the greater the demand, and there seems to be no limit to this branch of the trade.

Those who were skeptical at first now admit that this demand has come to stay, and there is no more speculation as to whether the people will buy, high grade talking machine outfits or not. The record for the past twelve months has settled that, and no query mark can be placed after the high-priced machines. Quality and values are the first consideration and price is secondary, therefore the greater the number of high-priced machines of merit put forth by the manufacturers the greater the respect for the talking machine.

The fundamental conditions throughout the country are cer-

tainly satisfactory, and every talking machine man in the land should do his utmost to increase the public interest in talking machines, for we must all do our share to stimulate public sentiment to the end that the special mission of the talking machine, both as an educator and as an amusement factor, shall be properly and correctly estimated.

There is plenty of work for us all during 1913—work of the right kind in interesting the public in the wonderful creations which are now being placed on the market by talking machine manufacturers.

The latter are certainly doing their share through a liberal use of the great public mediums, and this should be supplemented by energetic work on the part of the dealers, to the end that the public is interested still more largely and effectively in the talking machine. This collaboration, if entered into enthusiastically, will result in still greater achievements during the new year which will soon be with us.

THE evolution, present status and future of the talking machine, is the subject of an interesting talk with George W. Lyle, general manager of the Columbia Phonograph Co., which appears elsewhere in this issue of The Talking Machine World, and in which he emphasizes how the trade is gravitating toward the higher-priced and higher grade instruments, and makes this point very clear when he says that the people of wealth are quite as enthusiastic and quite as extensive users of the machines and records as the people of moderate means, but are more exacting as to the appearance and embellishments of the machines and more critical as to records and the artists by whom sung.

"This condition has opened up a market," remarks Mr. Lyle, "which is constantly growing in importance wherein machines and records de luxe are most in demand—a demand which the manufacturers are striving to meet. The rivalry for control of this market de luxe is of a character to compel closest attention to quality in every detail. It has been responsible for the production of a number of machines of artistic and decorative excellence not even conceived of in the earlier years, and the movement in this direction is only fairly under way.

"Every great artist of renown is under contract with one or the other great companies and as new stars appear in the firmament they are secured and placed under contract to cater to the amusement and edification of the eager public always ready to acquire the new selections issued by the manufacturers.

"The introduction of these more elaborate machines and these more artistic records has had an effect upon the industry as a whole not unexpected. It has lifted it upon a higher plane commercially and artistically and increased its prestige enormously. Houses which formerly felt themselves commercially too important to cater for the trade of talking machine patrons and users now rival each other in the magnitude and elaborateness of the display of machines and records stocked, in the prominence and frequency of their advertisements of this line. This condition of affairs is growing stronger day by day. The more desirable instruments and the more artistic records are being shown the preference in constantly increasing volume notwithstanding the greater expense involved. This is indicative of a healthy growth of the industry and an awakening of the public's appreciation of the better product offered which can mean but one thing—increasing demand for the product and augmented profits for those who have the forethought and the judgment to profit by it."

IN this modern age when scientific management is all the vogue, there are few business men who can steer the business ship without an appreciation of and a knowledge of credit, for they realize that credit is not only a necessity to the continuance of any enterprise, but it is as much a necessity as cash.

And this is just as true of the small country store as of the great corporation doing an immense domestic and foreign business. Both depend upon credit for their existence and prosperity. Nevertheless every day we find merchants who treat their credit as they do their health—they fail to realize its true value until they have lost it.

Credit men have well been described as the physicians of business, and they will tell you how many a man with a sound, healthy

business becomes a financial wreck within a few years, simply because he has abused his credit, just as a man who starts out in life with a sound, healthy body becomes a physical wreck within a few short years by excesses of dissipation. It is difficult for a man to regain lost physical or business health, because in many cases character has deteriorated with his business.

Character is one of the greatest assets in the giving of credit, for a man receives credit in proportion to the amount of confidence that men place in him. In considering the importance and necessity of credit to every business man, it is remarkable how careless some are regarding that prime essential to their commercial existence. The nature of their transgressions would indicate that they are generally the result of thoughtlessness, or an imperfect or false conception of the value of credit.

It is rarely an active abuse of credit, but rather a passive indifference and neglect, which are really mental ailments that weaken the will. And be it remembered that the will is the index of character. The ease or indifference which marks this retrograde step emphasizes the fact that there exists a moral as well as a physical law of gravity.

TOO many men overlook the importance of meeting obligations when they fall due, at least without putting themselves to serious inconvenience. They calculate that the jobber or manufacturer can well afford to wait—that it is only a trifling matter to him, whereas payment may mean a general disturbance of affairs at the time the bill is presented. Thus sophistry and temporizing supply the necessary justification. When the second statement comes along with the demand for a settlement, the merchant is full of indignation at what he considers the grasping nature of his creditor, and when the third demand materializes his indignation becomes acute, and he is apt to say some hard things about having always paid his bills promptly, and cannot understand why people should be afraid of not getting their money, and may add: "I have got the money now, but they can just wait for it until I am good and ready."

Should the salesman of the house arrive around that time he is sure to find the debtor's wrath in a white heat, and the poor traveling salesman is told about the dunning methods of his house, and, of course, the phrase is not overlooked that "I can get all the credit I want elsewhere."

This is the situation that comes up every day. Yet how unfair

and illogical it is. No business can be safe, or conducted correctly, without giving close attention to the payment of bills due, and business men, whether in the talking machine trade or elsewhere, should not be indifferent to the importance of this fact.

It is a well-known fact that the houses that are achieving success in all lines of effort are those that pay the closest attention to meeting their obligations promptly—in other words, keeping the closest supervision over the credit end so that the health of the business is not impaired.

AN able analysis of present-day affairs as they affect the talking machine industry is to be found in the very interesting interview with Louis F. Geissler, general manager of the Victor Talking Machine Co., which appears elsewhere in this issue of *The World*. It is not a superficial resumé of conditions, but a careful summing up of facts which emphasize that at no time in history was the future so full of promise for the progressive and aggressive business man as to-day. Mr. Geissler discusses in his usually able way the possible effects of the change in Administration at Washington, and its influence on business, and approves of an early settlement of the tariff question, so that there may be no disturbances to the present steady trend of prosperity.

Coming down to the immense demand for Victor talking machines and records, he says: "While we cannot take care of business at present, I may say (I hope without betraying too much egotism) that all Victor dealers are to be congratulated upon the fact that the Victor organization is a progressive one and is strong enough financially and willing enough to put the millions of dollars into extensions, which is now being done, in the effort to take care of the trade which is maturing.

"Our entire organization is alive to the condition and the tremendous shortage. We are doing all that is possible in all sections to get help and every other factory in the East is doing the same. We are positively fighting for labor; are no doubt robbing other factories and they are robbing us. We are refusing all new business and have ordered our travelers to cease selling goods temporarily and devote their time to development and educational work.

"When our new factories mature—which will not be far off—we shall have an immense output and have every hope of next year being able to take care of a larger percentage of the demand—no matter what it may be—than we are this year."

INTERVIEW BY "TALKER."

Mrs. "Silent" Smith Takes That Means for Answering Questions of Pittsburgh Reporter—Plan May Become Popular in Society.

At last there appears to be a ray of hope for the poor reporters who are sent out with explicit instructions from the city editor to get J. Pierpont Morgan's opinion on certain questions and not to come back without the interview. Maybe, if the practice of offering interviews through the medium of the talking machine gains ground, even the Sphinx may be induced to loosen up and give an opinion formed at his leisure.

Not long ago a reporter for a Pittsburgh paper tried to obtain an audience with Mrs. "Silent" Smith, mother of Anita Stewart, now the Duchess de Vizeu, to ask if there was any truth in the report that she intended to finance the royalist restoration in Portugal. She refused to see the correspondent, but sent a phonograph to speak for her.

The talking machine interview was published as follows: "I am Mrs. Smith. By marrying my daughter to Dom Miguel's son he forfeited his claim to the Portuguese throne. In order that I may become the mother of a Queen, my son-in-law must first become a King, and to do this he must get rid of my daughter. Therefore, I am not inclined to finance any attempted restoration, which, if successful, would probably entail my daughter's divorce."

VISIT OTHER STORES FOR NEW IDEAS

Take two weeks for travel, to visit other stores, or get acquainted with other people who are doing business like yourself. Or, go out and talk with

customers of your own and of your competitors, and find out how those customers feel toward you and your competitors, and why they feel as they do. Visit other kinds of business, just as a spectator, or as an interested inquirer. Ask questions.

Do not try to remember all of the questions or answers. Have a little pad in your pocket and jot down what you hear and see. Then spend about a week thinking it all over. Do not try to think hard, just let it "come to you."

The DITSON Pledge

Is to see that our clientele has a better service than ever—setting a new standard in Victor jobbing deliveries. The demands of alert Victor dealers—the kind that grow—are many and varied, and we furnish the "first-aid" in every instance.

We believe this year's Victor business will be of tremendous proportions, and it will pay you to have

The Fastest Victor Service

which is a requisite in this hustling age. We possess the largest stocks, the best organization and most up-to-date equipment in the Eastern half of the country.

This covers Victor machines, records and supplies of every kind, not to mention cabinets, needles and trade-marked accessories.

Will you let us tell you more about Ditson co-operation? A postal gets this information!

OLIVER DITSON CO., Boston, Mass.



It's bound to be quite a while before any instrument will be produced to even *look* like the new Columbia "Grand." (Price \$500). And a great deal longer before one can be produced that can compare with its *tone*.



**Columbia Phonograph Co., Gen'l
Tribune Building, New York**

TRANSFORMING WEBER & FIELDS INTO PRINTED WORDS

An Accomplishment Much More Difficult Than the Ordinary Mortal Would Imagine, Particularly When Wanted for a Definite and Special Purpose.

As Related by a Member of the Columbia Phonograph Co.'s Staff.

I have had many humorous and peculiar experiences with the reproducing and the handling of records, but this one is the funniest that has happened for some time. We started to make Weber & Fields' records during their recent jubilee at the Broadway Theater, New York, and although these records have been on the market for a very short time, they have had a phenomenal sale, and their popularity is constantly growing. The records are very distinct and their tonal qualities are beyond criticism. After we had put the first batch of these popular records on the market and the public had become acquainted with their merits, we decided that we wanted the words of these records in printed form for various reasons.

In pursuance of this determination I visited the offices of Robert Sill, general publicity manager for the celebrated team of Weber and Fields, and told this gentleman what I wanted, with a lucid description of my pressing needs, etc. After I had finished with the recital of my tale of woe, Mr. Sill leaned back in his chair and gave one big, hearty laugh, that I must confess I did not join in. When he had finished with this burst of levity I ventured to ask him the whys and wherefores of this humorous aspect of the situation. In response to my urgent interrogations he informed me that there was no such thing as "words" for any act performed by Weber and Fields, for divers reasons. In the first place, Weber and Fields never rehearse for any performance, no matter for what purpose they are going to act.

This has been their rule during the many old place, they never give the same act twice and repeat the identical words or humorisms. In view of these facts, Mr. Sill informed me there was absolutely no authentic record of the performances or songs Weber and Fields had rendered for the production of Columbia records.

This information naturally caused me considerable chagrin, but the fact remained that I simply "had to get" those words, and it therefore remained with me to devise some means to achieve the purpose I have outlined. I thought that perhaps I could accomplish the task by means of taking the records down in shorthand, but this plan would have necessitated an enormous amount of time and labor on my part. After long and careful deliberation I finally evolved the idea of utilizing the dictaphone in conjunction with the graphophone in the following manner: I took a stock dictaphone and introduced it to a graphophone with a very big horn. I ran the mouthpiece of the dictaphone into the horn of the graphophone and put my Weber and Fields record on the graphophone. This part finished, I placed a shiny new cylinder on the dictaphone. Then I started them going simultaneously, the graphophone reproducing and

the dictaphone recording. This method of procedure I followed out with all the Weber and Fields records that I had on hand, and when they had all been recorded I placed the cylinders in the rack with those of the ordinary business letters and memoranda.

Before proceeding with the rest of my story, I would like to impress on the reader one salient feature of all Weber and Fields records. That is the fact that they always start their act with a



The Novel Method of Dictation.

particularly blatant band which was especially made for them. This band emits a noise like artillery, and to the uninitiated it often produces a feeling of insecurity and profound distrust for what is going to happen. In the usual course of events, my secretary came in and took these cylinders from the rack, and proceeded to transcribe them by means of her transcribing apparatus. As a rule, this young lady is very decorous, never uses slang day in and day out, and is a model of exemplary behavior, without seeming to possess a set of nerves. Ten minutes after taking these cylin-



The Effect of Weberfieldian Music.

ders from the rack, however, my secretary became a changed young lady. Without any preliminaries we were all startled by the appearance of a very much frightened and scared secretary, who, between sobs and hysterical exclamations, managed to say, "For the love of Mike, what have you been doing with these cylinders?" After the office boy had handed her smelling salts, etc., I was finally enabled to learn that the blaring of the band had utterly upset her composure, and what was more to the point, she positively refused to continue with the transcribing of "spooky" cylinders. It took considerable persuasion to convince her that there was no cause for fear, and after a while she transcribed all of the cylinders which permitted

me to use the printed words of the Weber and Fields records for the different purposes I had in mind.

Considering the fact that this transcribing was the culmination of three separate processes of reproduction, first to the original record, then to the dictaphone, and finally to the transcribing machine, the feat certainly speaks well for the efficiency of the dictaphone.

VISITORS TO EDISON FACTORY.

Visitors to the Edison factory during the past month include: O. Sillman and O. Sillman, Jr., of Westerly, R. I.; M. C. Koester, secretary Eilers Music House, Portland, Ore.; Edgard C. Smith, manager, W. W. Kimball Co., Chicago, Ill.; A. W. Toennies, Jr., Hoboken, N. J.; Lane Robertson, Indiana Music Co., Terre Haute, Ind.; J. E. Caldwell and Mr. Johnson, Quincy Phonograph Co., Quincy, Ill.; Hendery Allison, M. D., Kingsville, Tex.; Honey M. Wiswell, McCabe & Wiswell, Machias, Me.; W. D. Andrews, Syracuse, N. Y.; Louis Buehn, L. Buehn & Bro., Philadelphia, Pa.; E. E. Buehn, Buehn Phonograph Co., Pittsburgh, Pa.; M. A. Carpell, Herzog Art Furniture Co., New York; E. R. Bainbridge, Quackenbush Co., Paterson, N. J.; Fay McFadden, Granville, N. Y.; F. B. Shaw, Corinna, Me.; L. C. Wiswell, Lyon & Healy, Chicago; R. W. Daynes, Consolidated Music Co., Salt Lake City, Utah; W. O. Pardee, Pardee-Ellenberger Co., New Haven, Conn.; H. Harger Blish, Harger & Blish, Des Moines, Ia.; F. K. Babson, Babson Bros., Chicago; Vilh Finsen, Stockholm, Sweden; F. H. Silliman, Pardee-Ellenberger Co., Boston; W. H. Pine, Asbury Park, N. J.

"THE NEEDLE WITH A 'SOUNDING-BOARD.'"

Such is the slogan of the Bell-Hood needle, advertised in the present and in recent issues of The Talking Machine World and now quite extensively introduced in this and other countries.

The needle wears a small brass hood with its opening down close to the face of the record, which acts in a high degree as a sounding board or resonator, gathering over-tones and vibrations produced at the surface of the record which had hitherto been lost.

The principle is so obvious that it has quickly interested both dealer and talking machine owners; the dealer, as something new, attracting people into his store, where they may not only buy Bell-Hood needles, but records and other accessories; the talking machine owner because of its unmistakable superiorities of tone, which more and more grow upon the user.

The needle seems to come nearer bringing back the original sounds that went into the record than anything yet devised.

Doubtless the liberal policy of the manufacturers, the Bell-Hood Needle Co., of New Haven, Conn., in giving samples so freely to dealers to give out to all their customers, has had much to do with the quick growths of the new needle's popularity. Its salesmen, Mr. Cornet and Mr. Smith, are reporting ready and large sales.

The Right Record

— WITH —

The Right Surface



Fit Any Phonograph

The demand today is for an indestructible record with a smooth playing surface. A record free from knocks and gratings. A record that will not break or wear.

U. S. Everlasting Records meet these conditions in every particular, and are the only records fulfilling this demand.

The construction of U. S. Everlasting records is indestructible throughout—not partially. Dropping them to the floor does no harm. They will not break in handling. They are true to name—everlasting.

We invite—yes challenge comparison—with any indestructible or semi-indestructible record on the market. Compare the surface of U. S. Everlasting Records with any other so-called indestructible records by playing them side by side. A trial will give you ample evidence—the results convincing as to the supremacy of U. S. Everlasting Records.

The January list of U. S. Everlasting Records will meet with the unqualified approval of the most critical. Your copy is ready for you—also our complete new record catalog. Ask for them today and make the comparison suggested above. It is to your advantage.

THE U. S. PHONOGRAPH COMPANY

ASSOCIATED WITH

THE BISHOP-BABCOCK-BECKER COMPANY

CLEVELAND, OHIO



We know that the well-to-do people in every community who only want to know about the best of everything in order to have it will insure the sale of our entire Columbia "Grand" product for some time to come.



**Columbia Phonograph Co., Gen'l
Tribune Building, New York**

NEWS FROM EDISON HEADQUARTERS

Anent Shipments of New Edison Disc Phonographs and Records—Straws That Show How the Wind Blows—Active Educational Campaign Being Conducted by the Thos. A. Edison Co.—Special Outfit Designed for This Purpose That Has Won Praise of Authorities.

F. K. Dolbeer, sales manager of Thomas A. Edison, Inc., Orange, N. J., reports that shipments of the new disc records and machines are being sent over the country in limited quantities, but it will be a little time yet before it can make large shipments.

Mr. Dolbeer has received many unsolicited testimonials from various people complimenting the house upon the new Edison disc machine, and to state that he is gratified at this pleasing reception is putting it mildly.

An incident about the sale of the Edison disc machines and records might be cited in the case of the Pardee-Ellenberger Co., of Boston and New Haven, Edison jobbers. When these new Edison machines were exhibited at the New York warehouses last July the Pardee-Ellenberger Co. placed a good-sized initial order. During the month of October at Boston was held the Electric Show, in which Thomas A. Edison was an exhibitor. That month's exploitation of Edison goods created such a demand that the Pardee-Ellenberger Co. canceled its first order and immediately issued another order three times as large.

At the coming dinner of the Fourth National Bank Organization, to be held at the Hotel Manhattan, there will be a demonstration of the new Edison machines and records, by request of that organization. Perhaps the trade does not know it, but this is the bank referred to as "James G. Cannon's bank."

The third list of Edison Blue Amberol records will be shipped as soon as manufacturing conditions will permit, and will be placed on sale as soon as received. These are practically all grand opera records and are to retail at the price of 75 cents each. Fourteen records are included in this group.

Quite a large amount of money and time is being expended by the educational department of Thomas A. Edison, Inc., under the management of W. H. Ives, who is featuring the Edison School Phonograph and records. This outfit is designed for educational purposes in the schools and runs from the second year to the eighth year.

For instance, in the third list of Blue Amberols there are records devoted to dictation and spelling, drill in rapid addition, table drill, twelve problems in business practice, in percentage, Lincoln's speech at Gettysburg, Washington's farewell speech, etc.

This Edison school phonograph is mounted on a metal stand equipped with casters. The metal stand has four shelves, each accommodating a box holding twenty-eight records. Mechanically the school phonograph is similar to the well-known Edison "Concert" phonograph. The motor is of double type, and will play five records with one winding, furnished with a horn.

These machines can take the new Amberol

records as well as the regular school records. The retail price is \$75 complete, records being fifty and seventy-five cents each.

OUR FOREIGN CUSTOMERS.

Amount and Value of Talking Machines Shipped Abroad from the Port of New York for the Past Five Weeks.

(Special to The Talking Machine World.)

Washington, D. C., Dec. 13, 1912.

Manufacturers and dealers in talking machines will doubtless be interested in the figures showing the exports of talking machines for the past five weeks from the port of New York:

November 13.

Callao, 7 pkgs., \$597; Calcutta, 1 pkg., \$150; Cienfuegos, 18 pkgs., \$1,306; Colon, 6 pkgs., \$138; 10 pkgs., \$237; 6 pkgs., \$242; Curacao, 3 pkgs., \$143; Havana, 19 pkgs., \$2,858; 7 pkgs., \$319; London, 398 pkgs., \$1,054; Monte Cristo, 8 pkgs., \$415; Rio de Janeiro, 7 pkgs., \$315; 13 pkgs., \$1,160; Trinidad, 19 pkgs., \$822; Vera Cruz, 224 pkgs., \$1,205.

November 20.

Asuncion, 13 pkgs., \$672; Buenos Aires, 46 pkgs., \$1,128; Callao, 3 pkgs., \$140; Guayaquil, 5 pkgs., \$294; Havre, 58 pkgs., \$2,466; London, 77 pkgs., \$4,162; 219 pkgs., \$5,870; Manilla, 63 pkgs., \$3,158; Singapore, 21 pkgs., \$916; Tampico, 4 pkgs., \$230.

November 27.

Berlin, 16 pkgs., \$282; Callao, 17 pkgs., \$1,026; Chemulpo, 7 pkgs., \$644; Hanover, 2 pkgs., \$180; Havana, 40 pkgs., \$3,326; 21 pkgs., \$862; Havre, 18 pkgs., \$491; Iquique, 8 pkgs., \$1,679; La Palmas, 8 pkgs., \$278; Limon, 8 pkgs., \$286; Liverpool, 54 pkgs., \$2,906; 4 pkgs., \$965; London, 408 pkgs., \$7,080; 61 pkgs., \$3,101; Port au Prince, 4 pkgs., \$155; Puerto Mexico, 3 pkgs., \$260; St. Johns, 11 pkgs., \$176; Valparaiso, 4 pkgs., \$220; Vera Cruz, 14 pkgs., \$986; Yokohama, 6 pkgs., \$591.

December 5.

Africa, 15 pkgs., \$750; Batavia, 17 pkgs., \$1,014; Buenos Aires, 117 pkgs., \$10,596; Callao, 1 pkg., \$277; 6 pkgs., \$447; Colon, 8 pkgs., \$129; Guayaquil, 2 pkgs., \$317; Havana, 7 pkgs., \$1,849; Kingston, 9 pkgs., \$207; 11 pkgs., \$425; Maracaibo, 6 pkgs., \$823; Montevideo, 12 pkgs., \$1,498; Para, 30 pkgs., \$1,252; Puerto Cortez, 29 pkgs., \$443; Puerto Cabello, 5 pkgs., \$152; Rio de Janeiro, 13 pkgs., \$1,601; Savanilla, 2 pkgs., \$126; Tampico, 4 pkgs., \$202.

December 12.

Constantinople, 4 pkgs., \$185; Chemulpo, 4 pkgs., \$328; Eton, 3 pkgs., \$171; Guantnamo, 3 pkgs., \$108; Havana, 74 pkgs., \$3,840; London, 53 pkgs., \$3,667; Port Madryn, 9 pkgs., \$571; Rio de Janeiro, 91 pkgs., \$4,822; Savanilla, 2 pkgs., \$137; Singapore, 21 pkgs., \$763; Trinidad, 2 pkgs., \$117; Vienna, 4 pkgs., \$300; Yokohama, 15 pkgs., \$1,164.

Always appear in your department as if you were there to entertain your dearest friends. Your smile, your clothes, your language, your manner should be what you make them when you welcome those you love. Everything about you that attracts customers to you is sure to show its value in the increased number of your sales.

TO FORSAKE BACHELORDOM.

Max Landay Receiving Congratulations Galore on the Announcement of His Engagement to Miss Ida R. Fox, of New York.

Congratulations are being extended to Max Landay, of Landay Bros., 563 Fifth avenue, New York, on the announcement of his engagement to Miss Ida R. Fox, daughter of Mr. and Mrs. Benjamin Fox, of 45 West 91st street, New York. A reception will be held Sunday, December 15, at the home of Miss Fox's parents, and judging from the letters and telegrams of congratulation being received each day, there will be present a large number of both personal and business friends on the day of the reception. Mr. Benj. Fox is a well-known broker, who is prominent in financial circles. The wedding will probably take place next Spring.

Max Landay is known throughout the entire talking machine trade as one of the most indefatigable workers in the business and well deserving of the success he has already attained. Landay Bros. are progressive and active Victor distributors, with stores in the leading and most exclusive sections of the city. They recently opened a new store on 42d street near Broadway, which is meeting with noteworthy success. They have several stores on Fifth avenue and also have handsome player-piano and music roll headquarters at 563 Fifth avenue. Their player and roll business is achieving excellent results and their Victor business is breaking all records. It is due in a great measure to Max Landay's aggressiveness and unceasing energy that the firm of Landay Bros. is progressing so rapidly and has acquired such an enviable reputation in the talking machine industry. When seen by The World, Mr. Landay was too busy to say much about business affairs, but judging from his happy smile when his engagement was mentioned, there is no doubt but that hearty congratulations and good wishes are in order.

SIXTY PER CENT. INCREASE

In Columbia Business In November as Compared with a Year Ago Reported by R. F. Bolton.

R. F. Bolton, manager of the Columbia Phonograph Co.'s store, 87 Chambers street, New York, states that business for November was fully sixty per cent. better than that of last year, while from present indications, December will establish a new record. He reported a number of new agencies being established in New Jersey and Connecticut during the month.

Mr. Bolton added: "A feature of our present day trade is the demand for the expensive machines, the \$200 De Luxe being an especial favorite. Our record business is phenomenally active, the opera season being productive of a great demand for the records made by celebrated artists.

It is sometimes hard to understand why a fellow should go to the trouble of making a fool of himself when there are so many others anxious to do the job.

INDIANAPOLIS WANTS MORE GOODS.

Talking Machine Dealers in Indianapolis Too Busy to Talk—All Report a Good Talking Machine Trade—New Edison Disc Phonograph Much Admired—Enormous Columbia Sales—Anxiously Awaiting New "Grand."

(Special to The Talking Machine World.)

Indianapolis, Ind., Dec. 9, 1912.

The talking machine business in Indianapolis is sadly in need of humanizing influences. In the latter days it has been so that those engaged in the talking machine business haven't got a minute to waste on a friendly talk, and so this correspondent of The World has not much "news" this time—except that business is very good and that ought to sound good.

The houses here handling the Victor machines seem to desire that the men at the factory work day and night and then a little more. Miss Lazurus, manager of the talking machine department of the Aeolian Co. in North Pennsylvania street, would like a few more Victrolas, at least, to satisfy the demands of her patrons. By the way, Miss Lazurus is one of the "salesmen" who hasn't got time to talk these days.

The Stewart Talking Machine Co., also a distributor of Victor machines, says business never was and could not be very much better. A peep in at the company's store in North Pennsylvania street reveals machine after machine tagged "Sold."

A great many persons are ordering machines for holiday delivery. Christmas shopping has begun early and in earnest, as far as talking machines are concerned. Most of the managers and salesmen are putting in extra time three or four nights a week and some have sacrificed their seventh day of rest in the last few weeks.

The Kipp-Link Co. in Massachusetts avenue is displaying samples of the new Edison disc machine. Its patrons have been treated to hearing the new machine and words of praise have not been stinted. The Kipp-Link Co. can hardly wait until the Edison Co. ships some "regular" machines for the market. The enlarged home of the Kipp-Link Co. is in keeping with the new products of the Edison Co. The demand for the k'netoscope is on the increase.

Thomas Devine, local manager of the Columbia Phonograph Co., General, said business in the month of November was probably better than it ever has been in that month. The Columbia Co. is expecting to sell a large number of records by Orville Harold, the famous tenor. Harold, being an Indiana youth, is a favorite in the Hoosier State.

As a result of the advertising by the Columbia Co. the local branch has been selling an unusually large number of Regal Grafonolas, which is listed at \$40. It was first thought that this machine would not be a popular selling machine, but from

the demand for the Regal Grafonola there seems to be little doubt but that it will be a leader throughout the year.

Manager Devine and his assistants are anxiously awaiting the arrival of the Grafonola grand, and expect that it will be a huge drawing card.

The Hampton Printing Co. has given up the business phonograph agency. The successor to the Hampton Co. has not been announced.

F. G. SMITH CO. GRAFONOLA DISPLAY

Magnificent Department Opened in the New Bradbury Building in Brooklyn, Where a Full Line of the Various Styles of Columbia Talking Machines Are Shown in Pleasing Environment—Visitors on Opening Day.

The Columbia Grafonola department of the F. G. Smith Piano Co., 60 Flatbush avenue, Brooklyn, was opened last week to the public, and is one of the most complete and attractive in the Greater New York section. It is situated in the new building which has been erected by the F. G. Smith Piano Co., an imposing four-story structure, which is complete in every detail for the retailing of Bradbury pianos and talking machines.

Pianos, Grafonolas and graphophones share alike in display. On the main floor two handsome sound-proof booths have been erected. They are mostly constructed of plate glass, while the frame is white enamel and mahogany. They are large and give ample opportunity for demonstrating records with the best results, as the roof is high, giving the best acoustics, and nothing can be heard from the outside when the doors are closed. Behind this is a stock room, where many records are kept.

The second floor is given entirely up to graphophones, and here also are three plate glass booths similar to those on the main floor. A large stock of records is kept on this floor also. The top floor is also used for displaying graphophones as well as pianos. In the basement a room has been fitted up where the stock of records in foreign languages is kept and second-hand machines and pianos are displayed. The floors throughout the building are covered with handsome rugs.

In the front of the building a large sign weighing two tons, the largest electric display sign shown on the avenue, has been erected, on which are the words the "Bradbury pianos" and under it hangs the trade-mark of the Columbia Phonograph Co., General, also illuminated, being one of the first of its kind to be used.

On Monday last the new department was visited by E. D. Easton, president; George W. Lyle, general manager, of the Columbia Phonograph Co., General, and Hayward Cleveland, manager of the 23d street Columbia store, who, with F. G. Smith, N. M. Crosby, general manager of the F. G. Smith interests, and F. G. Smith, III., retail manager for F. G. Smith, made a trip through the building and expressed themselves pleased with its completeness.

A. Nelson Thomas is manager of the Columbia department, and John B. Affatica, assistant.

IMPORTANCE OF THE SOUND BOX.

Some Well-Considered Suggestions on Looking After Sold Machines That Dealers Will Find Profitable to Read and Act Upon.

The talking machine dealer who desires to expand his trade and build up a reputation for himself will find it most essential to keep in touch with his customers; in other words, to find out whether the machines or records delivered to them are giving satisfaction. This manifestation of interest on the part of the dealer is always appreciated by a customer and pays mighty big dividends in new trade. And this brings to mind the very excellent letter sent out by the Victor Co. last week, bearing upon the proper adjustment of the sound box.

As is well known, there is no part of the talking machine as important as a properly built and adjusted sound box, for if there is any fault in it the reproduction will be faulty. Other parts of the instrument may be defective in a more or less degree without very perceptibly affecting the tone qualities, but let the sound box be out of proper adjustment—in ever so slight a degree—and then on certain records and on particular notes, defective rendition will be obtained.

In this connection the Victor Co. says:

"Occasionally we are in receipt of letters from Victor owners complaining that their instruments are unsatisfactory, and further that local dealers are unable to remedy the matter. If the owner is conveniently located to the Victor factory we ask that the instrument be returned to us, and in a large percentage of the cases we find that the sound box has been injured by careless handling, and a mere readjustment of this particular part will make the reproduction perfect. Hence we are taking this means of asking for the return to us of any concert or exhibition sound boxes which are not satisfactory and which cannot be satisfactorily adjusted in local repair shops.

"We know that quite a few repairmen are unable to make satisfactory repairs to the sound box—especially if they are not thoroughly accustomed to repairing this particular part of the talking machine. We ourselves have difficulty in training our workmen to manufacture and repair any new part of our instrument. It takes months of practice to efficiently manufacture, adjust or repair such delicate mechanism; remember, the sound box replaces the vocal chords of the human throat, the reeds of an organ, or the strings of a perfectly tuned violin.

"Our ambition is to make every Victor owner a satisfied owner. Your part is to keep in touch with every Victor owner and if you find that any sound box on the market is faulty and your own resources are not capable of putting things right, please do not hesitate to return the unsatisfactory part to us for expert attention."

FAMOUS RECORD ALBUMS



SHOWING ALBUM CLOSED

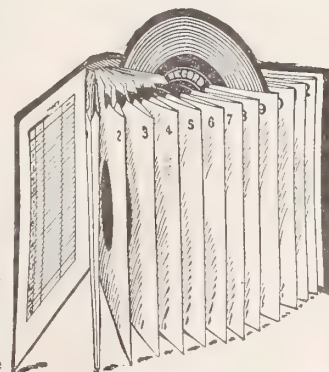
When full of Records the Album will fit in a cabinet or book case.

These Albums are made to match Victor, Edison Columbia, and all other Cabinets.

Containing 17 pockets, made of strong tag Manila paper, for both single and double faced Records.

Each pocket is hinged on both sides with binder's cloth securely joined to a heavy board back, covered with a rich brown cloth; with emblematic gilt stamping on front cover.

THE "NATIONAL" RECORD ALBUMS are made by the most skillful workman. They possess qualities found in no others, and are sold at very low prices



SHOWING ALBUM OPEN
Showing Reference Index

Write for terms and samples if you are not already handling our Superb Albums.

Address; NATIONAL PUBLISHING CO., 241 South American St., Philadelphia, Pa.

THE TRADE IN BOSTON AND NEW ENGLAND

JOHN H. WILSON, MANAGER, 324 WASHINGTON STREET, BOSTON, MASS.

(Special to The Talking Machine World.)

Boston, Mass., Dec. 12, 1912.

Everywhere one finds the holiday business in talking machines all that could be desired. All the jobbers and dealers have all the business they can attend to, and the only complaint one hears is the difficulty that they all are experiencing in getting enough goods to fill the demand. This of course applies more to machines than it does to records, although in the records there are certain popular numbers that it is difficult to furnish in sufficient quantities.

Talking Machines in the Schools.

One of the most interesting propositions before the companies to-day is that of the educational side of the talking machine business and the introduction of machines into schools. Take the Columbia Phonograph Co. for instance. Its latest accomplishment through the efforts of Manager Arthur Erisman has been the sale of a \$200 Grafonola to the city of Boston for use in the Boston Normal School. The sale, of course, was through the school committee, and with a complete set of educational records the students at this large and popular institution of learning will receive a new insight into the best kind of music.

Eastern Talking Machine Co. Exhibit.

The Eastern Talking Machine Co. had an interesting exhibit at the two days' exposition of the Boston Rotary Club, which was held in Horticultural Hall Dec. 6 and 7. To this organization belongs a large number of Boston merchants, and at the expositions only one line of business may be represented at any single show. The Eastern had a choice location in the lecture hall, close to the entrance to the large hall, and during most of the two days Manager E. F. Taft and W. J. Fitzgerald were on hand to explain the details of their machines, of which there were a number of the finest on exhibition. On the request of the management of the exposition a demonstration of the Victor machines was given on the platform, which was one of the highly enjoyable features of the exposition.

New Machines Attract Attention.

Manager Erisman reports that the new \$500 Columbia machines, though only on the market but a few weeks, have attracted considerable atten-

tion, and he has had direct orders for sixteen of them. That's certainly going some! Manager Erisman has just returned from Washington, where he went with his wife to spend Thanksgiving with her family. Mrs. Erisman remained behind to pay her parents a visit.

Victor Outfits in Schools.

W. J. Fitzgerald, who is devoting a large part of his time to the introduction of Victor outfits into the schools, has lately installed machines and complete sets of records in the schools of Beverly, Cambridge, Chelsea and Revere. Mr. Fitzgerald has several large prospects well under way.

Busy Times with Oliver Ditson Co.

Manager Winkelman, of the Victor department of the Oliver Ditson Co. warerooms, has been experiencing a large business, and one may enter this department any time of the day and find all the well appointed demonstration booths filled with eager, expectant customers. A recent caller upon Manager Winkelman was M. H. Andrews, a large Victor dealer at Bangor, Me.

McArthur Co. Has Columbia Line.

The A. McArthur Furniture Co., one of the largest furniture concerns of Boston, has lately taken on a Columbia department, and the fourth floor is devoted to a display of machines, records and appurtenances.

Victor Department at Chickering Hall.

The Victor department of the new Chickering warerooms has proved to be a very popular rendezvous of music lovers ever since it opened a few weeks ago, and Manager Ubert Urquhart has had his hands full in attending to customers; and Warren A. Batchelder, too, his right-hand man, has been equally busy. Several high-priced machines in Circassian walnut lately were sold, one to a well-known music lover of Winchester.

Victor Sale to Former Governor Draper.

W. J. Fitzgerald a few days ago disposed of a large order for Victor goods to former Governor Draper of Massachusetts. Another of Mr. Fitzgerald's large customers is Lucius Tuttle, former president of the Boston & Maine Railroad.

An Interesting Experience.

A Boston Victor dealer recently had an interesting experience which resulted in selling an outfit costing several hundred dollars to a man whom

he had never seen and in whose Maine city there was a Victor dealer, which fact either was accidentally or deliberately overlooked. The man in question wrote to the Boston house, having seen its advertisement in a newspaper. Upon inquiry, the customer was found to be perfectly reliable, and a large consignment of goods was sent him, for which he immediately tendered a large check in payment. A few days later the dealer was surprised to receive another check for \$200, which, it was explained in the accompanying letter, was for records that he was likely to buy in the near future. This is the sort of customer that many houses might well wish they had on their books.

Progress of White Department.

Under new supervision the talking machine department of R. H. White & Co. is making rapid progress as a popular distributor of machines and records. The department is now under the immediate supervision of C. M. O'Brian, who formerly was in the talking machine department of the Shepard-Norwell Co. Several rooms are now devoted to the business, including three compact and cozy demonstration rooms.

A Surprise for Wm. H. Atkins.

A novel use for a disc phonograph, one of the first products of Thos. A. Edison, Inc., was made November 30, when it served as a medium of congratulation from Thomas A. Edison, the inventor, to a man in Boston. The man in question was William H. Atkins, general superintendent of the Edison Electric Illuminating Co. of Boston, who had just completed a service of twenty-five years with the company. That morning when Mr. Atkins arrived he found his office resplendent with flowers, the gifts of the various departments; but the surprise came when a handsome disc phonograph was operated, and the first that Mr. Atkins heard was the hearty good wishes of his fellow employes, coupled with a presentation speech, for the phonograph was the gift of his associates. Another disc was then put on the machine and Mr. Atkins eagerly listened to the voice of Mr. Edison as he said:

"I understand that on December 1 you will complete a cycle of twenty-five years with our company. Permit me to offer you my congratulations on the great success you have achieved. If you continue to round out your jubilee year I hope to be on hand to congratulate you further."

Those of the company with which Mr. Atkins has so long and pleasantly been associated, and who had part in the presentation, got this disc machine direct from the factory, and as these new disc machines are not yet on the market this one created no end of interest.

Departments Amalgamate.

With the amalgamation of the talking machine departments of George Lincoln Parker and the George L. Schirmer Co., which went into effect the first of the month, the former named dealer is better able than ever before to handle his large and rapidly growing business. An additional room has been taken, and Charles Trundy is always "on the job" to attend to the wants of customers.

Two Additional Demonstration Rooms.

H. Rosen, of School street, Boston, has been meeting with such a call for Victor, Columbia and Edison goods lately that he has had to enlarge his quarters, and several partitions just put in will give him two additional demonstration rooms.

Leaves on Extended Road Trip.

H. R. Skelton, the hustling traveling man of the Pardee-Ellenberger Co., Inc., will leave town in a few days for a nine weeks' trip through New England in the interests of the Edison products. In that time Mr. Skelton will visit nearly all of the cities and towns where the Edison goods are sold.

A Pleasing Holiday Souvenir.

The M. Steinert & Sons Co.'s Victor department is putting out a handsome red leather memorandum book as a holiday souvenir, and it naturally is in

In this Holiday rush test the P-E service for Edison Goods. We are exclusively Edison and exclusively wholesale, maintaining the largest and most complete stock. All Edison Blue Amberols; other records, and all types of machines, as well as the Home Kinetoscopes.

Want our suggestion
for business building
in 1913?

The Pardee-Ellenberger Co.
BOSTON and NEW HAVEN

THE TRADE IN BOSTON AND NEW ENGLAND

JOHN H. WILSON, MANAGER, 324 WASHINGTON STREET, BOSTON, MASS.

large demand, as it is both neat and useful. Herbert L. Royer, the manager of the Arch street quarters, reports an unusual scarcity of Victor goods, and, with the business considerably in advance of a year ago, there yet is less material with which to suit customers' demands. Mr. Royer has just had as guests Edgar Evans, of C. Bruns & Son, of New York, and Louis J. Gerson, who is in charge of the Victor department in the great Wanamaker establishment in New York.

Pardee-Ellenberger Co. Expansion.

The Boston quarters of the Pardee-Ellenberger Co. in Batterymarch street have been considerably enlarged and improved, this being absolutely necessary owing to the rapid growth of the Edison business. Manager Silliman now has a private office that any establishment might be proud of. It has two entrances, one from the general executive offices and another from the stock room. The walls are covered in two shades of burlap, and a large picture of Thomas A. Edison adorns one side. The room is comfortably furnished and in one corner stands a handsome disc machine in Circassian walnut, which emits the most exquisite music while Mr. Silliman entertains his visitors. Mr. Silliman says there is a tremendous demand throughout New England for the diamond point reproducer for the cylinder machines and for the Blue Amberol records, and it is difficult to always supply the call for certain of the most popular ones.

Visited Thos. A. Edison Factory.

Manager Silliman, of the Pardee-Ellenberger Co., was over to the Edison factory in New Jersey a few days ago. He was accompanied by Mr. Pardee, and the two gentlemen were entertained by C. H. Wilson, first vice-president of the Edison Co. They found the factory rushed with the manufacture of the new disc phonograph, for which there is everywhere a lively demand, and the general cry is, "When is this wonderful machine to be placed on the market?"

The Pardee-Ellenberger Co. is having a good call also for the two new types of concealed horn cylinder machines, the Amberola types 5 and 6 selling for \$60 and \$80.

Doing a Great Victor Business.

Francis T. White, manager of the Victor department of the Henry F. Miller Co., in Boylston street, reports a surprisingly lively business during November, with the first week of December having started in most encouragingly. Customers at this house are experiencing some difficulty in getting their goods delivered, owing to the tardiness in getting a sufficient number of machines, a complaint that is being heard from many establishments.

Popular Feature at Columbia Warerooms.

Not in a long time has so popular a feature been introduced in a talking machine establishment as the lectures of W. L. Hubbard on "The Opera," which this gentleman is giving at the lecture parlor of the Columbia Phonograph Co. Already Mr. Hubbard has taken up "The Tales of Hoffman" and "Louise," and his next talk, on the afternoon of Tuesday, Dec. 17, will be on "The Jewels of the Madonna." Mr. Hubbard's course consists of the new operas to be given at the Boston Opera House, whose publicity manager he is, and it may incidentally be said that never since the opera house was opened, four years ago, has the work of its publicity bureau been handled in so intelligent and high class a manner as now.

Messrs. Easton and Lyle Expected.

President E. D. Easton and general Manager George W. Lyle, of the Columbia Co., are expected here by Manager Erismann. They probably will remain in town for several days. Another expected visitor is H. A. Yerkes, the company's wholesale manager. Manager Erismann may be depended on to give the visitors a good time while they remain in Boston.

An Enjoyable Evening.

The Eastern Talking Machine Associates held an enjoyable evening on November 29. The members had a whist party, there was piano playing and vocal music, and the night was brought to a close with dancing, which was enjoyed by a large company.

A Caller at Eastern Co.

Vistors who enjoyed the hospitality of the Eastern Talking Machine Co.'s Boston quarters lately have been Walter Van Brunt, the singer, who makes records for the Victor, and "Maurice," whose dancing with Gertrude Hoffman's company a few weeks ago in Boston was one of the hits of the show.

GATELEY AND HIS GARAGE.

There was a man lived in a town,
And he was wond'rous wise;
He built himself a fine garage,
And praised it to the skies.

It was complete in every way,
From attic to the floor;
A janitor and fuel buffet,
And even folding doors.

A crisp November morn appeared,
He says to wife, "Go dress,
While I crank up the touring car,
We'll take a spin, I guess."

He threw the folding doors apart,
And backed the buggy out;
He waited 'till his wife appeared,
With rapture gazed about.

He took a turn towards the door,
But found the distance short;
He backed again to where he was,
And found that he was caught.

For just behind the buggy wheels
Were bushes fair to see;
And if he threw in the reverse,
The buggy'd climb the tree.

So there he was out for a ride,
And a worried look he wore;
So all the afternoon he rode,
'Twixt rose-bush and the door.

BUILDING UP A LARGE BUSINESS.

(Special to The Talking Machine World.)

Springfield, Mass., Dec. 7, 1912.

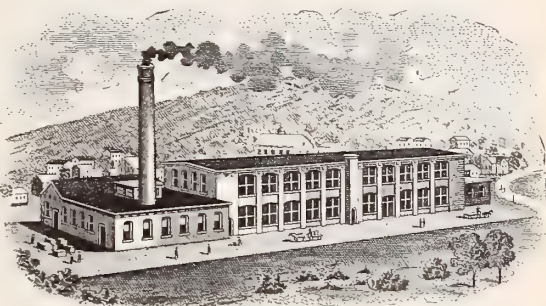
One of the busy talking machine spots in New England is the handsome talking machine department of Forbes & Wallace Co., of this city, which is under the management of Chas. T. Wilber, who was formerly in business in Waterbury. A com-

plete line of both Victor and Columbia machines and records are handled, and the department is conducted along enterprising lines with the result that a very substantial trade has been built up—one that is constantly growing.

DEAN'S FIREPROOF PLANT.

The Splendid Equipment of the Talking Machine Needle Manufacturer of Putnam.

There is much to be considered in the erection of a modern fireproof building of concrete brick, steel and heavy glass, besides the permanence and general convenience of such a structure. The lowering of the fire hazard is the all-important point. The destruction of a factory by fire means



John A. Dean's Plant at Putnam, Conn.

not only the direct loss entailed but the complete stoppage of business and the loss of trade to both the manufacturer and the dealer. The factory of John M. Dean, the prominent manufacturer of talking machine needles, in Putnam, Conn., is essentially fireproof and of the most modern type. Chance of Puritone needle users being held up for shipments through fire damage to the factory is as slight as is possible. That fact alone is worthy of earnest consideration, especially on the part of the trade. It eliminates the chance of business interruption.

If you have occasion to change the location of your business, remember that there is no advantage in springing it on the public as a surprise. Advertise it as long as possible beforehand.

W. H. BAGSHAW

ESTABLISHED 1870

Lowell, Mass., U.S.A.

DESIGNER AND MAKER OF
DUPLEXTONE NEEDLES
THE NEEDLE WITH TWO TONES
LOUD AND SOFT
WRITE FOR ILLUSTRATED BOOKLET

WORLD'S LARGEST MANUFACTURER OF TALKING MACHINE NEEDLES

OF ALL STYLES, SHAPES AND SIZES



No. 106

SALTER'S LINE

of Cabinets are *leaders in quality and style* and exceptionally good sellers.

Save the records by using Salter's Patent *Felt Lined Shelf Cabinets*.

We manufacture Cabinets for all styles of machines.

Send for our latest catalogue today.



No. 772

SALTER MANUFACTURING CO.

337-343 NORTH OAKLEY AVENUE
CHICAGO, ILLINOIS

CONTINUOUS REPORTS OF TRADE PROGRESS.

The Order of the Day in Baltimore's Talking Machine Trade—Gradual Increase Ever Since the Summer and Enormous Holiday Trade Expected—This Condition of Things Prevails Among All the Establishments Throughout the City.

(Special to The Talking Machine World.)

Baltimore, Md., Dec. 5, 1912.

As one of the local talking machine dealers expressed it, we have had such good results the past several months that we have been compelled to make continuous reports of progress and excellent trade that those away from Baltimore may begin to think that we should have at least one dull month to relieve the monotony of these progressive reports. Yet the way business has been going here, it is simply impossible to change the monotony of these reports. Business has been increasing right along since the summer, and instead of their being any signs of a decrease, there has been an enormous increase each successive month, until November has proved to be one of the largest months for sales that the local dealers have ever experienced. That this condition is general and would indicate that the talking machine business is in the midst of its era of prosperity, is shown by the fact that these reports are not made by any one dealer of any one machine, but they are reports made at all the stores. The reports of the excellent records made during November do not even except last December, which was looked upon as one of the standard months of all.

Tommy Gordon, proprietor of the Gordon Talking Machine Co., is making preparations for a handsome window display for the holidays for the Columbia and Victor lines. Mr. Gordon said that November was one of the finest months he has experienced since being in business, and that it far surpassed any month of last year. He has a number of good holiday prospects. Josie Fink, head salesman for the Gordon Co., made a number of

good sales of high priced machines during the month.

Manager Albert Bowden, of the Sanders & Stayman Co., reports good month for Victors and Columbias, both of which are handled by the firm. Operatic records were much in demand.

Another agency has been established by Manager F. A. Denison, of the local branch of the Columbia Phonograph Co., at Oldewertel's, 307 South Broadway. This is a new stand, although the firm handled these machines in a small way in connection with other lines of business at 227 South Broadway.

Manager Denison declares that November was the biggest month with the Columbia Co. yet enjoyed, excepting one, and that was last February. It even surpassed the sales made during last December, and he reports that the indications are that this month all records will be broken. Mr. Denison, who returned from Norfolk, where he closed a big deal, reports the Dictaphone business to be increasing every month.

"We sold three times as many machines during the month of November as we ever did in any one month before," is the way Manager Roberts, of the Baltimore and Washington stores of E. F. Droop & Sons Co. put it. Mr. Roberts said that in August he had enough machines—Victor machines—in stock to satisfy, as he thought, the demands easily up to December 31, but that the demand for machines has been so heavy that he has sold all of these and has had to buy just 988 more, and even with these additional machines, the present supply in stock is lower than it ever has been.

Manager Silverstone, of Cohen & Hughes, reports many substantial sales, and is among the

dealers who declare November to have been a great month for the Victor business.

Hammann & Levin are having a good run on the Victor line, and the Lyric Talking Machine Co., a new comer, reports a month which made Manager Stran feel glad that he got into the band wagon before the Christmas holiday, and while the good things were coming the way of the talking machine dealers.

Wm. Knabe & Co. are doing a big business with the Columbia line, as are the Hub Piano Co. and the Rosenstein Piano Co.

EXHIBIT NEW EDISON DISC LINE

At Land Show Which Closed Recently in New York—Visitors Much Interested in New Edison Disc Phonograph.

A popular exhibit at the Land Show held the latter part of November, in the Seventy-first Armory, New York, was that of Thomas A. Edison, Inc., of Orange, N. J. The company displayed two styles of their new disc phonographs, one of these being Model No. 250, which retails at \$200. Demonstrations were given at all hours of the day, and the exhibition attracted large crowds who heard the splendid disc records played on the handsome Edison disc phonographs. Hearty and sincere enthusiasm was expressed by the many visitors who stopped in to hear the demonstrations, and many questions were asked regarding the merits and features of this new Edison product. Vocal, instrumental and monologue records were on hand for public demonstration, and general approval was manifested by the large crowds who attended the performances.

A New York department store is said to expend \$80,000 a year on its window-decoration. Does that statement convey an important idea to you?

When you see a good advertisement, one that makes you want the goods, no matter where it is or what it advertises, cut it out and save it.

HOW TO CONDUCT AN ADVERTISING CAMPAIGN.

Particularly in the Newspapers, the Subject of an Interesting Address Recently Delivered by C. W. Page, Advertising Manager of the Rudolph Wurlitzer Co., Before the Cincinnati Advertising Club—Treats of the Advertising Question from Various View-points and in a Manner That Instructs and Impresses, Because It Reflects the Utterances of a Practical Man Who Has Won a Large Measure of Success in This Field.

C. W. Page, advertising manager of the Rudolph Wurlitzer Co., Cincinnati, O., delivered a very interesting address before the Cincinnati Advertising Club on "The Newspaper Advertising Campaign—How to Plan and Execute It," which, apart from the fact that Mr. Page is in close touch with talking machine developments in the retail and wholesale fields, is of general interest, because it demonstrates that Mr. Page has made a profound study of the advertising question in all its phases.

After some very pleasing introductory remarks, Mr. Page got down to the meat of his address and said:

I believe I may give you just one thought on this subject, if no more. In all my advertising work I follow a plan that I learned at school. I believe that this plan can be successfully used in the solution of any business problem. I have never seen it stated in any book on advertising, at least not in the shape I have in mind.

The plan is the one that is used in the study of geometry. I remember my old geometry teacher used to say there was no problem in life that could not be worked out most easily by the plan he taught us in the geometry class.

First—You consider what you want to prove or do.

Second—You consider what it depends upon.

Third—You consider what facts you have given towards the proof.

Fourth—Comes the proof or accomplishment, the Quod Erat Demonstrandum.

Marshal your facts under these headings and you can see you have got your advertising proposition on a fairly simple and tangible basis.

Now, when you consider an advertising campaign—we will say for a local store—take a blank sheet of paper and write across the top this heading: "What Does This Store Want to Accomplish?" That is to say, what do we hope to get out of the campaign?

I am trying to give you a plan that can be reduced to writing. This is a hard thing to do. If this business could be reduced to simple written formulas that any two-by-four advertising man could carry out, genius would not command the premium that it does, and the shrinkage in our pay envelopes would make a noise like the sigh of the wind through a forest of pines. I think you will all agree that this would be a misfortune, if not an actual calamity.

Let's fill up the page with a list of things that we hope to do for the business. Do not overlook a single item. Go over these points thoroughly with the old man (no disrespect intended) and set down every single thing.

Pin him down to facts. Make him particularize. Consider the store's standing. Is it what it should be? Is it what the proprietor would like? What do you, as an outsider, and looking at the proposition from the standpoint of the public, think of the possibilities of the business?

Ask a number of your acquaintances what they think of the store. If you ask a hundred people this question and average their replies, you will come very near to knowing how the store stands.

Has your store a quality reputation? Has it been bidden for business on price alone? Supposing it has, what are the chances of infusing a little quality atmosphere, so that the volume of sales can be maintained without the everlasting strain of thinking up a new and different price argument for every advertisement.

You may infer from what I have said that I like a quality store. Certainly—but do not misunderstand me. I have seen stores that sported a false brand of quality. I do not believe in the kind of quality that resolves itself into crusty snobishness and which often takes the form of, "We don't have to advertise."

I never put quality atmosphere ahead of volume of sales. Sales must ever be the most important thing, but I would weld the two together, for when you give a store a quality reputation you make it easier to maintain the volume of business.

There is a point that often comes up in this connection, and it is this: Can a store that has advertised for business pretty much on price alone take a different tack and go after a quality reputation? I believe that it can be done in many cases. I have in mind the case of a large department store in Chicago which is doing this very thing now. This store I don't think could have been called a quality store by any stretch of the imagination several years ago.

They changed advertising managers, I understand, have just completed a very fine new building, and where their full-page and double-page spreads in all the Chicago papers formerly reeked with big price figures and headlines featuring every imaginable type of special sale, they have now taken on a most dignified and decent

tone, and are running a campaign along lines that might be mistaken for Marshall Field's or Wanamaker's.

From all accounts, the entire complexion of the store is completely changed, and if this can be done in the case of this great institution, one of the largest in the country, it ought to be possible with smaller stores, whose status is less positively fixed.

One of the points that may come up in deciding what the advertising campaign should accomplish is whether the store should make a feature of the special agencies it enjoys—that is, the well-known trade-marked goods that it represents—and commit itself to this proposition as a reputation builder, or whether it would be wise to get away from this policy and arrive at a point where the public will look to the store's endorsement of an article rather than to the trade-mark name on that article.

The question of what the advertising campaign is to accomplish should be gone over in conference with the heads of the firm and such other members of the organization as have an interest in the matter.

Department managers should have a say as to what their individual aims are and what is the present status of their branch of the business.

I emphasize the question of reputation because reputation is the backbone of business and no advertisement should be put out without due thought to its effect on the reputation of the house.

Special offerings may pull a hundred buyers in to-day, but in the long run, year in and year out, it is the store's reputation that determines the annual volume of trade.

Therefore, every advertisement we put out should be constructive and cumulative. I like to feel that every advertisement is as a block of granite in a great temple of business that will grow with every year, every season—yes, every day, until we have a structure that men and women will point out to strangers as one of the landmarks of the city.

Mr. Page then proceeded to pass on to the second section of his address, namely, "What Does the Success of the Campaign Depend Upon?" and answered this question by saying, in brief, that success depends upon having a free hand in the writing and placing of the advertising—upon the selection and co-operation of the right papers for the proposition—upon being allowed time enough for a real try-out of your ideas, a year at least, and added: "The best type of advertising campaign will hardly produce large immediate results, for success depends upon a hundred and one specific things that will be suggested by those desired to be accomplished."

He then discussed the essential assets at the start of the campaign, and set down such items as the advertising appropriation; the reputation of the store; the list of well-known merchandise handled; the particular newspapers that are suited to the proposition, and the object in view; some facts about competitive houses; facts about the sales force, its personnel, selling methods, etc., and added:

"This general plan that I am outlining I would reduce to writing and use as the groundwork or foundation for my advertising campaign. I would call this my advertising and merchandising analysis, and I would see that the analysis covered every feature of the business along the lines I have indicated."

Space unfortunately prevents us from quoting in full this part of the address, which is very vital and very interesting, but he makes several important points which briefly put are as follows: "The idea of a store having a certain space in a paper on certain days of the week and throwing into it anything that happens at hand is wrong.

"There is one thing about the advertisement itself that I want to emphasize particularly, and that is that it should be honest all the way through. It must be honest if it is to succeed.

"The man who lies in his advertising to-day is very foolish, for a false advertising statement never fails to react and thus minimizes the chances of success.

"I cannot conceive of any stores succeeding to-day on any basis except that of putting out honest advertising and treating every customer

so well that the customer will direct his efforts to that store.

"Many writers seem to study deeply over excuses for prices that are meant to appear low. I don't think the public pays one-hundredth as much attention to excuses as to the price itself. Establish a reputation for your store for honesty and fair dealing, and you do not need excuses for low prices."

Mr. Page then gave a practical illustration of the different features of the advertising campaign as used in his own work, and which he has found most successful. He spoke of the advertising appropriation, how it is figured on the basis of percentage of net sales; how every department of the business is allowed its appropriation on the same plan as the business as a whole, and how the percentage of advertising cost is determined in each department individually, and has to make its own showing. He then took up how the expenditures should run by months, the special line of advertising to be conducted, and the details showing the expenditures and the results in the way of sales.

He is of the opinion that the ideas of department managers should always be considered by the advertising man, and that the heads of the house should see proofs of the advertising. He descanted on the value of the scrap book for keeping track of newspaper ads, and also makes it a point to study the circulation, gains and losses, of the different papers. In closing he said:

"I do not think that there is any magic in advertising. It is just plain, every-day horse sense, that goes plugging along, falling down every now and then, but learning a little each time from the experience of your own errors, trying not to make the same mistakes over again, trying hard to improve and to cut down on the advertising bills wherever it can be done, guarding the old man's money bags with jealous care, the same as if they were your own, and never letting go of a full-grown golden eagle unless you see a fair chance of getting a flock of husky young eagles in return, or at least a setting of eggs."

SHOULD INFORM POST OFFICE.

Merchants Who Intend to Use the Parcels Post, Which Goes Into Force January 1, Should Inform the Postmaster-General as to What Extent It Will Be Used So That He May Be Able to Supply Adequate Machinery.

(Special to The Talking Machine World.)

Washington, D. C., Dec. 9, 1912.

Business men alert to the importance and value of the parcels post and who intend to take advantage of it must let the Post Office Department know about it, provided they want adequate machinery ready to take care of the parcels when the system goes into operation next January. Frank H. Hitchcock, Postmaster-General, intends to conduct the system on a strictly business basis. He has written letters to every postmaster in the United States asking him to interview merchants and report at once to what extent the new service is to be used.

Mr. Hitchcock believes that when he gets this information he will be able to establish a nationwide service of large proportions, with the least possible friction and expense. He hopes to be able to give efficient service from the start, instead of working up gradually to that point.

Under the direction of Joseph E. Ralph, director of the Bureau of Engraving and Printing, a series of stamps for the parcels post have been printed and are being distributed to the 60,000 post offices.

WHAT THE "FOLLOW-UP" DOES.

Following-up inquiries and prospects on mailing lists does the following:

"Cashes in" on the manufacturer's advertising.

Brings new trade to the store.

Increases sales in all departments of the store.

Increases profits.

Increases prestige of the store—as a wide-awake modern merchant.

You will get personally acquainted with many good prospective customers, who if handled in a businesslike way, may be permanent customers.

AN ARMY OF COLUMBIA BUSINESS BOOSTER'S.

Counterfeit Presentments of Some of the Men Who are Helping to Expand the Wholesale Business of the Columbia Phonograph Co., Gen'l



THE MEN WHO MAKE COLUMBIA PROSPERITY.

An Impressive Showing of Columbia Wholesale Hustlers to Be Found in Group of Portraits Which Appear on the Opposite Page.

Some idea of the extent and growth of the business of the Columbia Phonograph Co. may be gleaned from the photographs on the opposite page showing a partial number of the wholesale force of the company. With the exception of General Manager Lyle, Assistant General Manager Willson and Advertising Manager Metzger, every man on the page represents a member of the staff who is actively connected with and directly responsible for the procuring of Columbia wholesale business.

This efficient staff of wholesale representatives has done wonderful work in the past few years, and their unceasing labors have aided immensely in the development of the record-breaking wholesale business the Columbia Phonograph Co. has closed this year. The past season has exceeded all expectations of the officers and staff of the company, and there is every prospect of this encouraging condition continuing.

The development of the wholesale end of the talking machine business is undoubtedly one of the most important, if not the most important, departments of the Columbia Co.'s enterprise, and the steady advance of this concern can be traced to the energetic and arduous work of the efficient members of the wholesale staff.

By referring to the numbers appearing on the photograph on the opposite page and comparing with those which appear herewith, the identity of each member of the Columbia wholesale staff will be at once revealed.

In addition to the partial number of wholesale representatives shown in this photograph, several photographs were received too late for publication, from J. C. Wheeler, manager of the Columbia Phonograph Co., General, Minneapolis, Minn.; W. J. Magowan, manager of Columbia Phonograph Co., General, Springfield, Mass., and A. Glenn, manager Columbia Phonograph Co., General, Portland, Ore.

No.

1. George W. Lyle, general manager.
2. H. A. Yerkes, manager wholesale department, and District Manager, New England States.
3. George P. Metzger, advertising manager.
4. H. L. Willson, assistant general manager.
5. Walter S. Gray, manager San Francisco Store and

No.

- district manager Pacific Coast.
6. W. C. Fuhri, district manager Middle West States.
7. Clifford R. Ely, special traveling representative.
8. R. F. Bolton, manager, Columbia Phonograph Co., General New York, 89 Chambers St.
9. Louis C. Zeigler, traveling out of New York.
10. Ormal T. Graffen, traveling out of New York.
11. C. M. Dally, traveling out of New York.
12. John Le Roy Williams, traveling out of New York.
13. Chas. M. Baer, manager, Columbia Phonograph Co., General, 101 N. Wabash Ave., Chicago, Ill.
14. Edward Blimke, traveling out of Chicago.
15. E. O. Zerkle, traveling out of Chicago.
16. W. A. Everly, traveling out of Chicago.
17. F. G. Cook, traveling out of Chicago.
18. A. C. Erisman, manager, Columbia Phonograph Co., General, 174 Tremont St., Boston, Mass.
19. J. F. Luscomb, traveling out of Boston.
20. F. E. Flightner, traveling out of Boston.
21. S. H. Brown, traveling out of Boston.
22. E. A. McMurtry, manager, Columbia Phonograph Co., General, 1112 Grand Ave., Kansas City, Mo.
23. E. C. Shiddell, assistant manager, Columbia Phonograph Co., General, Kansas City, Mo.
24. John Ditzell, traveling out of Kansas City.
25. Harry M. Wright, traveling out of Kansas City.
26. Ralph Peer, traveling out of Kansas City.
27. Westervelt Terhune, manager, Columbia Phonograph Co., General, 84 N. Broad St., Atlanta, Ga.
28. W. O. Cooper, traveling out of Atlanta.
29. W. M. Edwards, traveling out of Atlanta.
30. W. L. Eckhardt, manager, Pennsylvania Talking Machine Co., 1109 Chestnut St., Philadelphia, Pa.
31. Albert J. Heath, traveling out of Philadelphia.
32. George M. Standke, manager, Columbia Phonograph Co., General, 136 S. Main St., Memphis, Tenn.
33. Curtis H. Foley, traveling out of Memphis.
34. Hayward Cleveland, manager, Columbia Phonograph Co., General, 35-37 West 23d St., New York.
35. D. H. Delzell, manager, Columbia Stores Co., 505 16th St., Denver, Colo.
36. A. T. Meyer, traveling out of Denver.
37. R. R. Robinson, traveling out of Denver.
38. Louis L. Murphy, traveling out of Denver.
39. S. H. Nichols, manager, Columbia Phonograph Co., General, 101 6th St., Pittsburgh, Pa.
40. J. P. J. Kelly, traveling out of Pittsburgh.
41. J. D. Montgomery, traveling out of Pittsburgh.
42. R. J. Whalen, manager, Columbia Phonograph Co., General, 117 W. 4th Ave., Cincinnati.
43. George Mueller, traveling out of Cincinnati.
44. L. C. Penn, traveling out of Cincinnati.
45. Kenneth M. Johns, manager, Columbia Phonograph Co., General, 114 Broadway, Detroit.
46. S. E. Lind, traveling out of Detroit.
47. E. A. Gerardin, traveling out of Detroit.
48. Thomas G. Devine, manager, Columbia Phonograph Co., General, 27 N. Pennsylvania St., Indianapolis.

No.

49. P. G. Herdman, traveling out of Indianapolis.
50. Wm. S. Parks, manager, Columbia Phonograph Co., General, 1818 Third Ave., Birmingham, Ala.
51. E. J. Silleman, traveling out of Birmingham.
52. L. C. Mountcastle, traveling out of Birmingham.
53. F. A. Denison, manager, Columbia Phonograph Co., General, 204 W. Lexington St., Baltimore.
54. G. A. Eldridge, traveling out of Baltimore.
55. Robert R. Souders, manager, Columbia Phonograph Co., General, 1403 Main St., Dallas.
56. E. W. Graham, traveling out of Dallas.
57. Geo. R. Madison, manager, Columbia Phonograph Co., General, 913 Euclid Ave., Cleveland, Ohio.
58. H. M. Blakeborough, manager, Columbia Phonograph Co., General, 26 Church St., New Haven.
59. Herbert M. Young, traveling out of New Haven.
60. E. B. Walthall, manager, Columbia Phonograph Co., General, 425 Fourth Ave., Louisville.
61. Leo J. Reid, traveling out of Louisville.
62. E. C. Emens, manager, Columbia Phonograph Co., General, 622 Main St., Buffalo.
63. O. J. Junge, manager, Columbia Phonograph Co., General, 119 Westminster St., Providence, R. I.
64. L. D. Heater, traveling out of Portland, Ore.
65. J. J. Grimsey, manager, Columbia Phonograph Co., General, 1311 First Ave., Seattle, Wash.
66. G. T. Donnelly, manager, Columbia Phonograph Co., General, 550 Congress St., Portland, Me.
67. J. F. Halfpenny, traveling out of Portland, Me.
68. L. A. Moeller, manager, Columbia Phonograph Co., General, 23 N. 6th St., Terre Haute.
69. J. W. Goldy, manager, Columbia Phonograph Co., General, 610 Market St., Wilmington, Del.
70. H. C. Grove, manager, Columbia Phonograph Co., General, 1210 G St. S.W., Washington, D. C.
71. Clifford A. Malliet, manager, Columbia Phonograph Co., General, 29 Superior St., Toledo.
72. A. W. White, manager, Columbia Phonograph Co., General, 20 E. 17th St., St. Paul, Minn.
73. D. S. Ramsdell, manager, Columbia Phonograph Co., General, 1108 Olive St., St. Louis, Mo.
74. J. M. Ryan, traveling out of St. Louis.
75. Willis S. Storms, manager, Columbia Phonograph Co., General, 818 Sprague Ave., Spokane, Wash.
76. W. L. Sprague, manager, Columbia Phonograph Co., General, 38 South Ave., Rochester, N. Y.
77. R. B. Cope, manager, Columbia Phonograph Co., General, 1311 Farnam St., Omaha, Neb.
78. W. Allen Kenny, traveling out of Omaha.
79. R. E. Demarest, manager, Columbia Phonograph Co., General, 19 Main St., Hartford, Conn.
80. A. G. Farquharson, manager, McKinnin Bldg., Toronto, Canada.
81. Otis C. Dorian, assistant Canadian manager.
82. W. F. Stidham, manager, Columbia Phonograph Co., General, 422 S. Broadway, Los Angeles, Cal.
83. S. Saltamachia, traveling out of Los Angeles.
84. W. F. Standke, manager, Columbia Phonograph Co., General, 933 Canal St., New Orleans.
85. Hyatt Lemoine, traveling out of New Orleans.
86. L. L. Eby, manager, Daynes Beebe Music Co., Salt Lake City, Utah.
87. H. L. Hill, manager, wholesale Department, Kirk-Geary Co., Sacramento, Cal.
88. F. Anglemier, traveling out of San Francisco.
89. C. J. Moore, traveling out of San Francisco.

BLACKMAN'S ATTRACTIVE WINDOW.

The Blackman Talking Machine Co., 97 Chambers street, New York, has just installed a novel window display, which is attracting considerable favorable attention because of its unusual features. The display referred to shows a miniature stage with a full military band seated on the platform. In the rear of the stage is constructed a revolving display of the portraits of six world-famous band masters whose organizations have produced selections for the Victor Talking Machine Co. These portraits are reproduced in colors and show the band masters in official uniforms they use when leading their bands. Below the display is the following inscription: "A Victrola in the home this Christmas means all the world's greatest bands at your command every day in the year." This attractive addition to the Blackman show window attracts the attention of many passers-by, and it is undoubtedly of considerable advertising value. Victor band records are noted for their clear, deep tone, and when reproduced on one of the latest types of Victrolas charm their listeners with their remarkable tonal qualities.

Professor Frederic E. Goodwin, head of the educational department of the Columbia Phonograph Co., General, gave a forceful and well-presented talk last Monday at the annual convention of the public schools teachers of the city of Pittsfield, Mass. The subject of Mr. Goodwin's speech was "The Application of the Grafonola to the Course of Study." A Columbia machine was used to illustrate the points brought out by Mr. Goodwin, and

the speech was enthusiastically applauded by the large gathering of teachers who were present. In addition to the school teachers, there were also in attendance a number of representatives from music clubs in the adjoining towns and several well-known musicians.

CELEBRATES GOLDEN JUBILEE.

M. W. Waite & Co., Ltd., Piano, Talking Machine and Music Dealers in Vancouver, B. C., Established in 1862—Its Advance.

(Special to The Talking Machine World.)

Vancouver, B. C., Dec. 9, 1912.

The well-known house of M. W. Waite & Co., Ltd., 558 Granville street, this city, whose reputation extends throughout the Pacific Northwest, is celebrating this week the golden jubilee of the establishment of this business, which was founded in Victoria in 1862, the year in which that city was incorporated.

Progress made by Waite & Co. has kept pace with, and in fact has gone somewhat ahead, of the growth of Victoria, until to-day the store is recognized as one of the musical centers of the city. Several prominent pianos are handled as well as Victor and Edison talking machines.

FOR SALE.

Retail Victor and Edison contracts and stocks, with modern fixtures; \$10,000.00 investment; city of nearly 100,000; competition comparatively small. Write for particulars: Address "Box 300," care Talking Machine World, 373 Fourth Ave., New York City.

A REGINA CO. ANNOUNCEMENT.

The Regina Co., 47 West 34th street, New York, announces a new model of pneumatic sweeper, model "F," which retails for \$10.50. It is 18 inches long, 8 inches wide and 7½ inches high, not including the handle. It weighs only 12½ pounds and is fully guaranteed. The model "F" is strictly a one-person machine, as easy to handle as an ordinary carpet sweeper, but vastly more modern and efficient. L. T. Gibson, secretary, tells The World man that the demand for model "F" is far in excess of deliveries and is a most rapid seller with the trade.

Don't say, "Here's something just as good." That phrase does not sound right to a lot of people.

Business Opportunity

A Retail Talking Machine Shop, holding a Victor contract, fully equipped, doing \$20,000.00 a year, FOR SALE. Possibilities unlimited; located in a central Western city. This is a fine opportunity for a live Talking Machine dealer. The present owners have other interests which demand their close attention. This opportunity is unusual, and if you are at all interested it will pay you to investigate at once. All stock, furniture and fixtures are up to date and in first-class condition; long lease, and location ideal. For full information address "Business Opportunity," 373 Fourth Ave., care Talking Machine World.

LYON & HEALY'S
FIBRE NEEDLE CUTTER



FINEST TOOL STEEL

THE BEST THING
OF THE KIND

Send orders for this to LYON & HEALY, Chicago

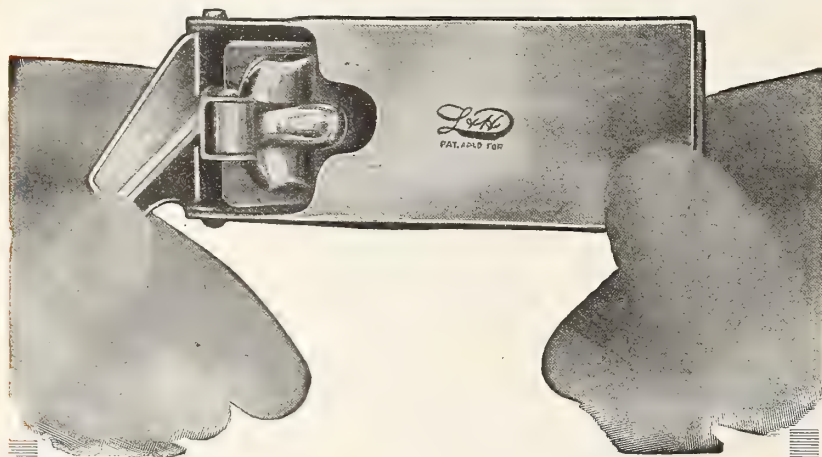
Fibre Needles

THERE is among thousands of the Victor owners a large discriminating class who, after a few trials, will use Victor Fibre Needles exclusively for playing their records, and we feel sure that as music lovers become more familiar with Fibre Needles their use will become more general.

While the volume of sound of Victor Records when played with the Fibre Needle is subdued as compared with that produced with a steel needle, it should be thoroughly understood that the tone quality is thought by many to be more beautiful.

Victor records may be played with Fibre Needles any number of times without the slightest deterioration. We have heard Victor records that have been played with Victor Fibre Needles from 7,000 to 12,000 times and their every note was just as brilliant as when records were new.

Liberal discount to trade. LYON & HEALY, Chicago

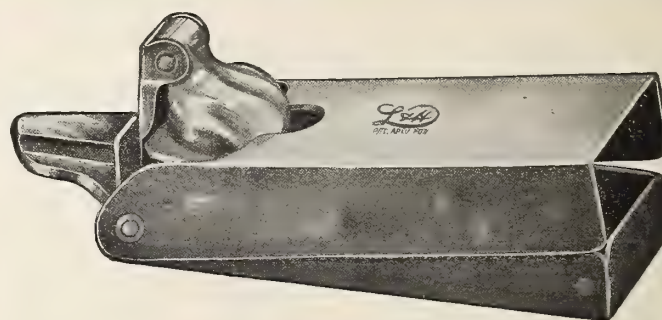


Guide Which Saves All Waste

The cutter has a self-acting stop which prevents cutting away more than enough; thus a pin can be played twelve or fifteen times before becoming too short. Also a receptacle for retaining the needle clippings. We give our absolute guarantee with every cutter sold.

Retail
Price \$1.50

Dealers:—Your trade would like this. LYON & HEALY, Chicago.



Correct Leverage for a Perfect Cut

The L. & H. Needle-Cutter or Fibre Re-pointner we now offer to the user of Fibre Needles is the result of four years' exhaustive experiments, and we can safely assert NONE BETTER CAN BE MADE.

The lover of GOOD music will find this cutter invaluable. The upper blade being pivoted above and back of cutting edge, insures perfect contact with lower blade. Both of these blades are made from finest tool steel and properly tempered, and with ordinary usage will last for years without sharpening or renewal.

Dealers:—You ought to push this. LYON & HEALY, Chicago.

FROM OUR CHICAGO HEADQUARTERS

ROOM 806, NO. 37 SOUTH WABASH AVENUE, E. P. VAN HARLINGEN, MANAGER.

(Special to The Talking Machine World.)

Chicago, Ill., Dec. 9, 1912.

The same conditions exist in the trade as last month, only in increased degree. The demand from the dealers for machines is something terrific, and in view of the shortage has driven the jobbers almost to distraction. The market has been crowded with dealers trying their best to get positive assurances from the jobbers as to what they might expect, but very little satisfaction could be given. None of the jobbers have been able to do anything more than simply pro rate the limited shipments received to the best of their ability, and there has been every effort made to be perfectly just with everyone. In numerous instances dealers have offered cash in advance for goods, but without getting any preference on that account.

The shortage, while greatest on Victor goods, is felt in all lines to a great degree.

The local retail trade is in much the same condition. Everyone has orders on hand for machines that they cannot fill, and are kept busy making explanations and are doing everything in their power to keep the trade satisfied. In many instances customers have become so convinced of the real situation that they have been content to take old types of machines and, of course, get good value when they do. The record sales during November, both local retail and wholesale, were way ahead of last year, showing the healthy condition of the trade conclusively.

Wholesale collections are reported unusually good. It is generally believed that if it were not for the extreme shortage that this fall would be made the biggest showing in the history of the trade. As it is, in spite of all the drawbacks, it is going to make a fine record and incidentally stocks the first of the year should be in the very cleanest shape they have ever been.

Æolian Discontinues Chicago Branch.

The Æolian Co. will discontinue its Chicago branch at 410 Michigan avenue January 1, the agency for the entire Æolian line of pianos and player-pianos having been given to Lyon & Healy, who had it for many years prior to the opening of the Æolian branch here in April of 1910. This reduces the number of talking machine departments in the loop by one, as the Æolian Co. has maintained an exclusive Victor department on the mezzanine floor since its opening here, catering very largely to the high priced Victrola and Red Seal record trade. O. C. Searles, the manager of the department, has not yet made his plans for the

future, but has several propositions under consideration.

Edward D. Easton a Visitor.

President E. D. Easton, of the Columbia Phonograph Co., General, visited the local office last month on a trip which included Pittsburgh, Chicago, St. Louis, Birmingham, New Orleans, Atlanta and Washington. He was accompanied by his youngest daughter, Miss Helen. At New Orleans he was joined by District Manager W. C. Fuhri, who after a day spent in consultation, left for Houston and San Antonio. He was accompanied by Mrs. Fuhri. Mr. Fuhri was greatly pleased with the conditions in the South, particularly in Texas. November with the Dallas house, was next to the best month in its history.

McCormack Unburdens Himself.

John McCormack, who is now appearing with the Chicago Opera Company, was a recent visitor at Wurlitzer's and unburdened himself freely on various matters concerning both the artistic and commercial sides of his calling. He declared that "I Hear You Calling Me" is the heaviest seller among his records, while "Silver Threads Among the Gold" runs a close second. The fact that his more popular records sell better than McCormack's operatic records is not altogether relished by the celebrated Irish tenor, although the fact certainly does not reflect on his superb rendition of the big Italian arias. He was particularly anxious to get suggestions for songs to use at his next seance at the Victor laboratories.

Keene Cameron rather enjoyed putting one over on McCormack. He played the record of "Abide With Me," by Clara Butt, the English contralto, and asked McCormack to place the voice. "Lyric tenor, undoubtedly," was the singer's reply.

Manager Disappears.

P. A. Tyson, former manager of the Talking Machine & Music Parlors, 1010 Wilson avenue, has been missing since November 21. Tyson, who claimed to have been connected with the trade in various capacities, came to Chicago from California a few months ago and started a handsome store on Wilson avenue. He was practically without capital and afterwards got backing from C. F. Yegge and C. F. Wiedemann, of the Chicago Mill & Lumber Co. A company was incorporated with a capital stock of \$10,000 and Tyson installed as manager. His accounts are being audited. The business will be continued. The company handles both Columbia and Victor goods.

Geissler's Eastern Trip.

Arthur D. Geissler, general manager of the Talking Machine Co., was called home suddenly from the East last week on account of the illness of Allen, aged 5½ years, the eldest of his three boys, who was suddenly seized with an attack of appendicitis. Mr. Geissler left on the Twentieth Century Thursday, but before he could arrive it was necessary to take the little fellow to St. Luke's Hospital and operate upon him. It was successful and when Mr. Geissler arrived Friday morning he found the little chap getting along nicely and there is no question of his recovery.

While in the East Mr. Geissler visited the Victor factory. "They are simply in more desperate straits than the jobbers," he said, "and in spite of their great increase in capacity are simply unable to meet anywhere the demand for the new types." While East Mr. Geissler wired around and picked up a number of old types, mainly VI's and XIV's, which they have found to be good emergency sellers for the dealers under existing conditions.

The Talking Machine Co.'s advertisement in this issue of The World contains a vital suggestion in regard to records which should be read with immediate interest.

Business with the houses during November was considerably ahead of the corresponding month of last year. Some unusually large record sales are reported.

Again Heads Trip.

The Chicago office of the Columbia Co. again topped the list of Chicago branches for the month of November, and Manager C. F. Baer received a congratulatory telegram from George W. Lyle as a result.

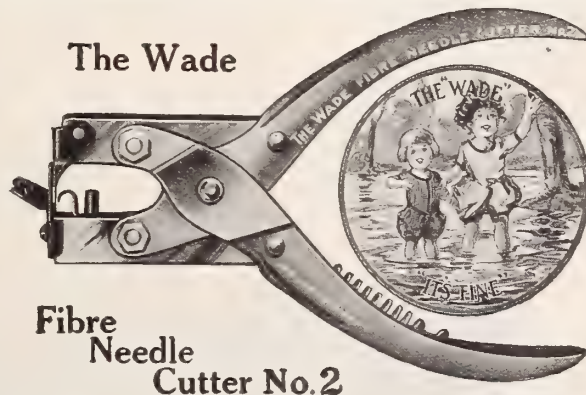
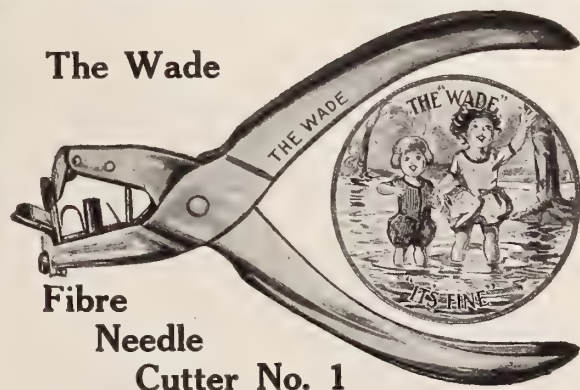
Notwithstanding some shortage on certain types of machines, business is away ahead of November of last year.

The Columbia Co. has exclusive contracts with a number of the artists appearing with the Chicago Opera Company and each week a card is displayed in the window giving the names of the Columbia artists appearing during the week.

Visitors and Personals.

Among the visiting dealers the past week or ten days were: Mr. McLogan, of McLogan & Pierce, Calumet, Mich.; E. L. Burr, of E. L. and A. M. Burr, Rockford, Ill.; Will A. Young, Fort Wayne, Ind.; Mr. Caldwell, of the Caldwell, Kirby Co., Redlands, Cal.; R. L. Berry, Springfield, Ill.; W. L. Hamill, formerly of the Finzer, Hammill Co.,

(Continued on page 24.)



The WADE FIBRE NEEDLE CUTTERS, No. 1 and No. 2, trim the needle at the proper angle, and the needle can be repointed from ten to twelve times, thus giving more tunes per needle than any other cutter made. This cutter is provided with a self-acting stop, which prevents cutting away more than enough to make a new point.

The WADE CUTTERS have an upper and lower blade, the upper blade being loosely pivoted and pressed against the lower blade by means of a spring, making a perfect contact. These blades are made from the best Swedish Tool Steel, and are scientifically hardened by electricity, giving the most lasting and finest cutting edge that it is possible to produce, and seldom ever needs sharpening.

The construction of the WADE No. 2 affords the most powerful cut of any tool ever made, and the blades work parallel to each other, therefore it requires practically no exertion whatever to trim the needle.

We fully guarantee this cutter in every respect, and if the blade of this cutter ever gets dull we will give you a new blade upon return of the old one.

LIST PRICES—No. 1, \$1.50; No. 2, \$2.00

Order from your regular Distributor—we sell to Jobbers only

WADE & WADE,

1227 East 46th Street
CHICAGO, ILL.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 23).

Louisville, Ky., but now manager of the new talking machine department of the Knause-Gill Piano Co., of that city; R. L. Berry, Springfield, Ill.

Celia A. Benedict, of the Benedict & Boyce Music House, of Galesburg, Ill., and a notable member of the feminine contingent of the talking machine trade, was in the city last week trying, like many others, to hurry up deliveries in time for the holiday trade.

Mr. Roose, formerly of the Columbia's Chicago office, but now general traveling auditor for the company, is here for the holidays and incidentally will help out at the Chicago office during the Christmas rush.

Used Dictaphones.

R. F. Taylor, a well-known court reporter of Detroit, had charge of the reporting of the hearing in Chicago of the testimony in the case of the Government against the International Harvester Co. and used Columbia dictaphones. He was very enthusiastic regarding the saving in time effected in getting out the work.

Goes with Wurlitzer.

F. A. Harnden, for some years with the Talking Machine Co., is now with the Rudolph Wurlitzer Co. as aid de camp to Assistant Manager F. A. Siemon.

Gives Unique Recital.

The Putney Bros. Co. recently opened a Victor department in its large department store at Waukesha, Wis., and arranged with the Rudolph Wurlitzer Co., who sold them the opening stock to give a Victrola recital in the largest local moving picture theater in connection with the regular performance. W. H. Petrie, with Wurlitzers, gave the recital, which was widely advertised and was a distinct success. Red Seal records were principally used.

Rothschild Adds Columbia.

The Rothschild department store on State street has added a complete stock of Columbia goods in its handsomely equipped new department. It also handles Victor goods on a large scale, as it has done for many years, barring the months when the talker department was discontinued during the erection of the new building.

Good Edison Dictating Business.

E. C. Barnes & Bros., Chicago, representatives for the Edison dictating machines, are having an exceptionally large business on their line and have made a number of notable installations of late. They expect to move shortly after the first of the year from their present location in the First National Bank building to larger quarters on Wabash avenue.

Has Success on Coast.

L. V. B. Ridgeway, who formerly traveled Illinois for Lyon & Healy, but who was promoted a year ago to Pacific Coast territory and who has met with excellent success there, both on talking machines and small goods, is back in Chicago for the holidays.

Gets New Building.

E. H. Jackson, of the Talking Machine Shop, Rockford, Ill., was a Chicago visitor last week. Mr. Jackson and his brother, who is in the jewelry

business, are erecting a building of their own which they will occupy jointly.

Made Cutter Sales.

The past six weeks have witnessed an exceptionally large demand for the Wade fibre needle cutter, made by Wade & Wade, 1227 East 46th street, Chicago. This excellent cutter is now made in two different models, which are described in their advertisement elsewhere in this issue. The Wade cutter is now handled by practically all Victor distributors, a number of additional accounts having been recently opened.

Loses Home by Fire.

Joseph N. Vasey, manager of the retail machine sales department at Lyon & Healy's, had the misfortune to lose his beautiful home at the suburb of Brookfield by fire early Friday morning. The village has only a volunteer fire department, and before it arrived the house was beyond all hope of saving. It was one of the finest homes in the suburb and was built by Mr. Vasey several years ago, and cost in the neighborhood of \$10,000.

Will Have Big Department.

The Wieboldt Department Store on Milwaukee avenue, and the largest outside the loop, is preparing to greatly enlarge its talking machine department. It has long handled both Victor and Columbia goods in a comparatively small way, but after the first of the year about 1,600 feet of space will be utilized on the third floor. Handsome demonstration booths will be built and the business conducted along aggressive lines. E. B. Blimke, the Columbia's efficient city salesman, has just taken from the Wieboldt house the largest retail order it has ever booked outside the "loop."

Takes Position on Coast.

A. D. Herriman, who has occupied important positions with the Columbia Phonograph Co., General, in Chicago and elsewhere and who was manager of the Milwaukee branch up to the time of its discontinuance, left a week ago for Portland, Ore., to join the forces of the Eilers Music House. A host of friends here wish him success in his new field.

Ruffo's Chicago Success.

The new Victor records of Titta Ruffo, the great Italian baritone, have had a remarkable sale in Chicago, especially since the tremendous success he has achieved with the Chicago Opera Company at the Auditorium. The critics have vied with each other in eulogizing his lyric and dramatic talents.

Ruffo was a visitor at Lyon & Healy's last week and was shown over the department by Manager Wiswell and Mr. Blackman, of the record department. He talked fluently, but through an interpreter. A Victrola was sent to his apartments and he selected his records, which consisted entirely of those of Caruso, Tetrassini and, of course, his own.

Opera Boasts Record Sales.

M. M. Blackman, of the record department of Lyon & Healy, says that the fact that the presentation of grand opera here does positively influence the sale of operatic records is shown by the fact that there have been inquiries during the season so far for records of number of new operas which

have been presented when, in fact, no such records exist. For instance, any number of inquiries have been made for records of the two notable intermezzos in the Jewels of the Madonna, and they would unquestionably prove heavy sellers.

Adds to Record Service.

For the holidays Lyon & Healy have added two personal service desks to the two placed in commission some time since. They are especially for the benefit of new machine buyers, who can seat themselves comfortably at these desks and at their leisure make a selection of records with the help of a young woman who knows the catalog thoroughly and can soon determine the customers' musical inclinations and advise him accordingly.

Salter Cabinet Sales.

The demand for Salter horizontal, felt-lined shelf disc record cabinets has been so great this fall that the makers, the Salter Manufacturing Co., are sold up entirely for the balance of the year. It is now booking orders for January and February delivery and urge upon its friends the advisability of placing their requirements early, so as to insure prompt shipment.

"The Repeatostop."

The Smith Repeatostop Co., 713 Hartford building, Chicago, is meeting with success in the introduction of the Smith repeatostop for disc machines.

Its name is admirably descriptive. It is a combination of an efficient stop and an unique repeating device. It can be set for repeating the record once, twice, three or indefinitely as desired.

The company urges a thorough trial of the device in order to demonstrate its efficiency.

The period immediately succeeding the holidays is a particularly good one for the sale of devices of this nature, as there are then many new owners of machines who are greatly interested in anything calculated to increase the value of its talker.

Starck Enlarges Department.

The P. A. Starck Piano Co. last week added the Columbia line to its talking machine department and will now carry both Victor and Columbia. The talker salesrooms in the basement will be enlarged and additional demonstration rooms built.

Wonderful Record Sales.

L. C. Wiswell returned a fortnight ago from an Eastern trip which convinced him that every effort was being made by the Victor factories to supply goods and at the same time the hopelessness of being able to more than meet a modicum of the demand before the holidays. Wholesale record business is great, the best in the history of the house. The Lyon & Healy fibre needle cutter is having a really phenomenal demand, and is one of the biggest selling specialties the company has ever placed on the market.

Urge Pushing of Lower Priced Machines.

At the Rudolph Wurlitzer Co. the same condition was found as elsewhere. An enormous record business and an unprecedented machine demand in the face of an unusual shortage. Dealers are being urged, in view of the shortage of the higher priced models, to push the sale of the lower priced

(Continued on page 26.)



THE SMITH REPEATOSTOP is an efficient "stop" with the added feature of repeating the record once, twice or three times as desired.

It can be instantly changed from a mere "stop" to a "repeat and stop" or a continuous "repeater" at will, and is operated with the greatest simplicity.

Place one in operation in your window and you will have a novel feature of display advertising that will add interest to your store.

Retail Price \$7.50 Liberal Discounts to the Trade
GIVE IT A TRIAL—IT'S WORTH YOUR WHILE

SMITH REPEATOSTOP CO., 713 HARTFORD BUILDING
CHICAGO, U. S. A.

For Your Consideration !!

We can't fill all our Machine Orders, and those Machines we are getting are being apportioned out amongst our regular Dealers, BUT—Mr. New Dealer—You may be suffering for Records. Our Stock is Complete, and is the Largest Stock in the United States. Here is the Cream of our "500 Best Selling List," which is the cream of the Victor Catalog. These records have sold well with you, and will sell now.

The 100 Best Selling Records in the Victor Catalog

Check off your order: V

- | | | |
|--|--|--|
| — 4560 Nigger Loves His Possum..... | — 16995 Schubert's Serenade—Violin, Flute, | — 64120 I Hear You Calling Me..... |
| — 5116 Bake Dat Chicken Pie..... | — 16996 O Come, All Ye Faithful (Adeste | — 64138 Annie Laurie..... |
| — 5612 "No News," or What Killed the | — 17034 Moonlight Bay..... | — 64181 Mother Machree..... |
| — 16008 Beautiful Isle of Somewhere..... | — 17136 Good-bye Everybody (Modern Eve) | — 64197 Traumerei—Violin (piano acc.)... |
| — 16029 Narcissus..... | — 17141 Waiting for the Robert E. Lee..... | — 64260 Silver Threads Among the Gold... |
| — 16053 Adeste Fidelis..... | — 17152 On a Beautiful Night with a Beau- | — 70002 I Love a Lassie..... |
| — 16065 La Goldondrina—Spanish Air..... | — 17171 Everybody Two-Sep..... | — 70006 She Is My Daisy..... |
| — 16092 La Paloma (The Dove)..... | — 31342 Silver Threads Among the Gold..... | — 70016 Come Along, My Mandy..... |
| — 16160 My Old Kentucky Home and Home, | — 31354 Poet and Peasant Overture..... | — 70036 Lucia—Sextette..... |
| — 16385 Chimes of Normandy Selection..... | — 31486 Woodland Songsters..... | — 70037 Inflammatus from Stabat Mater.... |
| — 16386 Officer of the Day March..... | — 31618 In a Clock Store..... | — 70046 Liebestraum (Dream of Love)..... |
| — 16396 Don't Be Cross Waltz..... | — 31833 Gems from The Spring Maid..... | — 70061 Roamin' in the Gloamin'..... |
| — 16408 Jolly Coppersmith..... | — 31954 Songs of America, No. 1..... | — 70063 Breakfast in Bed on Sunday Morn' |
| — 16414 Tell Mother I'll Be There..... | — 35095 Medley of Foster Songs..... | — 74041 The Holy City (English)..... |
| — 16440 Sweet Genevieve..... | — 35122 Rhapsodie Hongroise No. 2—Part I | — 74044 Traumerei (Cello)..... |
| — 16467 The Garden of Roses..... | — 35161 Jolly Fellows Waltz..... | — 74121 Martha—Last Rose of Summer.... |
| — 16523 American Patrol..... | — 35196 Memories of Home—Violin, Flute, | — 74135 Thais—Intermezzo (Violin, piano |
| — 16547 How Mother Made the Soup—Mono- | — 35259 Till the Sands of the Desert Grow | — 74163 Humoresque (Violin)..... |
| — 16678 Sunbeam Dance—Bells..... | — 52007 Tout Passe Waltz (Whistling)..... | — 74167 Serenade—Violin (piano acc.)..... |
| — 16741 In the Garden of My Heart..... | — 52023 A Vision of Salome..... | — 74197 Caprice Viennois (Violin)..... |
| — 16760 Songe d'Automne..... | — 60009 I've Loved Her Ever Since She Was | — 74198 Open the Gates of the Temple..... |
| — 16777 Stars and Stripes Forever March..... | — 60012 My Hero—Chocolate Soldier..... | — 74251 Home, Sweet Home..... |
| — 16892 Carmen Selection—Xylophone..... | — 60031 Fairness of the Fair March..... | — 87101 Elegie—Song of Mourning (Violin |
| — 16960 Under the Double Eagle March..... | — 60040 Beautiful Lady Waltz—Pink Lady | — 87107 Whispersing Hope—Duet, Homer-Gluck |
| — 16967 The Herd Girl's Dream—Violin, | — 60060 Two Little Love Bees..... | — 88054 L'Africaine—O Paradis (Italian)... |
| — 16978 In the Shadows..... | — 60078 Songs My Mother Taught Me..... | — 88061 Pagliacci (On with the Play)..... |
| | — 61131 Ave Maria..... | — 88071 Lucia—Mad Scene (Flute Obligato |
| | — 61139 Jocelyn—Lullaby..... | — 88073 Lo, Here the Gentle Lark (Flute |
| | — 64674 Souvenir—Violin (piano acc.)..... | — 88108 The Rosary..... |
| | — 64078 A Dream..... | — 88119 Serenade (Sing, Smile, Slumber)..... |
| | — 64092 Lead Kindly Light..... | — 88127 Celeste Aida..... |
| | | — 88138 Stille Nacht, Heilige Nacht..... |
| | | — 88188 Lucrezia Borgia—Brindisi..... |
| | | — 88280 Good-bye (Italian)..... |
| | | — 88296 Mignon—Polonese—Io son Titania. |
| | | — 88318 Perle du Bresil (Thou Brilliant |
| | | — 88326 Pagliacci—Prologo..... |
| | | — 89001 La Forza del Destino (Swear in |
| | | — 89018 Trovatore (Home to Our Moun- |
| | | — 89030 Trovatore—Miserere, Act IV..... |
| | | — 95203 Faust—Act V, Prison Scene, Part |
| | | — 96000 Rigoletto (Fairest Daughter of the |
| | | — 96200 Lucia Sextette, Act II (What Re- |

THE TALKING MACHINE CO., 137 No. Wabash Ave., Chicago, Ill.

Gentlemen: Please enter our order for the above records.

Name _____

Address _____

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 24).

machines, because of their record sale creative power and the fact that they are feeders for sales of higher priced machines later on.

Good Edison Record Display.

A remarkable Amberol record window display was recently made by Lyon & Healy. The progress made by the Edison Co. in record manufacture was shown by displaying one of the very first Edison phonographs, with the barrel mandrel and tin foil record sheet, displayed side by side with the new indestructible blue Amberol.

They Lunched.

Ray J. Keith, sales manager for the Talking Machine Co., when in Milwaukee recently gave a luncheon at the Planters to a quartet of managers of talking machine departments consisting of L. C.

Parker, Gimbel Bros.; Mr. Abbott, Boston Store; Otto Krause, Hoefler Manufacturing Co., and Paul Seeger, of Edmund Gram. The rivals discussed general conditions in a most harmonious way and Messrs. Parker and Krause vied with each other in a story-telling contest to the great enjoyment of the others.

Lyon & Healy's Christmas Greeting.

Lyon & Healy are this year conveying their holiday greetings to their customers and friends in a very graceful and decidedly unique manner. For the entire month of December the usual business letter heads, varying somewhat with the different departments of the great house, have been withdrawn from use and instead a uniform letter head with "the season's greetings" in the corner and

above a spray of holly in green and red has been substituted.

Anyone who received a communication of any kind from Lyon & Healy during the month will have before his eye the sprig of holly in its natural colors of green and red and the yuletide date line. Every department manager, every correspondent and every stenographer in the house is thus constituted an apostle of good will.

Lyon & Healy, in accordance with the custom of many houses, have long sent out holiday greeting cards, but as far as known this is the first time that the holiday letter head has been used in any line of trade. The idea originated with President Paul J. Healy and he certainly deserves credit for a strikingly beautiful and original conception.

TRUE MUSICAL APPRECIATION.

"I'm handing it to you straight, Imogene, when I slip you the info that I wouldn't can that job of mine at the toy counter for a sure thing in the laces, even that classy salesman who looks like the Count de Castellane calling twict a week,"

remarked Tessie Snuggles, who for the past three weeks had been located in close proximity to the talking machine department of the Wanacooper department store, where she could hear all the records tested for customers.

"That Billie of mine is getting nervous and threatening to do the Dutch by swallowing dynamite and jumping out of the window if I don't show some more appreciation of his reckless tendency towards being a real spendthrift in buying tickets for the movies, but I'm wising you up proper when I say that the talking machine music that I get handed to me all day long has just given me a real eddication in music. When I hear the machine play 'Waiting for the Robert E. Lee,' with Collins and Harlan—they certainly is a pair of slick guys—singing the words together, I can't see the Sunshine Sisters at the 'movies' for a minute. It's my high class taste that won't let me appreciate even a quarter seat in a box, and goodness knows, Gene, when a feller plunges like that for me I certainly try to be pleased. The other day I'm just trying to keep out of a fight with an old gink who wanted an imported doll as big as a baby for sixty-nine cents and had shifted my spear-mint so's I could hand him a line of real talk without interfering, when they starts to play something what the salesman, the little feller with the patent leather haircut to match his shoes, says is 'Love's Old Sweet Song.' I fergets about the grouchy geezer and listen, and pretty soon my lamps begin to leak. The customer starts to blow his nose and almost forgets his change for a four-ninety-eight creation in his rush to get closer. I don't know where that place 'Twilight' is, but it certainly must be swell there.

"I almost got in bad with the Big Noise the other day. The floorwalker was going by my counter, when a machine started to play 'Everybody's Doing It,' and I starts to wiggle; what else could I do with that music? Percy gets the habit and comes up close like he was all there for a little trottin', when we hear a cough, and there is the main guy with blood in his eye and some more, or it might have been tobacco juice on his whiskers. 'What's the big idea,' he says. By that time the music has stopped, so I could keep still and I says to the floorwalker, 'This is the slip I want signed, Mr. Montague.' The manager looks some suspicious, but lets us get by with the stall. Now when they play dance music, Percy beats it for the other end of the department, out of danger.

"Yuh wanta come up to see me some day when they have what they call 'grand opera recitals,' when people like Caruso and Mary Gardén and Sembrich and McCormack sing right out loud. I don't get what they're trying to sing about, but believe me, Cutey, they certainly can spread their voices around some and hit the high places. Caruso has got the Cowboy Tenor at the Luna Theatre backed to the end of the dump and going fast, for voice, but the only one I know who understands him is the coal man's wife, who came in to see me one day and near threw a fit when she got a line of the language. She said it was Wop, and I thought it was French. Gosh, how it hurt.

"Well, so long, Girlie, drop in some day and get a real show free. I'll let you know if Billie tries to make a getaway sometime when he's sore. Told him that one hundred and fifty seeds were not enough to get married on, 'cause it would cost more

than that for a machine and those flat things they call records. Now, I'm looking for a swell John with musical tastes and a talking machine."

THE EDISON IN NEW ZEALAND.

Immense Demand for Edison Products in That Country—Mr. Balting Has Built Up Quite a Large Business in Nelson.

(Special to The Talking Machine World.)

Nelson, New Zealand, Nov. 10, 1912.

In no part of the various countries forming the greater Australasia is the talking machine more keenly appreciated, or has a more promising future than in New Zealand. The Edison phonograph has an especially large following here, and is handled by many representative merchants, among whom may be mentioned A. Balting, the



Balting's Store in Nelson, N. Z.

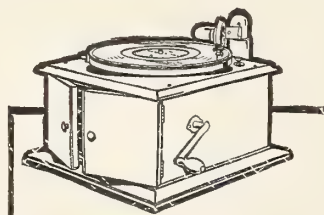
importer, who has quarters at 97 Hardy street, this city, and who is developing a business of large proportions. He handles the full Edison line of machines and records and has well stocked quarters as may be seen from the accompanying photograph of part of his establishment. He expresses himself in enthusiastic terms regarding the new Edison Amberol records, and latest Edison phonographs, and is likewise most appreciative of your very excellent Talking Machine World, of which he says:

"I find it very useful to me in my business and appreciate the many valuable hints it contains. Through this medium I am kept posted on talking machine news the world over. Indeed, the information I get through The World is even in advance of that which I obtain through the manufacturers themselves. I congratulate all connected with this publication in presenting so magnificent a journal and one of such intrinsic worth.

The Columbia Phonograph Co. announces the publication of several new records by Orville Harrold, the phenomenal American tenor. These records were not scheduled for issuance until next January, but owing to the wonderful success Mr. Harrold has attained they are now ready.



A scientific adjunct to pure reproduction—coating the record and lubricating the needle with pure graphite. Life of records doubled. Old records improved. Scratching diminished. Graphite attachment goes in regular needle-holder. Needle on attachment guides graphite-stick over record. Attachment, graphite-stick and polishing pad \$1. Send for circular. VOX HUMANA TALKING MACHINE CO., Nantucket, Mass.

IMMEDIATE SHIPMENT**Victrolas IV & VI****DON'T LOSE CHRISTMAS BUSINESS**

Wire order today confirming order by letter.

Cabinet Sale

These cabinets may be used for: Edison Records, Victor Records, Sheet Music, Player-Piano Rolls.

These are genuine Herzog Cabinets in original cases.

NO.	LIST	YOUR PRICE
714	\$24.00	\$7.75
707	25.00	7.75
712	22.50	7.50
720	33.50	9.50
717	38.50	9.75



NEAL, CLARK & NEAL CO.
643-645 Main Street, Buffalo, N. Y.
VICTOR AND EDISON JOBBERS

APPRECIATION OF VICTOR CO.'S MANY COURTESIES.

Retiring Executive Committee and Officers of the National Talking Machine Jobbers' Association Entertain Victor Officers at Informal Luncheon and Present Them with Handsomely Engraved Set of Resolutions—President Blackman Makes Important Committee Appointments—Executive Committee to Meet in New York, Jan. 14-15, 1913.

An informal luncheon was tendered the officers and department heads of the Victor Talking Machine Co., Saturday, December 7, by the retiring executive committee and officers of the National Association of Talking Machine Jobbers. This luncheon was held in the Blue Room of the Bellevue-Stratford Hotel, Philadelphia, Pa., and was a success from every standpoint. The object of this gathering was to present to the Victor Co. a handsomely engrossed set of resolutions expressing the thanks and appreciation of the association for the Victor Co.'s entertainment of its members on various occasions, and particularly the entertainment furnished the members at the last convention of the association held in Atlantic City.

The set of resolutions which was passed by the members at this convention were ordered to be placed on the minutes of the association and a copy to be presented to the Victor Co. in suitable form. The set that was presented Saturday was a magnificent work of art and handsomely engrossed. The photographs of President Johnson and General Manager Geissler, of the Victor Co., are prominently displayed, the set being finished in water colors and making a beautiful appearance, which would be a welcome addition to any art studio or wealthy home.

As these resolutions of thanks and appreciation had been passed during the regime of the retiring administration, the luncheon was held under their auspices, the presentation speech being made by James F. Bowers, who was a member of the old executive committee, and who is also a member of the present executive board. His speech was in line with his customary interesting addresses, and was enthusiastically applauded by the assemblage present.

After Mr. Bowers' presentation address, short talks were delivered by a number of the guests present, and the luncheon was voted a thorough success. Subsequent to the luncheon, General Manager Geissler, of the Victor Co., entertained a number of the guests at dinner, and a theater party was formed to take care of the remaining part of the night. The members of the association who were present at the luncheon were James F. Bowers, of Lyon & Healy, Chicago, Ill., who was a member of the retiring executive board, and who is also a member of the present executive committee; Perry B. Whitsit, of the Perry B. Whitsit Co., Columbus, O.; J. C. Roush, of the Standard Talking Machine Co., Pittsburgh, Pa., who was formerly secretary of the association; John Miller, of the Penn Phonograph Co., Inc., Philadelphia, Pa., who was the former treasurer of the association, and who was re-elected at the last election; J. Newcomb Blackman, president of the association, who was present as a guest of the retiring officers; Louis Buehn, the present secretary, who also attended as a guest, and H. H. Blish, of Harger & Blish, Inc., Dubuque, Ia., a member of the present executive board, who happened to be in Philadelphia at the time of the luncheon. The officers and representatives of the Victor Talking Machine Co. who were present were Eldridge R. Johnson, president; Louis F. Geissler, general manager; B. G. Royal, of the board of directors; George Ornstein, sales manager; H. C. Brown, advertising manager, and Oliver Jones.

While in Philadelphia, President Blackman, of the association, took advantage of the opportunity offered him to take up several association matters with Secretary Buehn.

Mr. Blackman has announced the following committee appointments for the ensuing year: Resolutions Committee—James F. Bowers, chairman; George Kohler, Burton J. Pierce, W. O. Crew, and H. H. Weymann. Legislative Committee—G. Clement, chairman; C. A. Grinnell, George A. Mickel, Perry B. Whitsit and O. K. Houck. Press Committee—Louis Buehn, chairman; S. B. Da-

vega, W. H. Reynolds, C. A. Arbenz and J. G. Corley. Grievance Committee—H. H. Blish, chairman; W. D. Andrews, C. J. Schmelzer, Lawrence McGreal and E. C. Rauth. Traffic Committee—L. C. Wiswell, chairman; E. C. Rauth, Andrew McCarthy, W. H. Reynolds and T. H. Towell. Membership Committee—W. T. Barnhill, chairman; A. A. Trossler, J. N. Swanson, Max Landay and O. A. Lovejoy.

There was also a special committee consisting of J. Newcomb Blackman, Louis Buehn, H. H. Blish and John Miller formed, who took up several matters of interest to Edison jobbers with Thomas A. Edison and the Edison officials on Tuesday morning, December 10. The subject of this conference was purely confidential association matters and not intended for general publication.

President Blackman has called a meeting of the executive committee to be held in New York City on January 14 and 15 of next year. He has also called a special meeting of the association to be held at the same time for the purpose of voting on an amendment of the by-laws rescinding the present privilege of the use of proxies in the annual election of officers, but retaining that privilege for all other purposes at meetings. At that time anything else that may seem worthy of consideration will be taken up at the general meeting.

It is the idea of President Blackman to present and follow up all matters which may be covered by resolutions by means of specially appointed committees or the entire executive committee in conference with the factories. Mr. Blackman favors that method of procedure because he believes in that manner better results can be obtained, owing to the opportunity for free exchange of ideas in an informal manner. With that idea in view there will probably be conferences with both the Victor and Edison companies at the time of the special meeting.

January 14 and 15 were selected by Mr. Blackman with particular regard to the fact that there will be a large number of visitors in New York at that time owing to the annual Automobile Show to be held in Madison Square Garden during that week. Secretary Buehn will probably during this month take a vote as to the place of meeting of the 1913 convention, which, in accordance with the instructions of the last meeting, was to be selected between Atlantic City, Niagara Falls or Richmond, Va.

TO SELL THE KINETOPHONE.

The American Talking Picture Co. Organized to Handle Thos. A. Edison's Combined Moving Picture and Talking Machine.

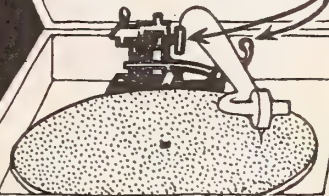
The American Talking Picture Co. has been organized to sell the Kinetophone, a new machine manufactured by Thos. A. Edison, Inc., Orange, N. J., which is a combination of moving picture and talking machine. The office of the company is at 1495 Broadway, New York, the representative being W. E. Wardell. The factory management is under the direction of Mr. Pelzer.

This is the device that is long been expected and is said to be a great boom to the small moving picture houses. While no deliveries are being made, it is understood that orders are being booked.

VICTROLA USED AT FUNERAL SERVICE

At the funeral service, largely attended, of a prominent citizen of Zanesville, O., November 29, the following selections were played on a Victrola, with marked interest and appreciation on the part of all present: "Nearer, My God, to Thee," Creator's Band; "Jesus, Lover of My Soul," Trinity Choir; "Beautiful Isle of Somewhere," Harold Jarvis; Chopin's "Funeral March," Pryor's Band.

This Automatically Starts and Stops Your Victrola



Our Tremendous Newspaper Advertising Campaign to Benefit Dealers

is skilfully laid out along the most attractive and convincing lines to clearly illustrate and explain to Victrola owners, present and prospective, the great merits of the



—the Victrola attachment de luxe and the only one that will complete the Victrola equipment and leave nothing more to be desired.

We will back you up with newspaper advertising in your own field, so that every Victrola you sell may be equipped with one of these accessories and, far more important, that every Victrola owner will want one.

They ALL want the Simplex

when they realize what a necessity it is—how far ahead it is in the race for supremacy—that it more than meets the severe requirements of a Victrola start and stop device (don't forget our exclusive starting feature).

Write us! We have a proposition for you which will greatly reinforce your Local Newspaper Advertising.

Standard Gramophone Appliance Co.
173 LAFAYETTE STREET, NEW YORK, N. Y.



An average 40 per cent. inc

ALL THE
MUSIC
OF ALL THE
WORLD



TWELVE months ago We, the Columbia Phonograph Company, announced that 1912 would be the biggest year in the history of Columbia. So it was. But 1913 will make 1912 look like a quiet Sunday morning.

Only last September we increased our factory output capacity by 50%. To-day, even with that increase, our producing resources are inadequate and we have already made the necessary arrangements for a further big increase in factory facilities in the near future. As a matter of fact we need them already.

This Columbia growth is a solid, healthy, persistent development, and we take this opportunity to reassure Columbia dealers that they will still get Columbia product built to stand the test of comparison;

that in 1913 there will be no let-up in the Columbia advertising campaign. There is not a Columbia dealer in the country who did not reap the benefit of the heavy-calibre national advertising which was focussed upon our dealers' business all through 1912. The Columbia advertising campaign of 1913 will continue to be directed toward one thing and one thing only: the profit and expansion of the business done by Columbia dealers.

To our friends in the trade—Columbia and not-yet Columbia dealers—our best wishes for a happy and prosperous 1913. And, to Columbia dealers, something more than the mere wish—the assurance of our constant co-operation with them in their merchandising and publicity.



COLUMBIA PHONOGRAPH

Creators of the Talking Machine Business. Pioneers and Leaders in the Talking Machine Art. Owners of the Fundamental Patents

crease every month in 1912



"PRINCESS"



"PREMIER"

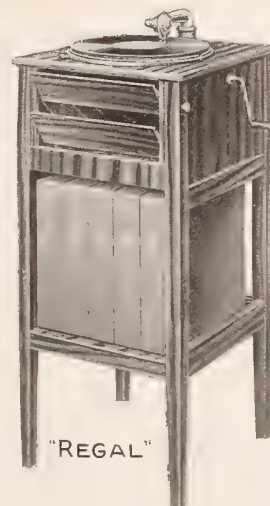


"FAVORITE"

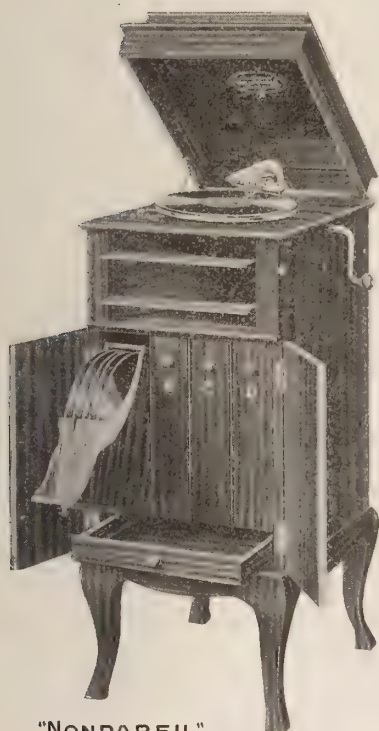
"ECLIPSE"



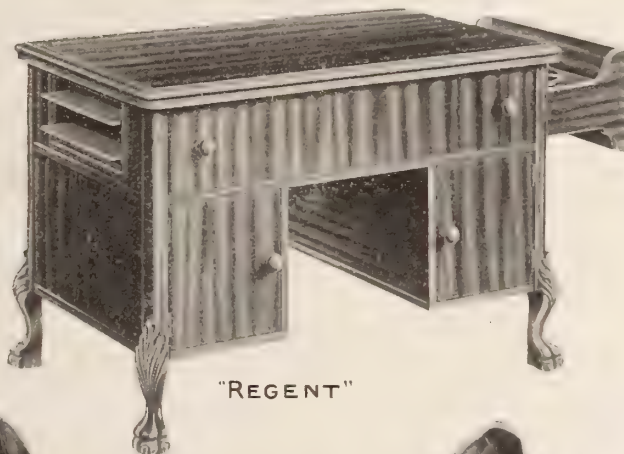
"IMPROVED ROYAL"



"REGAL"



"NONPAREIL"



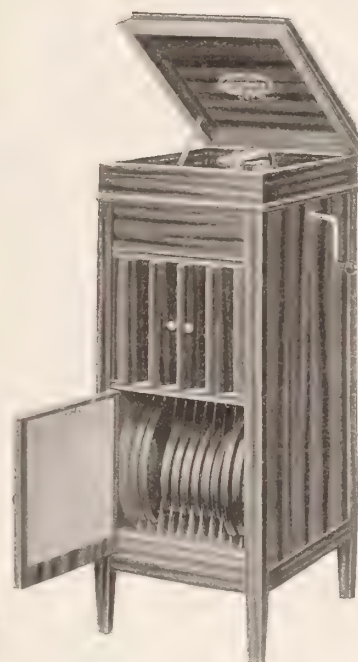
"REGENT"



"IMPROVED CHAMPION"



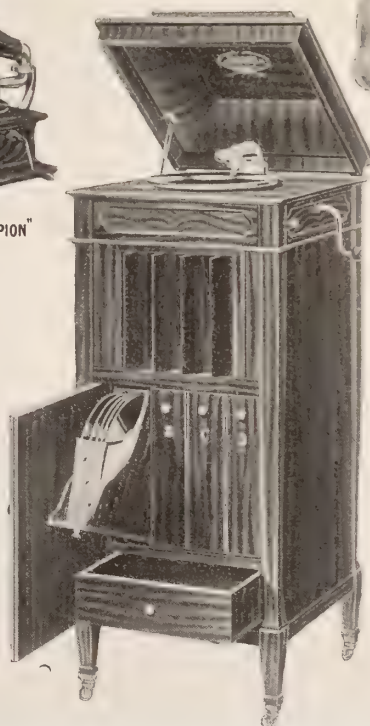
"BIJOU"



"MIGNONETTE"



"BABY REGENT"



"DE LUXE"



"COLONIAL"

COMPANY, GEN'L

TRIBUNE BLDG.
NEW YORK

Largest Manufacturers of Talking Machines in the World. Write for "Music Money," a Free Book You Ought to Have.



VICTOR RECORD DEMONSTRATION CONCERTS

Conducted by Aeolian Co. in St. Louis Subject of Attention from Public and Trade—Manager Levy Speaks of Plans and Objects—Dealers Worrying Over Holiday Supply of Goods—Silverstone Displays New Edison Disc Phonograph and Is Overwhelmed with Orders—Columbia Co. Anxiously Awaiting New Grand Instrument.

(Special to The Talking Machine World.)

St. Louis, Mo., Dec. 10, 1912.

The local talking machine trade is much interested in the series of Victor record demonstration concerts begun by the Aeolian Co. Nov. 27. The plan as explained in the advertisements for that occasion is that a concert will be given each month on the day the Victor records are released for sale, and that every owner of a talking machine who can use Victor records is invited. No special invitations were issued. Following the first evening concert will be as many matinees during the month as may seem necessary to accommodate machine owners who have been unable to hear the records.

The first concert happened to be on Thanksgiving eve, which is a poor night to attract a crowd in St. Louis, but the Aeolian Recital Hall was comfortably filled and the enthusiasm of those present exceeded expectations. It had been advertised that no sales would be made or orders for records received during the recital, and this feature was carried out. A woman acquaintance of The World correspondent, who is an ardent lover of music and an admirer of talking machines, said of this recital:

"I have paid \$1.50 to hear many concerts that were not as good as this one, and I have never had an equal opportunity to select from the month's records those that I wanted. I have always hesitated to force the demonstration girls to play so many for me, and I usually leave my monthly record shopping tour believing that I might have made a mistake in not getting the best in my limited purchases. This month I heard everything that I thought I wanted to hear, went home at my leisure, and next day made up my list, certain that I was getting what I wanted."

All records are played on the Auxetophone, which talking machine Manager Levy believes is the best for hall recital work. The machine proved very satisfactory to the crowd.

Manager Levy, in speaking of this departure as to advertising in St. Louis, said:

"Primarily we have undertaken this plan as Victor distributors and to maintain enthusiasm among machine owners. Of course, it would be foolish to deny that we do not expect to increase the sale of records in our retail department as a result of the concerts. We do expect that, but we also expect every dealer in the city and perhaps in the country near by, certainly in the suburbs, to profit from these concerts. Our reason for placing the line in the advertisement stating that no sales would be made or orders solicited during the concert was to assure dealers they could recommend their customers to come and hear the demonstration. It is to be absolutely apart from the sales department. That can easily be seen, as we are giving the important concert at night, when our retail sales department will not be open.

"I know there has been a feeling of resentment among downtown dealers that small dealers often sent customers that they were sure of to the downtown stores to hear demonstrations. You cannot blame any dealer for not liking that method. It occupies valuable time in the sales department and is not right. At these demonstrations we will have nothing else to do but to play records from the last bulletin as requested, and we will do it. We hope that dealers will take advantage of this and stop sending customers to others' demonstration rooms during business hours. An additional feature of this demonstration will be the combined use of the talking machine and player-piano. We will make free use of the Pianola in accompaniments for records in hopes that persons who own both player-pianos and talking machines will become accustomed to using them together. We will specialize on blue records."

The talking machine dealers, especially those depending upon the Victors for their chief trade, are greatly worried over the holiday supply. President Koerber, of the Koerber-Brenner Music Co., Victor jobbers, says that his firm has been able to supply its regular customers so far, but that it has declined many orders, informing new customers that the company must supply those merchants who buy entire musical lines from the firm. "Business is good," said Mr. Koerber, "but we could make it a whole lot better if we had all the goods we wanted."

Manager Levy, of the Aeolian Co., says: "Have you ever tried to divide a dime among eleven beggars, each of whom wanted coffee and rolls that cost five cents? That is our trouble at present. I am optimistic enough to believe that relief is coming for the holidays. Our record stock is in good shape and we are giving dealers satisfaction along that line anyway."

Mark Silverstone, of the Silverstone Talking Machine Co., is dividing his time between demonstrating the new Edison disc machine and his new warerooms, where he will place on sale a line of pianos in addition to an enlarged talking machine stock. He is greatly pleased with the new machines and reports prospects of an excellent business. His first shipment was four machines and ten sample records. The day the machines were placed on display he saw a man passing who had been asking about them and called him in. The man listened a few minutes and then said:

"Send that machine up to my house. I want it this evening."

"But I have no records," said Silverstone.

"You've been playing some; send them," said the customer.

Finally a compromise was reached on the customer getting half of the ten double records, and Mr. Silverstone played each of the five records or ten numbers up to the 1,000-time mark before he got any others.

At the Columbia store the interest centers in the coming of the "Grand" instrument. "We have a number of persons interested in that machine," said Sales Manager Byars, "and I think we will have little trouble in placing our allotment of them for the holidays. Our table machines are doing nicely and a window display of them is attracting attention. We have been much pleased with our business during the last month, and with good supplies on hand we expect to have a record-breaking holiday trade. We are especially supplied with records, as I believe that is absolutely necessary."

Harry Levy's remark that there "are no grouches in the trade this fall" seems to pretty well cover the trade situation. Every dealer, it seems, has been doing more business than before and has excellent prospects. This applies to all lines, according to reports from other jobbers.

W. E. Gibson, of the Gibson Piano Co., Paducah, Ky., was a recent caller on the Victor jobbers here, as he buys from local jobbers.

W. B. Taylor, traveling representative of the Victor Co. in Illinois, was a Thanksgiving guest of Harry Levy.

The Columbia Co. mentions with pride the sale of a Favorite machine to the St. Louis University for entertainment purposes at smokers and other meetings held at the university.

Edward M. Berliner, of the Berliner Gramophone Co., Montreal, was a recent visitor with the trade here, and at the Silverstone Talking Machine Co. he got his first glimpse of the new Edison machine.

J. K. Savage, a former Edison dealer, is manager of the Dictating machine department of the Silverstone Talking Machine Co. His department will be one of the first moved into the new ware-



NYOIL

For polishing
varnished woodwork it is
extremely satisfactory. No oil is so clean.

Ask your watch repairer whose
oil he uses on your watch.

rooms at 1124 Olive street, a block west of the present store.

Mr. Cummins, well known to the trade hereabouts as Victor traveler and later as Koerber-Brenner representative, has severed his connection with the latter firm and gone to Colorado again to join Mrs. Cummins, who is detained there because of her health.

Miss Bessie Platt is a new record demonstrator at the Thiebes Piano Co.

Manager Robinson, of the Grand Leader Department Store's Victrola department, has been experimenting with informal demonstrations and finds them productive of good business. For instance: A big day was on in the corset department, and he sent a machine to that part of the store with a young woman to run it. The music excited much interest and brought inquiries that resulted in both machine and record sales. This course is followed whenever the occasion and business pressure in the department permit. Mr. Robinson also has used his machine in connection with the piano department recitals with profit.

Another department store Victrola department has been started in the Scruggs, Vandervoort & Co. store. It was installed by E. P. Cornell, of the Musical Instrument Sales Co., of New York, and is very handsome and well arranged. Mr. Seegar, of Wheeling, W. Va., is in charge of the department. It is on the sixth floor of the store.

D. R. Ramsdell, manager of the Columbia store, was called to Denton, Md., last month by the death of his father. On his return he visited New York and Chicago on business. He also made a trip to Bridgeport, Conn., to visit the Columbia factory.

J. Ed. Black, of Springfield, Mo., and R. D. Warell, of Mexico, Mo., were dealers who recently visited the local jobbers.

W. C. Fuhri, Columbia district manager, and George W. Lyle, of New York, were recent visitors at the Columbia store.

The Silverstone Talking Machine Co. and the Columbia Phonograph Co. both arranged for space at the Business Show at the Coliseum this month to exploit the advantages of their dictating machines in business conduct. An agent came direct from the factory to take charge of the dictating machine exhibit for that company.

J. W. Ryan, southern Missouri and Kentucky traveler for the Columbia Co., was a recent visitor at the store here and reported establishing a number of sales agencies in his territory and excellent business. He found the country trade running to higher priced machines than has been the rule.

Miss Bessie Platt is a new record demonstrator with the Thiebes Piano Co.

There are a lot of people who think more of a cheerful manner than they do of a five per cent. discount. Cordiality is the cheapest thing you can dispense in your store.

Victor Distributors

WURLITZER
REG. U. S. PAT. OFF.

Victor Distributors



Wurlitzer Record Service

MEANS MUCH TO YOU

If you wish to secure the best wholesale service in the country on Victor Records send your order to "Wurlitzer".

Largest stocks — every Record in stock that the Victor Co. can supply, and plenty of each, together with a large corps of experienced order fillers under able direction, assures the maximum of service to all our trade friends.

*A Merry Christmas and a big Victor
Business in 1913*

The Rudolph Wurlitzer Co.
CINCINNATI CHICAGO

 Two Points of Supply—Order From the Nearer



The demand for the five Columbia Double-Disc Records by Weber and Fields has amounted to a shout—because there's nothing like them—artists or records—anywhere.



Columbia Phonograph Co., Gen'l
Tribune Building, New York

THE TALKER AS AN ADJUNCT TO HOLIDAY ENJOYMENT.

How an Attractive Recipe for a Christmas Entertainment Made a Dealer's Fortune—The Modus Operandi May Interest Others in the Trade.

Once upon a time, as they say in story books, there dwelt in the City of Brotherly Love a talking machine dealer. Christmas was fast approaching and his volume of business was not in harmony with the time of year. In other words, trade was rotten to the core. Now, this dealer was known among his fellows as a brainy chap—a man who had something beneath his hat besides bone, hide and hair, and therefore his friends in the trade were elated but not surprised to see him ere long aviate from his hangar of depression, planes nicely balanced, motor running smoothly, and make a skilful but conservative landing within the aerodome of success just as the holiday chimes were pealing forth their first joyous anthem. They were mighty curious, however, and thronged to his talker shop in a body to learn just how he did it.

He welcomed them cordially, supplied them with easy chairs and good cigars, and when they were comfortable, launched forth as follows:

"As you doubtless are well aware, gentlemen, I was down and out, but like a mushroom, in a night I arrived once more, or, if you deem the simile more apt, like the proverbial cat, I came back.

"You ask me how I did this seemingly miraculous thing in so short a time, and it shall be my pleasure to enlighten you in as brief and intelligent a manner as possible.

"When the business clouds were blackest and nasty visions of financial embarrassment were playing at hide-and-seek within my brain, I did as thousands of other men in like circumstances have done from the beginning of time, viz.: gave birth to a nice useful little idea.

"This idea had to do with an entertainment that would revive interest in the talker among those who no longer had use for it solely as a music maker. A number of my best customers warned me confidentially that it was up to me to get out something new for the holidays or they would relegate their talkers to the home of some poor relation.

"We are dead tired of just phonographic music," they told me. "We want something different. If you cannot supply us, no more canned tunes for ours."

"Therefore, when my nice useful little idea was born I nourished it most tenderly, and as soon as it was old enough, broke it to harness. It is now well trained and docile and is making a fortune for its owner during this holiday season, and will continue to do so, I trust, for a great many seasons to come.

"Like nearly every idea at birth, it did not bear the ear-marks of success. In fact, it was just about as puny an infant as one would have the courage to gaze upon, but it was mine, and I fed it good hard thoughts until eventually it bloomed forth as the brawny and strenuous being you find it to-day.

"Now for the details!

"My idea as it first came into existence, as I explained before, did not mean a great deal. It was simply a plan in embryo which had to do with phonographic entertainment in the homes of skeptical people—folks whose interest in the talker had dropped to the zero mark; the aim of these entertainments being, of course, to raise that interest to a normal temperature once more.

"Putting it into practice and awaiting results



Preparing for a Record Contest.

were my next two moves in the game. As soon as I was assured of the practicability of my idea I made it known to my customers through the medium of personal correspondence."

He went to his desk and drawing forth from among a collection of papers a neatly typewritten sheet, held it up for them to see.

"Here is my idea, gentlemen," he said. "I have sent a goodly number of these letters out among the pyrrhonists whose names are enrolled upon my mailing list, and the end is not yet."

Laying his partially consumed El Principe-de-Gale upon the ash tray and adjusting his reading glasses, he perused as follows:

THE ELITE TALKER SHOP.

No. 1 Broad St., Blanktown, N. Y.,
December 1st, 1912.

My Dear Customers:—

To those among you whose interest in things phonographic is on the wane, I take this occasion to acquaint you with a brand-new idea for a talking machine entertainment, which if carried out as per instructions, will, I am sure, greatly enhance your enjoyment of the holidays. On Christmas eve, when your friends assemble for their annual jollification, prepare the following programme for their delight.

When the last guest has put in an appearance, make the announcement that a contest is to take place in which all are eligible to compete, and that an elaborate prize is to be awarded the victor.

Explain that you cannot go into details regarding the contest to the assemblage as a whole, but that it will be necessary to indulge in individual instruction. (This will create curiosity and arouse interest.)

Then, one at a time, your guests are summoned into a side room where your talking machine adjusted for record-

ing, is set up ready for action. Tell each in turn that you desire a record made of his or her voice, as the case may be, leaving the selection entirely to the discretion of the impromptu artist, but making it understood that it must be something with which the company is unacquainted, and swearing them to secrecy regarding it until the expiration of the contest. If the lady has a pleasing voice, suggest that she sing a song. If the gentleman happens to be an orator, ask him to declaim.

And don't forget the children! By all means have them speak their juvenile recitations into the horn.

When recordings have been made of all the voices present, the machine is arranged for reproduction, and as each original selection is played, your friends are asked to guess, upon slips of paper distributed for the purpose, whose voice they think the record represents.

For instance.—The slip of paper applying to the third record played, when ready for collection, if correctly answered, should read thus:

I guess Record No. 3 to bear upon its surface the reproduction of the voice of Miss Geraldine Dale.

ELIZA RENAULT.

When the last record has been played, the slips of paper are gathered and counted. To the person submitting the greatest number of correct answers, a talking machine is awarded.

Trusting you will find my suggestion a worthy one, and wishing you a happy Christmas and prosperous New Year, I am,

Yours for a record contest,

JOHN JONES.

P. S.—Of course, it is unnecessary to inform you that we have a complete stock of sundries, such as recording apparatus, blanks, shaving machines, etc., which you will need for your contest, together with a variety of inexpensive, but reliable talking machines, suitable for prizes. May we send our salesman to demonstrate in greater detail than has been possible in this letter, the practicability of my idea?

Dict.: J. J.—H. M.

Having finished, he relighted his dead cigar, thanked his audience for their kind attention, and courteously dismissed them, explaining that they now had his recipe for a successful holiday campaign, and that the rest was up to them.

They withdrew to their various business emporiums, opened the switches of their commercial phonographs, and began work upon the form of a circular letter to the trade about the Christmas entertainment idea. They meant to be ready for the next holiday time, all right, and, incidentally, a good many of them proceeded to try out the idea regardless of season, having much faith in its trade-bringing qualities.

Mr. Dealer, this little tale which I have related to you was given to me by a successful talker man not long ago, and I pass it along to you.

If it will help you just a little bit, I shall feel amply repaid for my story telling.

In any case, allow me to wish you every possible happiness and good cheer throughout this and many more holiday seasons.

HOWARD TAYLOR MIDDLETON.

SALES OF I. C. S. LANGUAGE OUTFITS

A noteworthy feature of the month's business at the handsome talking machine department of John Wanamaker's was the large number of sales of I. C. S. Language outfits, to be used in conjunction with the Edison Gem Phonograph. These useful outfits have gained many friends the past few months, and their popularity is well evidenced by the increased number of sales closed each week.

Manager Gerson states that his Victor sales are as large as his stock will permit, and tells us that there is an unusually heavy demand for the No. XVI machine, which sells for \$200. The only trouble Mr. Gerson is experiencing is the pronounced shortage in Victor products, which is a general complaint this season.

SOME GOOD RULES FOR SUCCESS

Laid Down by Henry M. Byllesby, a Friend of Thomas A. Edison, and Based on Real Knowledge.

Henry M. Byllesby, a great friend of Thos. A. Edison, by the way, recently made some very happy remarks on "How to Succeed." This is a topic that is much overdone, but Mr. Byllesby's views are based upon practical experience and knowledge and not theory. In other words he has been through the mill and passes his experiences along. They are therefore of some moment. He says:

"No human being can remain stationary; he either advances or retrogrades.

"Napoleon said of the failure of the Bourbon family: 'They never learned anything and never forgot anything.' You must develop.

"From day to day you must bring to bear an ever-increasing wisdom—the application of lessons learned.

"Every incident of your daily toil should be made an educational incident.

"The average young man does not learn, until perhaps too late, that it does not pay to fritter and idle away his time.

"Make a study of those who have gone to the head; ascertain what they did in any given emergency.

"In any emergency a man's conduct is the result of the way in which, from earliest youth, he has met the obstacles he encountered.

"Thomas A. Edison says: 'Do not watch the clock; do not chase aside after rainbows; keep everlastingly at and master the task of the time being.'

"The truly successful man recognizes that, from time to time, he will receive setbacks. The man who overcomes these is the man of achievement and of eventual success."

A PATENT TALK-STOPPER.

Some ingenious person has invented a machine to make the phonograph stop talking when it has

said enough. It is a pity that this admirable device cannot be attached to human beings as well as to pieces of mechanism, says the New York Herald.

Such a contrivance, so arranged as to work promptly at the end of twenty minutes or at the sound of the word "fifthly," would be highly appreciated by church-goers, and the windy legislator, talking for his home county or district, would find in this machine the only serious opposition that his eloquence has ever met with.

Every boarding house should be provided with

this patent talk-stopper. In its presence the table bores whose discussions of every subject that they do not understand are a standing menace to peace and quiet, would become mute. The boarder who knows one family so rich that they travel with thirteen trunks; the elderly lady who attends fashionable weddings from the sidewalk, the theater-going boarder who knows everything about the private life of every actor, and knows it all wrong, and the man who insists upon reading out loud from his morning paper, would all find their favorite occupations gone.

Condon-Autostop

The Stop that wears the re-order smile.

THE TRADE

generally is making a special feature of it this

Christmas.

Why don't
you?

Almost any Jobber will supply you.

CONDON-AUTOSTOP COMPANY

26 FRONT STREET :: :: NEW YORK

1,300 RECORD CABINETS

At Less than Jobbers' Prices!

All well-made and finished. Desirable goods. Patterns being discontinued.

Write for special close-out prices. Prompt shipments. *Don't miss this exceptional opportunity.*



THE GEO. A. LONG CABINET CO.
HANOVER, PA.

ADDRESS COMMUNICATIONS TO

CLEMENT BEECROFT, SALES MANAGER 309 W. Susquehanna Ave., Philadelphia, Pa.

FOREIGN TRADE IN TALKING MACHINES.

The Special Report Issued by the United States Government Bearing on Talking Machines Shows the Wide Scope of the Business in Canada, Central and South America, Germany, France, Russia, Great Britain, in Fact in All Parts of the World—The Opinions of the Local Consuls Regarding Methods of Selling and Other Matters Are Interesting and Valuable—Shows the Importance of the Industry Throughout the World—Great Export Markets for American Machines and Records.

[In The Talking Machine World, last month, there was published the opening section of the monograph, issued by the Department of Commerce and Labor on the foreign musical instrument trade of the United States, relating directly to talking machines and records. The part appearing in The Talking Machine World last month was particularly interesting to American manufacturers and those connected with the talking machine trade of the country in various capacities in that it referred to the present business and the opportunities lying in Central and South America, which is considered to be the section that offers the natural field for the export trade of this country. The figures especially indicated that the American machines and records were, with the exception of two countries, the general favorites, even when offered in competition with foreign-made goods at lower prices.

The section of the monograph published this month, and which covers the trade of Europe, is not quite so encouraging to Americans.

While American machines and records are sold to a considerable extent in most of the countries, there is not much chance of expanding the trade to any extent through overcoming the competition of native manufacturers. The greatest demand for American products is in Great Britain, there being strong preferences in different localities for machines and records of various types. The pleasing feature of the situation is that the market for American goods has been won from the combined forces of British and German manufacturers.—EDITORIAL NOTE.]

Germany.

In Germany there is a good market for high-grade machines, one American make is already sold extensively. At present machines with exposed horns are most in use, although there is an increasing demand for the concealed horn type. Disc records are universally used and machines are sold almost together at retail or a cash basis, the prices ranging all the way from \$5 to \$400. Pathé Frères, of Paris, seem to have a large market in Germany, and have well-appointed showrooms on one of the principal streets of Berlin, where a number of machines are operated automatically by the public for a charge of about two and one-half cents for each selection.

The total import trade in talking machines and accessories to Germany amounted to \$96,866 in 1910, as compared with \$42,840 in 1909. Exports amounted in value to \$1,893,528 in 1910, as compared with \$1,423,716 in 1909. Throughout Germany the demand is well divided between the very cheap and very expensive types; one American firm manufacturing cylinder phonographs has practically all the trade in this kind of machine, having successfully built up a business against the competition of the few German firms in the market. The French machines of Pathé Frères, which use the sapphire point, are also greatly in favor, while in the disc machine type the gramophone disc is universally popular.

For German talking machines the operating mechanism is usually manufactured in Berlin, in the Black Forest (Baden), and in Switzerland, and the sounding box, horn and connections in Saxony. The various parts are then assembled at some of the musical instrument factories, those in Berlin being the most important.

German manufacturers are liberal advertisers, and besides issuing elaborate catalogues and circulars they advertise both in the musical instrument trade journals and in the current general periodicals of large circulation. The dealers distribute catalogues furnished by the manufacturers, advertise in the newspapers of their respective localities, and frequently have salesmen canvassing from house to house among people of modest circumstances. Instruments are usually sold at 33 1-3 per cent. below catalogue prices. Dealers in good financial standing can obtain consignments on three months' credit and are allowed 2 to 3 per cent. discount for cash in thirty days. Freight charges on wholesale shipments are usually paid by the factory, and dealers handling imported phonographs prefer that the exporters in foreign countries quote them prices free Hamburg and inclusive of cus-

toms duties. Dealers and manufacturers who conduct a mail-order business ship machines by the Government parcel post, and the post office delivers them to the consignee and collects for them. The cost of packing is assumed by the consignor, but the shipment on a retail order is at the risk and expense of the consignee.

American manufacturers who desire to build up a regular trade in this territory should establish in one or more of the important cities branch houses or agencies which would keep on hand complete supplies of all kinds, including records to suit the varied tastes of German buyers. In the smaller cities agents might be selected from among dealers in musical instruments, bicycles and sporting goods.

Great Britain.

It is claimed that the bulk of the trade in talking machines and accessories in the United Kingdom is comprised of machines of German origin. A large number are manufactured in Germany, but most of them are assembled in this country, and in some instances the parts, particularly the cabinet-work, are manufactured in England. France also supplies a limited amount.

It is said by those conversant with the trade that the German machines are not equal in quality to those manufactured in the United States or those made in England by firms that are essentially American. The better class of the trade, it is said, is supplied by the English companies affiliated with the three largest American companies. Scarcely any of the mechanism is manufactured in this country, but especially in the case of these three firms the cabinet-work is done here, and records are also of English manufacture. The English public prefers English cabinet-making, and it is inevitable that the records should be made in this country because the music that appeals to the British people is that with which they are most familiar, as produced by English artists.

Parts of machines are to a large extent manufactured in the United States and assembled in this country; and, on the other hand, it is estimated that perhaps one-third of the German machines are imported complete. In the census of production report for 1907 it is shown that talking machines and records were manufactured in that year in the United Kingdom to the aggregate value of \$335,788.

There is not at present a promising market for new lines, as those already in the trade are pretty well established and competition is keen. Machines with exposed sounding-horns are preferred because they are less expensive, and operatic and band selections and popular songs by well-known singers are the selections most in demand. Both cylinder and disc records are used, but the former more extensively, as the machines with which they are played are cheaper than the disc machines and the records themselves cost less than the discs. The latter, however, have grown in favor among those able to afford the more expensive articles.

Disc machines are widely advertised in the leading popular weekly journals, monthly magazines

and daily newspapers, more particularly in the autumn and winter seasons. Both cylinder and disc machines are carried by music dealers. Retailers usually pay cash for their machines, and the wholesalers sell on a commission basis, sales under certain prices being forbidden. Price quotations should preferably be c. i. f., but in view of the present keen competition business would be difficult unless a branch house should be established under the management of an alert sales agent.

Throughout the provinces the popular-priced machines and the records of popular songs and instrumental numbers are both in demand, with a limited call for high-priced machines. In Liverpool 75 per cent. of the sales are of the cheaper styles. In Manchester the local piano dealers have taken up talking machines owing to poor trade in their own line. Germany sends large numbers of talking machines into Manchester. In Edinburgh, Scotland, the cheaper grades of talking machines are mostly in demand, the prices ranging from \$7.30 to \$15.30. The phonograph continues to be preferred by many families to the disc, but the latter is now making steady headway in favor. The American made machines of both styles have at least five-sixths of the trade, and as a rule machines with horns exposed are preferred to the hornless type.

For the trade in Dublin talking machines are usually imported through England, and the larger proportion are American. Direct importations from the United States in 1910 of talking machines and records amounted to \$1,003. In Dublin and locality the demand is well devoted between the high-priced and popular-priced instruments.

In the various cities throughout Great Britain American talking machines are found in considerable numbers, their chief competitors being the German makes, and there seems to be a goodly market particularly for the high grade expensive machines.

Other European Countries.

In most of the other countries of Europe conditions as to the talking machine trade are similar to those in the countries already mentioned. American instruments are to be found in almost every market, though in a number of places they are not imported direct. The machines manufactured partly in the United States and partly in Germany, or those made by branch factories of American firms in Germany, are found in large numbers particularly in the southern and eastern sections of Europe. The competition of German instruments, especially in the cheaper grades, is one of the chief obstacles to the marketing of the American product. In Spain, Switzerland, Italy and other countries the Gramophone Co., which is the name of branches or affiliations of an American company in various countries of Europe, largely controls the trade.

Practically all the talking machines arriving in Sweden come through Germany, and in the cheaper grades the German machine is practically the only one offered, the best and highest priced being the American. A German machine with outside horn retails there for prices ranging from \$2.50 to \$107. Records of all kinds are sold. The prices for "Beka" and "Lyrophon" records, two German makes, are as follows: Five-inch single, 20 cents; 7-inch single, 27 cents; 7-inch double, 40 cents; 10-inch double, 53 cents. The market for phonographs is undoubtedly worth developing, and American firms not represented on the Continent by allied companies could probably cultivate it best by

Paste This Where You Can Always See It!

MR. DEALER:

We refer all Talking Machine inquiries coming from towns where we are represented by dealers to the dealer or dealers in that town.

VICTOR and EDISON JOBBERS

Lyons & Healy

CHICAGO

acting through Hamburg jobbers, who send their own traveling men through the country with general lines of small wares. There is a limited market waiting to be developed for wax-cylinder machines for office dictation, some of which have already been sold. Norwegian conditions are largely similar to those in Sweden, though many machines are imported from the United States direct. The total importation in 1909 was valued at \$41,600, of which goods worth \$21,835 came from Germany.

There is only a limited market for high-grade machines in Denmark, the Netherlands and Belgium, except in Liege, where the demand for the more expensive articles is fairly good, though even there the greater demand is for the cheaper grades. In Ghent the type of machine demanded varies in price from \$3.50 to \$14.50. There is a large and increasing demand for phonographs in Antwerp, disc records and operatic records being preferred, and machines of moderate cost having the first place on the market. The favorite one is the American gramophone, now manufactured in and imported from Germany, France and England. Since the establishment of the factories in these countries the machines are no longer imported direct from the United States.

Practical Monopoly in Spain.

The phonograph business of Spain is practically controlled by a monopoly, conceded by the Government to the Compañia Francesa del Gramophone, which is one of the affiliations of an American company and which holds nearly all the Spanish patents on talking machines and accessories. Their machine is the only one of importance on the market, and at least in the Barcelona district competition with it is almost out of the question. The value of the phonographs and accessories imported into Spain in 1910 was \$61,611, of which the shares of the principal foreign countries were as follows: United Kingdom, \$22,654; Germany, \$17,794; France, \$12,643; United States, \$3,895. At Seville, which is said to be the second best market in Spain for phonographs, there is a good sale of high-grade machines, most of which are the product of an American factory. On account of the heavy duty, Seville firms do not buy their American phonographs direct, but through agencies at Barcelona, where the cases are made for the imported mechanisms. Quotations should therefore be made on the essential working parts of the machines, with specific weights, etc.

Italy and Switzerland.

A large part if not practically all of the American talking machines sold in Italy are the product of one company, whose agent is located in Milan. Phonographs are popular only in parts of Italy, and the demand that does exist is pretty well supplied by the German manufacturers. In Sicily, where the phonograph is very popular, more than one-half of the 800 to 1,000 machines sold annually are of German make, the two principal ones being the products of the International Talking Machine Co. (Ltd.) and the Lyrophonewerke, both at Berlin. From 200 to 300 machines are sold annually by the Palermo subagency of the Milan agency of an American firm. In the north of Italy the sale of phonographs is said to have declined in the last two years, though there is a liking for good operatic music.

Phonographs in Switzerland are imported largely from Germany, the value of the total importations in 1909 being \$118,000, of which Germany furnished \$76,000 and France \$32,000. The statistics showed only \$1,000 worth of phonographs from the United States, but that is misleading, as many of the mechanical parts made in the United States are sent to Germany, fitted with cases, and then sold in Switzerland. It is said that American firms not represented in Germany can hardly hope to compete in Switzerland by direct sales. Cheap phonographs are made in Switzerland and exported to all parts of the world, the amount in 1909 being \$350,000. In general, there is no market for high-grade machines, though there may be some sale for them in St. Gall.

Russia, Turkey and Greece.

The Russians are a musical people and care little for what is known in the United States as "ragtime" music. The classical productions are

in demand and especially those of noted singers. Where the quality is good and the price reasonably moderate there is an excellent market in Russia for high-grade machines, and although there is a large sale of the cheap phonographs the Russians are not satisfied with them as a rule. There are four factories in the country making phonographs, one of which, the Gramophone Co., employing 117 workmen, is at Riga; another, owned by Julius Feigenbaum, at Warsaw; and the other two, the Orfeon Co. and J. H. Zimmerman, at St. Petersburg. Germany leads in the import trade and a few machines are supplied by England, but it is believed that the United States also has a good foothold in the trade. Disc machines are very generally preferred and those with concealed sounding horn are beginning to make a place for themselves. Phonographs are very popular in the Caucasus, prices running from \$23 to \$39; most of the sales are of the lower-priced grades.

In Turkey the business and representation of American phonographs has invariably failed. The prices are too high and the German machines at much lower figures answer the purpose quite as well. Some presumably American machines are seen, but it is believed that none of them originates in the United States. However, a considerable number of American records are sold in the interior. In Greece the popularity of the phonograph has declined, and only the cheaper grades are now sold.

(To be continued next month.)

TO PRESERVE VOICE FOR 1,000 YEARS

Plans in Paris to Record Bernhardt's Voice and to Seal the Records in Receptacles that Are Not to Be Opened for Ten Centuries—Looking for Suitable Record Compositions.

According to a dispatch from Paris, France, it is planned to make records of Sarah Bernhardt's voice in some of her famous plays and to seal the records in containers, which are not to be opened for a thousand years to come.

Those most interested in the movement say the greatest difficulty lies in securing a composition from which to make the records, that will remain in its present form during the ten centuries. There still appears to be some doubt about the ordinary record composition retaining its properties during that period.

It is rumored that a prize of \$1,000 will be offered for records that will endure this long period of storage. One of the committee has remarked that no one will ever be able to gainsay whether the prize-winning record composition has come up to the demands or not.

If you have employees who insist upon doing their work in their way instead of your way, begin looking around for someone to take their place.

FEATURE EDISON LINE IN IRELAND.

Edison Phonographs, Home Kinetoscopes and Other Products to Receive Strong Representation in Emerald Isle by "Phonos and Kinetos, Ltd., Ireland."

(Special to The Talking Machine World.)

Dublin, Ireland, Nov. 30, 1912.

One of the latest limited companies to enter the talking machine field in Ireland, and in the movements of which manufacturers and dealers are showing much interest, is "Phonos & Kinetos, Ltd., Ireland," which has opened handsome premises on



Edison Headquarters in Dublin, Ireland.

Grafton street, the main business street of this city, where the company is displaying an elaborate line of Edison phonographs and records, including the latest model, the new Edison home kinetoscope, and many other Edison specialties.

The new company is under the control of Irish directors, with John O'Neill as managing director. It is the intention of the new company to open branches in Belfast, Cork and at other points on the Emerald Isle in the near future.

The officers of the company are especially enthusiastic regarding the opportunities offered for the sale of the Edison home kinetoscope, and claim that the number of dealers applying for agencies for the new line is already somewhat in excess of the number that can be supplied at the present time.

Closing Out

at a bare fraction of original cost, large stock of

TWO-MINUTE U-S

and

COLUMBIA CYLINDER RECORDS

slightly used but in good condition. Large variety of selection. For quantity prices, address

MULTIPHONE OPERATING CO.

102 West 101st Street, New York City

FROM OUR EUROPEAN HEADQUARTERS

1 GRESHAM BUILDINGS, BASINGHALL STREET, LONDON, E. C., W. LIONEL STURDY, MANAGER.

English Manufacturers Experiencing an Enormous Boom in All Branches of the Talking Machine Business—Impossible to Supply the Present Active Demand—Conditions Are Most Favorable in Every Respect—Some Christmas Selections—New Device to Strengthen and Purify Tone Delivery—Strenuous Effort Being Made to Kill Price-Cutting—New French Record Makes Its Appearance—Tone-Arm Suit Settled—A Great Budget of New Records for the Month—Talking Machines to Be Included in Piano Manufacturers' Exhibition—Gramophone Co. Exhibit—Other Items of Interest.

(Special to The Talking Machine World.)

LONDON, E. C., December 3, 1912.

In many quarters trade conditions remind one of the boom 1906-7 season, when dealers could not replenish stock fast enough to satisfy the demand. Manufacturers then, as now, found their factory facilities quite insufficient to cope with the tremendous influx of record orders, despite night and day working shifts continuously for months. In not a few instances, too, the only fitting parallel memory provides is that of ten or more years ago—the time when discrimination in the choice of titles was a thing unknown. Dealers in those days were only too glad to take anything available, the most indifferently recorded selections selling freely. It furnishes a mental picture of happy dealers and worried manufacturers beset with the responsibility of filling time orders as promptly as possible. Conditions have changed vastly since then, and to again approach even a semblance of the old situation is indeed fraught with great significance for the future of the talking machine industry. And more especially so when one considers for a moment the terrific competition which abounds today. The public has a choice now of something near forty different records, of which quite 25 may be classed as well known at prices varying from thirty shillings to one shilling and sixpence, if one ignores the great number sold below the latter figure. Almost every week a new record makes its appearance on the market, and they are for the greater part of the 1s. 6d. variety. To American readers who have but a choice of half a dozen records the foregoing may come as a surprise. There are few, if any, patent restrictions in force here, while on your side progress in the talking machine trade, at any rate, seems to be hedged around by patent monopolies and commercial policies which would not be tolerated this side of the pond. Therein lies the difference. Whatever may be said to the contrary, if one may reasonably judge from existing conditions here competition is all in favor of the public, and ipso facto, the trade also. But there, I wander from the subject. Interviews with London traders fully confirm my previous forecasts of a great season. There can be no doubt of it now; we are in the throes of a real Yankee hustle.

Among the factors complaint is made of the difficulty experienced in obtaining adequate supplies of machines and records, but ever joyful and optimistic, they are doing the best possible to meet the dealers' requirements. With our retail friends things are, of course, as usual—want everything at once. Few make advance preparations in the direction of planning what lines they will carry, and when sales begin in earnest, that is the time in their opinion to rush the factors, expecting immediate deliveries of any goods they order. The reaction naturally affects all sections of the trade and culminates in placing manufacturers in the awkward predicament of having to refuse orders a week or so before Christmas. Let us hope things will shape out better this year.

I have not the space in which to review the great amount of Christmas literature to hand from the various talking machine concerns; let it suffice to

say that a particularly high standard of get-up and attractiveness is manifest in this publicity matter, which, properly utilized, will prove of great assistance in support of the retailers' efforts to boom talkers in ideal Christmas gifts.

In the various record lists Christmas selections are much in evidence. All vie with each other in issuing of the best and most appropriate titles—ragtime, waltzes, carols, hymns, etc., predominating.

Records of the Choir of St. Patrick's Cathedral.

It is now possible to hear the choir of St. Paul's Cathedral through the medium of "Marathon" records. For such a young firm this is really a great scoop, and is all the more acceptable, having regard to the long rendition only possible with this make of disc. Congratulations!

New Sound Reflecting Elbow Introduced.

The "Rayflex" sound reflecting elbow, designed to purify and strengthen the tone delivery of every machine to which it may be fitted, is the very latest novelty placed on this market. A brief description is of interest. It represents an elbow connecting the trumpet to the sound arm ahead, but instead of being round on the top bend, is at this spot shaped off flat in two angles, by which means the sound waves are reflected direct out of the machine without impinging against the walls of the elbow and trumpet as in other instruments. By this method it is obvious that just the full musical expression as recorded is delivered free from nasal echo and other foreign noises bred in the elbow and trumpet of ordinary machines. A test of the Rayflex elbow convinced me beyond any doubt that it represents absolutely the most remarkable device for the improvement of gramophones produced in recent years, and I have no hesitation in saying that it not only enriches and clarifies the tonal quality of records, but lends an added charm to mechanical music, and will exert a great influence in further popularizing so-called talking machines. The Rayflex elbow is made in a variety of sizes to fit any machine, and sells at an extremely reasonable price. Particulars may be obtained from the Rayflex Co., Ltd., 42 Great Marlboro street, London, W.

New Companies Organize.

Record & Gramophone Manufacturing Co., Ltd., capital £2,000. Office: 24-25-26 Featherstone street, City Road, E. C.

Sidney Acott & Co., Ltd., musical instrument manufacturers; capital £10,000. Office, 124 High street, Oxford.

West End Gramophone Supply Co., Ltd.; capital £5,000. Office, Regents street, W.

Information Regarding Foreign Markets.

In reply to a question as to the advisability of establishing commercial museums in suitable trading centers for the exhibition of examples of British goods which are in demand at different places abroad, Mr. Buxton, president of the Board of Trade, said: "The practice of the Board of Trade in this matter is to exhibit at the Commercial Intelligence Branch of the Board in the city, and also from time to time at suitable trade centers in the United Kingdom, samples sent home by His Majesty's consuls and trade commissioners in foreign countries and His Majesty's dominions of foreign articles which appear to be displacing British manufactured goods in those markets. For example, at present a series of exhibitions of samples of foreign hardware which is competing with British goods in the markets of self-governing dominions is being held in London, Birmingham, Sheffield and other important centers. These temporary exhibitions, which have met with great success, are, I think, a more effectual method of furnishing information to manufacturers desirous of finding markets abroad for their wares than the establishment of permanent museums, which it is practically impossible to keep

up to date in regard either to samples of goods in current use to to current prices and conditions. I may add that manufacturers and traders requiring information as to conditions obtaining in particular foreign or colonial markets in regard to their particular goods should apply to the Commercial Intelligence Branch of the Board of Trade in Basinghall street, E. C., which branch has been established for the special purpose of supplying such information.

Association to War on Price Cutters.

At a recent meeting of the executive council of the British Gramophone and Phonograph Dealers' Protective Association, Mr. Wilcox, president, in the chair, supported by Henry Seymour, honorary secretary, the importance of price maintenance was strongly debated. The strong policy pursued by the Columbia people came in for a deal of praise, but several other concerns were strongly condemned for their apparent indifference to glaring examples of price cutting, to which their attention had been drawn. A suggestion to approach these delinquent firms met with an enthusiastic response, and in at least one case a subsequent meeting with the manufacturer was considered to have produced excellent results.

The association has been pretty quiet of late, and there are not a few of its supporters who would like to see it a little more active. Certainly good work is being done, but to make itself really known, a salaried official should be appointed to devote his whole time to further the society's interests and gathering in new members.

A recent letter to Edison dealers says, in part:

"From now on until December 31, 1912, we shall extend the exchange so that dealers may accept from their customers cylinder records of any other make, allowing a credit of twopence for one record of other make against the purchase of an Edison Amberol record at full list price. In other words, the allowance for a record of other manufacture will be the same as on an Edison Standard record, and dealers will receive from their factor an allowance of three halfpence (1½d.) on a record of other manufacture against the purchase of an Edison Amberol record, at usual dealers' price. We suggest that you circularize your patrons and if you will send us a list of their names and addresses we will be glad to communicate with them direct and recommend them to your establishment for further details."

Big Season for "His Master's Voice" Records.

If this is anybody's season it is a "His Master's Voice" one. In divers unexpected quarters the famous dog meets the eye, and his mission along the path of publicity has culminated in placing the Gramophone Co. in a little difficulty not unrelated to supply and demand. The tremendous number of advertisements now appearing in the chief newspapers and magazines has produced the inevitable result of creating a demand for "His Master's Voice" goods which can only be described as unprecedented. Despite the full working pressure day and night, and what appeared at the time ample factory preparation to handle this great demand, machines and records cannot be dispatched fast enough to satisfy the healthy appetites of "His Master's Voice" dealers. And to crown it all the company has just issued such a splendid list of records for December as is scarcely calculated to relieve the situation. Here are some of the good things offered: Double-sided records, 12-inch—"Lift Up Your Heads" (Messiah), Handel, and "And the Glory of the Lord" (Messiah), Handel;

Messrs. Marcus Clark & Co., Ltd., Talking Machine experts of Sydney, N. S. W., will always be pleased to hear of anything new in Talking Machines, Records, or Novelties with view to agency. Particulars to D & W. MURRAY, LTD., 28 Finsbury St., London.

FROM OUR LONDON HEADQUARTERS— (Continued from page 36)

"On the Road to Zag-a-Zig" (Finck), and "Japo Maisene Ke-Sa-Ko" (Chapus). 10-inch—"Semper Fidelis March" (Sousa), and "La Kermesse" (Faust), Gounod, by the Band of H. M. Coldstream Guards; "Love's Desire" (Reposti), and "The Light Watch" (S. Dickinson); "Baby's Sweetheart," Pizzicato Serenade (Corrijun), and "Pizzicato," from "Sylvia" (Delibes), Mayfair Orchestra. "Love at Sight" waltz (Henry Coates), and "Moon Madrigal Dance" (Willeby), Bohemian Orchestra; "Oh, You Beautiful Doll" (Brown and Ayer), and "The Gaby Glide" (Hirsch); "La Boheme Fantasia," Part 1 (Puccini), and "La Boheme Fantasia," Part 2 (Puccini), Jacob's Trocadero Orchestra. H. M. V. single-sided records—"Wedding March" (Mendelssohn); and "Nocturne," "Midsummer Night's Dream" (Mendelssohn), New Symphony Orchestra; "Silver Threads Among the Gold" (Danks), John McCormack; "The People That Walked in Darkness" (Messiah), Handel, Clarence Whitehill; (a) "Rose in the Bud," and (b) "It is Not Because Your Heart Is Mine" (Lohr), Mme. Kirkby Lunn; "Sigh No More, Ladies" (Aiken), Gervase Elwes; "The Drum Major" (E. Newton, Charles Tree; "The Sentry Song" ("Iolanthe"), Sullivan, Harry Dearth; "At Santa Barbara" (Kennedy Russell), Peter Dawson; "My Dearest Heart" (Sullivan), Miss Percival Allen; "Eily Mavourneen" (Benedict), Miss Ruby Helder; "Sink, Red Sun" (del Riego), Miss Marion Beeley; "Angels Guard Thee" (Godard), Olga, Elga and Eli Hudson; "Humoresque" (Dvorak), Miss Marie Hall (violin); "Good-night, Good-night, Beloved" (Pinsuti), Brass Quartet; "Scherzo Capriccio" (Sabathil), flute, John Lemmoné; "Gems from 'Florodora'" (Smart), Light Opera Company; "Be My Comrade True" ("Princess Caprice"), Leo Fall, Miss Clara Evelyn; "Robin Hood" (Rogers), George Robey; "Pucker Up Your Lips, Miss Lindy" (A. Von Tilzer), American Quartet; "When Uncle Joe Plays a Rag on His Old Banjo" (Morse), Arthur Collins; "Won't You Waltz With Me?"

(Naish), Tom Clare.

"Pathograph" for Use in Schools.

Apropos the growing use of the talking machine for educational purposes, it is interesting to know that Pathé Frères intend to market what is styled the "Pathograph," which I believe has already won considerable favor on the Continent. Another line they have in view for introduction here is a home picture machine, and having regard to this firm's special facilities in this business, something of exceptional utility may reasonably be expected.

New Record Appears in British Market.

Gabrill, Paris, is the name of yet another new record here which is being exploited under the agency control of our old friend, Mr. Williams, whose present offices are located at 15 New Oxford street, London. Although at the moment only records by the Le Garde Republicaine Band have been issued, the company's future policy will embrace the issue of a big list containing up-to-date English titles, upon which recording is shortly to commence.

Big Signs on Gramophone Co. Plant.

Situated on the fringe of the G. W. R. main lines, the Gramophone Co.'s huge Hayes factory offers exceptional facilities for publicity purposes, and we are therefore not surprised to learn they have utilized the walls fronting the railway for this purpose. A number of signs are already up and the latest conception is a huge representation of "His Master's Voice" trade-mark picked out in no less than six colors. The effect will be striking and impressive and will furnish the minds of passing travelers with much food for thought.

Settlement in Tone Arm Suit.

For some considerable time past it has been known that litigation over the Gramophone sound arm was pending in Germany between that company and Messrs. Lindstrom. According to the German trade press there appears to have been a settlement of the matter in dispute without resort to law. All of which is very satisfactory.

Interesting New Zonophone Co. List.

Of the different Christmas lists issued that to hand from the Zonophone Co. is undoubtedly one of the very best yet conceived. It is replete with a particularly grand selection of seasonable titles and a full meed of praise must be accorded to the utilization of the services of so many prominent artists, practically every one of whom is a top-liner. I need hardly mention that orders placed for these records reach a phenomenal figure, so much so in fact that the company is experiencing the greatest difficulty in fulfilling the trade requirements. In addition to those mentioned below there are innumerable seasonable selections which the exigencies of space prevent my mentioning. Ten-inch double-sided records—"The Kerry Dance" (Molloy), and "The Bird and the Rose" (Horrocks), Mme. E. Jones Hudson; "Rocked in the Cradle of the Deep" (Knight), and "It's Nice When You Love a Wee Lassie" (Lauder), Harry Lauder; "Rosenthal and Harrigan at the Race Track" (Friend and Downing), and "Rosenthal and Harrigan at the Wedding" (Friend and Downing); "A Christmas Party" (descriptive), introducing "The Mistletoe Bough" (sung by Herbert Payne), and "A Christmas Ghost Story" (descriptive), Harry Lambton; "Autumn Manoeuvres March" (Carl Keifert), and "Autumn Manoeuvres Selection" (Kelman), Peerless Orchestra; "The Church's One Foundation" (S. S. Wesley), and "Lead, Kindly Light" (C. H. Purdy), Besses o' th' Bairn Band; and "All Aboard for Girly-Land" (Murphy and David), and "Let's All Go Into the Ballroom" (Murphy), Florrie Forde.

Talking Machines at Music Trades Exhibition.

At a recent meeting of the Pianoforte Manufacturers' Association called to discuss proposals for another music trades exhibition to be held next year, such a strong feeling manifested itself in favor of an all-British show that a motion to this effect was easily carried. The period of the exhibition is from September 6 to 20, 1913, both days

(Continued on page 38.)



To T. M. the KING and QUEEN OF SPAIN



To H. M. the KING OF SWEDEN



To H. H. the KHEDIVE OF EGYPT



To H. M. the KING OF ITALY

'His Master's Voice'

Trade Mark is recognized the world over as the

Hall Mark of Quality



To H. M. the SHAH OF PERSIA



BY APPOINTMENT To H. M. QUEEN ALEXANDRA

AUSTRIA: Oesterr. Grammophon-Gesellschaft, m. b. H., 8, Krugerstrasse, Vienna.
 BELGIUM: Cie. Française du Gramophone, 51, Avenue de la Porte de Hal, Brussels.
 DENMARK: Skandinavisk Grammophon-Aktieselskab, Frihavn, Copenhagen.
 FRANCE: Cie. Française du Gramophone, 15, Rue Bleue, Paris.
 GERMANY: Deutsche Grammophon-Aktiengesellschaft, 35, Ritterstrasse, Berlin, S42.
 HOLLAND: American Import Co., 22a, Amsterd, Veerkade, The Hague.
 HUNGARY: The Gramophone Co., Ltd., IV. Kossuth Lajos-utca 8, Budapest.
 ITALY: Compagnia Italiana del Grammofono, 5, Via S. Prospero, Milan.
 SPAIN: Cia. Francesa del Gramophone, 56, Balmes, Barcelona.

RUSSIA: The Gramophone Co., Ltd., 45, Nevsky Prospect, St. Petersburg; 9, Golovinsky Prospect, Tiflis; 30, Novia Svit, Warsaw.
 SWEDEN: Skandinaviska Grammophon-Aktiebolaget, 52, Appelbergsgatan, Stockholm.
 EGYPT: The Gramophone Co., Ltd., 13, Rue Stamboul, Alexandria; Rue Mousky, Cairo.
 EAST AFRICA: Bayley & Co., Lourenço Marques, 8 Beira.
 SOUTH AFRICA: Darter & Sons, Adderley St., Cape Town; Mackay Bros., Rissik St., Johannesburg; Mackay Bros. & McMahon, 443 West Street, Durban; Ivan H. Haaburger, Maitland street, Bloemfontein.
 INDIA: The Gramophone Co., Ltd., 139, Balliaghatta Road, Calcutta; 7, Bell Lane, Fort, Bombay.
 AUSTRALIA: The Gramophone Co., Ltd., Hoffnungs Chambers, Pitt Street, Sydney.
 GREAT BRITAIN: The Gramophone Co., Ltd., 21, City Road, E. C.

GREAT BRITAIN

The Gramophone Co., Ltd. - 21 CITY ROAD LONDON, E. C.



HIS MASTER'S VOICE

FROM OUR LONDON HEADQUARTERS—(Continued from page 37).

inclusive, and it appears such extensive support has been promised that nothing short of the great Olympia offers adequate space for exhibitors—all of whom will be allotted an "island" position. A prominent portion of the main hall will be set apart for a totally distinct talking machine section, in which it is said each exhibitor will have a separate soundproof enclosure for demonstration purposes, etc. The All-British Pianoforte and Music Trades Exhibition will in every way be a thoroughly comprehensive one, even to the extent of exhibiting machines, etc.

Death of Distinguished Inventor.

The death is announced of M. Charles Bourseul, at the age of 83. It is said that he ended his days poor and unknown, but is entitled to lasting fame on account of his share in the invention of the telephone. Bourseul gave up many years to the study of telegraphy, and in 1854 propounded a theory of the telephone in an important article which he wrote about that time for the Paris L'Illustration. According to Reuter, for the electric transmission of speech, M. Bourseul advocated the use of a flexible plate at the source of sound, which would vibrate in response to the varying pressure of the air, and thus open and close an electric circuit, and of a similar plate at the receiving station, which would be acted on electromagnetically and thus give out as many pulsations as there are breaks in the current. The difficulties relative to transmission of the sounds so as to be received similar in pitch, quality and relative intensity were not dealt with by Bourseul, who, however, to a great extent anticipated the work of Reis. The latter succeeded in constructing a telephone furnished with a receiver which did actually reproduce sounds, but intelligible and long-distance

talking by wire he just failed to make possible. It was reserved for Graham Bell and Edison, more than 20 years later, to perfect by their respective inventions the practical and commercial use of the telephone.

Latest Columbia-Rena List.

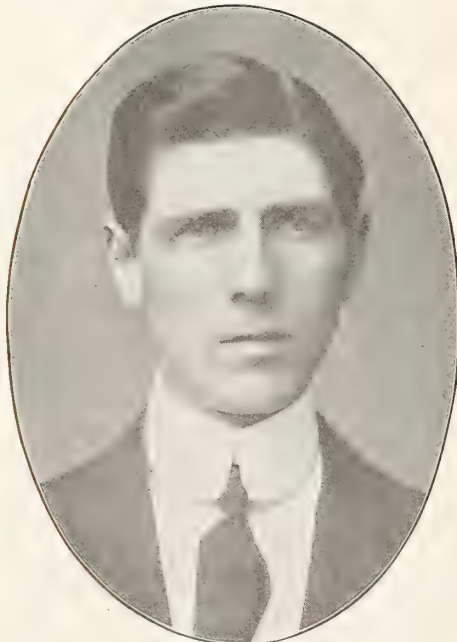
The Columbia-Rena current list contains particulars of so many special issues as to make it really difficult to know where to commence and where to end in giving a selection therefrom. But special mention should be made of their amazingly fine ragtime repertory, which includes practically every known success of the day. This class of music has caught on wonderfully here, and in giving us the real American ragtime stuff the company has secured for itself a niche of popularity alike among dealers and the public which will very considerably enhance its reputation. Some of the latest ragtime issues are: 10-inch records—"Hear That Pickaninny Band" (Furth), Prince's Male Quartet, and "Waiting for the Robert E. Lee" (Muir), Dolly Connolly (Mrs. Percy Wenrich); "That Aeroplane Glide" (Israel), Prince's Male Quartet, and "That Raggedy Rag" (Henry), Prince's Male Quartet; "Cabaret Rag" (Turney), and "Black Diamond Rag" (Henry Lodge), King's Military Band; "Red Pepper Rag" (Henry Lodge), and "Black and White Ragtime" (Botsford), xylophone solos, Lawrence Coates. A real novelty is the issue of a record pantomime entitled "Dick Whittington." It is announced in two parts on a 12-inch Columbia disc, and is treated in a most realistic fashion—not just a disjointed story, but a perfect presentment of a pantomime within the limits of a record. Played by the Columbia Pantomime Company, including the cat, orchestra and other effects, this remarkable record brings home

to one the unlimited scope of entertainment which the "talker" can provide. Other records calling for mention are: Columbia 12-inch records—"When All Was Young," from "Faust" (Gounod), and "Softly Awakes My Heart," from Samson and Delilah" (Saint-Saens), Miss "Carrie Herwin"; "There's a Girl in Havana" (Goetz and Sloane), and "I'm Going Back to Dixie" (Berlin and Snyder), the Two Bobs; "Fireside Minstrels," Part 1 and Part 2, with orchestra; and "Glory to God in the Highest," from "The Messiah" (Handel), and "Hallelujah Chorus," from "The Messiah" (Handel), Sheffield and Leeds United Choir. 10-inch records—"My Heart Is With You To-night" (A. J. Mills and Bennett Scott), and "That's What the Rose Said to Me" (B. F. Barnett and Leo Edwards), Stanley Kirkby; "Desperate Desmond" (burlesque, descriptive), Fred Duprey, and "Jimmy Trigger; or The Boy Hero" (burlesque, descriptive), Billy Golden and Joe Hughes; "Dutch Daly on Love" and "Dutch Daly's Imitations," by Dutch Daly and his concertina; "Mister Cupid" (Weston and Cunliffe), and "That's What They All Say" (Weston and Cunliffe), Whit Cunliffe; "The Fool of the Force," Part 1, and Part 2 (Carney), "A Music Hall Sketch," played by George Carney and company; "Queen of the Seas Waltz" (John Openshaw), and "Girl in the Taxi" waltz (Jean Gilbert), Casino Orchestra; "On a Christmas Morning" (L. Currie), descriptive, Casino Orchestra, and "Christmas Morning at Flanagan's," descriptive, Steve Porter and company; "The First Noel," and "Christians Awake," sung by the Abbey Quartet and soloists, with organ and string quartet; and "Rock of Ages" (R. Redhead), and "Onward, Christian Soldiers" (H. J. Gauntlett), cornet solos, by Sergeant Leggett.

TRADE PROGRESS IN THE SOUTH.

A Richmond Talking Machine Dealer Who Has Won a Large Measure of Success Is James Cowan, of Richmond, Va.

Southern progressiveness is well exemplified in the remarkable popularity achieved by talking machines in recent years. Dealers and jobbers throughout the South have all lent their utmost energies to the promotion and furtherance of the



James Cowan.

talking machine's popularity, and as a result of this conscientious labor the South is now the home of many handsome retail establishments devoted to the sale of talking machines. These stores are doing a splendid business with all the various grades of machines, and a chat with representative dealers of the South reveals unbounded enthusiasm and faith in the future of the industry.

Prominent among the live-wire talking machine dealers of this section of the country is James Cowan, of Richmond, Va., who handles Columbia goods exclusively. Mr. Cowan's store is one of

the show places of the city, and is noted throughout the State as being one of the best-appointed establishments in any industry. Mr. Cowan operates under the name of the Talking Machine Co., and his success with the Columbia products has been marked and emphatic from the first start that he made in Richmond, some five years ago. Mr. Cowan is not satisfied with merely having the exclusive agency for the Columbia goods and waiting for orders to come his way, but he is alert and aggressive, and takes advantage of every effort at co-operation extended by the home office. It has been his constant progressiveness and energetic work that has won for Mr. Cowan an enviable reputation throughout Virginia as one of the successful representative business men of the State.

PROMOTION FOR H. L. WILLSON.

H. L. Willson, of the Columbia Phonograph Co., who has for so long filled the responsible post of assistant to the general manager with signal ability, zeal and unflinching helpfulness, has been appointed assistant general manager. Mr. Willson has been so intimately identified with the duties of the office that the appointment is but a logical recognition of his worth and merit. He is assured of the continued cordial co-operation and support of the entire Columbia service.

RARE COLLECTION OF CELEBRITIES.

Otto A. Gressing, general manager of the Victor departments in the two McCreery, Lord & Taylor and O'Neill-Adams stores, is an enthusiastic collector of autographed photographs of world famous artists in the operatic and musical worlds. One of his chief hobbies is the development and enlargement of his already splendid collection, and he was very much gratified the past fortnight to receive the photographs of several prominent artists which were missing from this collection. Among those he secured recently were the photographs of Mary Garden, Leo Slezak, Olive Fremstad and Emmy Destinn. These new additions are prominently displayed in Mr. Gressing's office in the sumptuous Victor department at Lord & Taylor's, and constitute a collection which promises to be most interesting.

Opening for Good Salesman.

WANTED.—Opening in the Middle West, for a good Retail Talking Machine Salesman; straight salary—part salary and part commission—or all commission—to assume charge of department with live Victor and Edison dealers; good opportunity. Applicant must come well recommended. Address "B. H.," care The Talking Machine World, 373 Fourth Ave., New York City, N. Y.

FOR SALE.—Well-established talking machine and small goods business, with a fine growing trade; in the best and largest city in the irrigated west; population over 24,000; exclusive line and only one other store in the city; ill-health compels retirement. Address "C. M. C.," care The Talking Machine World, 373 Fourth Ave., New York City, N. Y.

CHAUFFEUR'S COMPLETE OUTFIT SACRIFICED.—Consisting of elegant mink fur-lined coat, Persian lamb collar, \$35; pair of elegant bear robes, \$15 each; raccoon cap, \$5; pair of fur gloves, \$4; pair of goggles, 50c.; 1 pair leather leggings, \$3.50. Will sell separately or the lot, all new; never worn. Original price, \$225. C. CHASE, 118 East 28th St., New York City, N. Y.

Talking Machine Man Wants Position.

A Live Talking Machine man of considerable business experience, thoroughly conversant with every detail of the line, business developer and salesman, is seeking connection with a firm or organization, who would appreciate a forceful, conscientious and able worker and for whom a future exists. Best of references. Address "100," care of The Talking Machine World, 373 Fourth avenue, New York City.

Columbia Salesman Wanted.

Wanted.—An experienced Columbia salesman for road work; permanent position; splendid proposition for a steady man. Address "Salesman," care of The Talking Machine World, 373 Fourth Avenue, New York City.

For Sale.

1,000 Edison 2-Minute Records at 8 cents; 1,000 Edison 4-Minute Records at 15 cents. Address "Sale," care of The Talking Machine World, 373 Fourth avenue, New York City.

FOR SALE.—5,000 Edison 2-minute records, 10c. each; 5,000 Zonophone 10-inch records, 15c. each; all new, clean stock. DENINGER, 335 North St., Rochester, N. Y.

FACTORS THAT DENOTE OUR GREATEST PROSPERITY.

Louis F. Geissler, Manager of the Victor Talking Machine Co., Makes an Able Analysis of Existing Conditions and the Results Are Certainly Cheering for the Talking Machine Man and Every Other Merchant in This Country—Political Situation Discussed—Tells of Immense Demand for Victor Talking Machines and Records.

Discussing trade conditions and prospects and the general trend of the talking machine trade, Louis F. Geissler, general manager of the Victor Talking Machine Co., Camden, N. J., said:

"In January, 1911, I openly prophesied a good year for 1911, a boom year for 1912 and, barring cataclysm, at least two or three more boom years to follow that period. Those prophecies, up to date, have materialized. Many bankers and manufacturers foresaw what we ourselves predicted the early part of this year, and that was that fundamental conditions were too strong to permit of the usual Presidential campaign year's deterring influences on our business. This is now a matter of history. From twenty-six travelers whom we have covering practically every corner of America there is scarcely a report but speaks of prosperous conditions in practically all lines of trade.

"As concerning our own condition, your readers in the trade are only too familiar with our oversold condition and the difficulty of securing Victor goods is all too apparent to them, but what we must have, to remain continuously prosperous, is a general, healthy, hopeful and prosperous condition throughout our entire land in almost all branches of human endeavor. To be sure, there is never a period so prosperous but that our national commercial failures continue, and there are those who cannot see the prosperity and, regrettable to say, many who do not enjoy it, but the large average prosperity is what we must deal with.

Our National Prosperity.

"Without referring to compilations of figures or past statistical 'diagrams' or 'curves,' I believe I am right in stating that such an economic or fundamental condition upon which to base hopes of prosperity has never before existed in our country. Everyone must know of the phenomenal crop of this year, and what is deeply encouraging, the excellent condition of the ground, which promises much toward another good crop for next year; the wide distribution of money throughout our land; the splendid—almost independent—condition (barring panics) of the banks throughout the country; this condition, which is so desirable and means so much to business in general, is demonstrated by the fact that every call that was made upon Eastern financiers to assist in financing crop movements and railroad necessities to take care of such has been met without causing a ripple upon the surface of finances in the East. This crop movement is now accomplished to a great extent and the money is finding its way back to our depositories, and this was done without drafts upon the European credits.

"Our national deposits, I read, have grown in a far greater ratio during the last five years, or since the panic of 1907, than in any other similar period of our national history.

"Everything that this country has to sell—the products of her mines, her forests, her lands or her labor—is either abundantly produced or in much demand at fair prices. Copper, which is practically the basis of all metal values and for which we have paid as high as 25 cents and as low as 12 or 13 cents in the past six or seven years, is now selling at 17½ cents and in tremendous demand the world over, and it costs less to produce than ever in the history of that industry.

"The value of our crops in general approaches closely the ten billion dollar mark. I note the Southern Pacific Railroad reports that it will require 55,000 cars to move the fruit crop out of California. Think of it—1,000 train loads of 55 cars each.

"The prosperity of America—in fact, of the world—depends upon the generally prosperous condition of the world; we are all more prosperous when everyone is prosperous. Other nations are exceedingly prosperous. The great bankers of the world are busy financing the world's industries.

"It is this condition of affairs which leads me

to hope that, notwithstanding the apparent readiness of the armies and navies of England and Continental Europe at the present time, the world's greatest catastrophe—which has been so frequently referred to in case of the embroilment of European powers over the imminent settlement of the Balkan war and Balkan territorial questions—will be averted, and that the world's prosperity will be resumed and continued.

Effect of Change in Administration.

"We have now to do with the possible influences of a change of administration. Personally, I look with composure toward the future under President Wilson. Whatever our political affiliations or views may be, I think it is well to bear in mind that the political and business views of both the Democratic and Republican party have changed considerably during the last few years and that there are no longer the great and irreconcilable differences between the parties. In my opinion the Republicans are not so rampant



Louis F. Geissler.

as protectionists nor the Democrats as free traders as they were a generation ago.

"The South is a wonderful producer and a large manufacturer to-day.

"The North—and many of our manufacturers—who have looked so long with anxiety at the tariff wall, and more especially the tariff agitation, have made such a careful study of conditions both at home and abroad (where the cost of living and production has gone up just as it has here), that they—the Northern factories—no longer scare as formerly at the suggestion of a change, and even the Republican party has committed itself to a revision of the tariff downward.

"We have in the incoming President a man born in the South, resident in the North; a strong-minded, educated and refined gentleman; a deep student, and whose convictions we have every reason to believe will be based upon his belief rather than pure party policy.

"He signifies his intention of calling a special session of Congress immediately after his official installation. I think this is a good thing to do. Let us dispose as quickly as possible of the uncertainty. He will have both Houses with him; his Congress will be a new broom; they will be prepared to sweep clean; they will come to the subject with fresh minds; tariff bills have been prepared galore, and Mr. Wilson says that he has studied the question all his life, and I believe there

will be a very temperate revision and that the Democrats themselves, now that they are able to do what they please, will not do it, i. e., after a fashion that should cause national alarm.

"A prosperity such as we have never before seen has been bequeathed to the Democratic party by the Republican. If they are foolish enough to injudiciously destroy it, they will go out of power again and probably not be returned for another 25 years.

"The situation under which the Democratic party came into power is so absolutely unique that the solution of the great responsibilities which they assume will be critically watched by voters of both parties.

"The tariff question, the currency question, the railroad question, the application of the Sherman act and the seemingly ever-present and malignant attack upon corporations simply because they are such, or because the brilliancy of their management has brought them into the limelight; these questions, of such great moment and so far-reaching in their results, are presented for the Democratic solution and, if unwisely solved, may cause the Wilson administration to be the rock upon which the solid South may break, and, to my way of thinking, it would be a good thing for the country if we had more Democrats in the North and more Republicans in the South.

Attending to Our Own Business.

"However, notwithstanding the truths in the foregoing paragraphs relative to the great influence of general and political conditions in our own specific circle of endeavor, there is no doubt but that every merchant can by his personal effort largely 'make or break' his own business in either good or bad times.

"It is well for the smaller merchant to keep closely in touch with forces outside of only those which seem to have a direct bearing upon his own business, but he must 'deliver that butter to Mrs. Smith's on time and see that it is sweet.'

"It is well for the manager of a concern to receive any suggestions relative to the betterment of the business from his employees, but he welcomes most the suggestions from a man relative to the improvement of his own department, and so with the dealers to whom you direct your journal, the hard and intelligent worker will attract to himself, in times both good and bad, the larger percentage of the trade to be done in his particular line in his territory.

"I would take advantage of this opportunity to explain to such of your readers as may read these remarks that, notwithstanding our enormous preparations and largely increased facilities and shipments, they are totally inadequate and will remain temporarily inadequate to take care of the enormous demand which the generally prosperous condition and our added advertising and efforts have caused.

"We are beholden to many sources of supply—much assistance must be had from the outside. When that assistance fails us, it matures in our factories and is naturally passed on to them. Our deliveries of material from the mills have fallen below our orders and hopes very materially.

"No one could have foreseen the enormous increase in business which has occurred. We prepared to take care of an increase of over 50 per cent. this year, but it must be remembered that not only has the Victor of itself naturally made wonderful strides, but there has been a virtual 'slump' to the Victor, and I do not believe that outside efforts will be able to take any great part of that business away from us in the future.

"While we cannot take care of business at present, I may say (I hope without betraying too much egotism) that all Victor dealers are to be congratulated upon the fact that the Victor organization is a progressive one and is strong enough financially and willing enough to put the millions of dollars into extensions, which is now being done, in the effort to take care of the trade which is maturing.

"Our entire organization is alive to the condition and the tremendous shortage. We are doing all that is possible in all sections to get help and every other factory in the East is doing the same. We are positively fighting for labor; are no doubt

(Continued on page 40.)

FACTORS TO DENOTE PROSPERITY.

(Continued from page 39.)

robbing other factories and they are robbing us.

"We are refusing all new business and some of the very best concerns in the country are endeavoring to secure dealers and distributors' contracts. We have ordered our travelers to cease selling goods temporarily and devote their time to development and educational work.

"When our new factories mature—which will

not be far off—we shall have an immense output and have every hope of next year being able to take care of a larger percentage of the demand—no matter what it may be—than we are this year. I extend to all Victor dealers a hearty invitation for them to visit our factory and be shown through by a competent guide at any time during office hours.

"I am sure that they would return home more fully enthused by this Victor showing than by any other Victor factor."

MOST SUCCESSFUL HOLIDAY SEASON IN HISTORY.

Shortage of Stock in All Lines Causing Considerable Concern—All Houses Enjoying Remarkable Business—Arrival of Edison Disc Phonographs Interests Trade—Various Plans Pursued to Develop Business—McGreal Becomes Sheriff January 1—Victor for Washington School at Fond du Lac—Happenings of the Month Worth Noting.

(Special to The Talking Machine World.)

Milwaukee, Wis., Dec. 11, 1912.

Milwaukee talking machine men in both the jobbing and retail fields are finding themselves in the midst of one of the most successful holiday seasons in the history of the local trade. People are buying machines and records in a manner which they have not done in years, and there is every indication that the close of the season will see a record-breaking amount of business on the books.

The only matter which is causing all interests considerable concern is the genuine shortage of stocks in all lines. Demand has been so good from all sources that dealers found themselves low on stocks this fall and besieged jobbers with urgent requests for goods. The jobbers in turn found that the factories were unable to ship machines fast enough to meet the demands of the trade. The Wisconsin Talking Machine Co., jobber for the Victor; Lawrence McGreal, Edison jobber, and A. G. Kunde, Columbia jobber, have done their best to satisfy their dealers, but in many cases decidedly more machines could have been disposed of.

"While the Wisconsin Talking Machine Co. has been able to meet the demands of its dealers for Victor machines in most instances, it has meant a tremendous pull," said Harry Fitzpatrick, manager of the company. "There is no use denying the fact that we could have disposed of more machines had we been able to secure them. We have been fortunate in one respect in that we have been able to get plenty of records from the factory. Demand for machines and records has been such that sales will reach a new high mark this fall."

Reports which are arriving in Milwaukee indicate that dealers in the smaller cities and towns of

Wisconsin are securing a really remarkable business. It would seem that this is due largely to the widespread prosperity which exists all over this section of the Northwest because of the bumper grain and corn crops. The last crop report just issued by J. C. MacKenzie, secretary of the Wisconsin State Board of Agriculture, shows that the corn crop exceeded all expectations and that the early frost did not create the damage expected. Live stock and dairy prices are highly satisfactory, and this has added to the wealth of the Wisconsin farmer. When crops in Wisconsin are good and prices in produce and live stock come up to the normal, there is every promise of a big business in all lines of activity.

The first consignment of the new Edison disc machines has arrived in Milwaukee and has aroused much interest in local talking machine circles. William P. Hope, traveling representative of Thomas A. Edison, Inc., in Wisconsin and Upper Michigan, has been demonstrating several of the machines at the Hotel Pfister, where dealers from all over the State have been inspecting the new proposition. Everybody seems to think that the Edison people have perfected a machine which will increase their business right from the start. Nothing but words of approval are heard, and dealers are backing up their convictions by placing substantial orders. Lawrence McGreal, Edison jobber, has also received a few machines and is demonstrating them to his dealers. Mr. McGreal is especially enthusiastic regarding the future of the machine, and he is confident that Edison sales will now increase by leaps and bounds.

The Milwaukee department store talking machine people are meeting with an especially good business

this season and all are highly optimistic. L. C. Parker, manager of the Victor department at Gimbel Bros., reports that his business for the first ten months of the year showed an increase of 78½ per cent. over that of the corresponding period in 1911. Several additional sound-proof booths have been installed by Mr. Parker and he has increased his sales force to handle the holiday rush. C. W. Abbott, the enterprising young manager of the Boston store department, says that Victor sales thus far have even exceeded his expectations. Mr. Abbott has conducted a decidedly up-to-date campaign of advertising and it is safe to say that every patron of the big store has been notified regarding the new Victor department. The Boston store quarters have been enlarged considerably during the past two or three weeks. J. H. Becker, Jr., manager of the Espenhain Victor department, issued a special list of Christmas records and the result has been a phenomenal record sale.

Proof of how a really good record can make a sale is offered by Mr. Becker. A McCormack record—"The Rosary"—was being played at the regular afternoon concerts conducted by Mr. Becker in the Espenhain concert hall, when a lady from the store's rest room came over and said she would like to purchase that particular record. Before she had left, Mr. Becker had sold her more than a dozen good records and a \$50 machine, although when she visited the department she had no intention of making such a purchase. Mr. Becker is a strong supporter of the daily concert idea and he can directly trace good sales each week to this source. Mr. Becker says that the circular idea more than pays. Just the other day a lady entered his department with a circular which she had received last July and purchased a large consignment of records. Mr. Becker keeps an extensive card system of his customers, so that he can "follow" them up and secure good record sales. Mr. Becker is not in favor of selling a machine on the approval scheme, but much prefers to send out a man to demonstrate the machine and close up the deal or have the machine brought back at once.

Miss Gertrude Gannon, head of the Wisconsin Talking Machine Co., jobber for the Victor line, has installed several attractive sound-proof booths at her retail store in the Merrill building. Attaches of the store say that business was never better.

Among the recent visitors in Milwaukee were: Roy J. Keith, of the Talking Machine Co., of Chicago, and H. Franke, of the Pooley Furniture Co., of Philadelphia, who made some fine sales of the Pooley cabinets.

Paul A. Seeger, manager of the new Victor department at the Edmund Gram Music House, 414-416 Milwaukee street, has more than doubled his Victrola sales during the past month.

Miss Elizabeth Hughes, assistant manager of the talking machine department at the Edward Schuster & Co.'s store at Third and Garfield streets, is meeting with unusual success in the sale of the Victrola XVI.

The F. Leslie Clarke Piano Co., recently incorporated by F. Leslie Clarke with a capital stock of \$25,000, has taken the agency for the Victor line and is displaying a fine exhibit of Victrolas at the new store at 710 Grand avenue. Special quarters have been provided for the Victor by Mr. Clarke.

The Columbia store at 516 Grand avenue, owned by A. G. Kunde, Columbia dealer and jobber, seems to be one of the busiest places in Milwaukee this holiday season. Mr. Kunde has made several changes in the establishment in order to provide more room for the display of his stock and has again increased his sales force. Mr. Kunde says that he is having troubles of his own in securing machines in sufficient number from the Columbia factory to meet the demands of his trade. A real "live wire" advertising campaign carried on by Mr. Kunde has done much to increase Columbia sales.

Pupils of the Washington school at Fond du Lac, Wis., are very enthusiastic about a Victor machine recently placed in that institution.

Lawrence McGreal, Edison jobber, who was elected sheriff of Milwaukee County at the last election, will enter upon the duties of his new office on January 5, and is confident that he can fill the office and carry on his talking machine business at the same time.



No. 412 Udell Disc Record Cabinet.

Mahogany or Oak. Holds 272 Records.
List price \$15.00.

You have sold the Talking Machine and a nice bill of records. Why not complete the outfit and sell a Cabinet from "The Udell Guaranteed Line"?

It's easy: All you have to do is to show in an attractive way half a dozen "Udell Designs."

Then you say, "Of course, you want a Cabinet to properly house those fine records, and also a base for the Machine." Elaborate a bit on the fact that the workmanship and finish of every Udell Cabinet is Guaranteed and you will almost invariably get away with the sale.

Surely you need our Catalog No. 41 illustrating to splendid advantage "The Udell Guaranteed Line." Address,

Sales Department

The Udell Works
Indianapolis

CALIFORNIA DEALERS PREPARED.

Talking Machine Men in Southern District Complete Plans for Handling Holiday Trade—Shortage of Stock the Chief Complaint—Geo. J. Birkel Co. Gives Opening Recital—Activities of Other Houses—Changes Among the Salesmen—General News of the Month.

(Special to The Talking Machine World.)

Los Angeles, Cal., Dec. 5, 1912.

November closes a very busy month with dealers throughout this entire district. Dealers have put on the finishing touches in ordering goods ready for the Christmas rush, which it is expected will be tremendous. A shortage of goods will be the only reason why this season's business will not be the greatest that has ever been experienced in this section.

The opening concert for the season was given in the elegant new hall on the fifth floor of the Geo. J. Birkel Co. The hall was crowded with appreciative persons, who enjoyed music of the highest order. Among other artists who had numbers on the program were Mr. Hogan, the accomplished organist, who rendered the solos on the new Estey pipe organ, which has just been installed. He also played the accompaniment to selections rendered by the Victor Victrola. Much outside talent has been procured for the season of concerts.

Schireson Bros., 349 North Main street, has had splendid success with the Columbia Lyric, which has proven to be a big seller.

Harold Jackson, the special traveling representative for the Southern California Music Co., has returned from the road reporting larger orders for the new blue Amberol records daily received beyond the ability of filling.

Miss Sullivan, who has charge of the talking machine department of the Thearle Music Co., San Diego, Cal., has been doing splendidly by making her department count.

T. B. Anderson, who has been one of the very successful sales force of the Wiley B. Allen Co., has now joined forces with the talking machine department of the Fitzgerald Music Co. Mr. Anderson without doubt is considered to be one of the best in the field, which his sales have already proven.

R. Keefer, Victor dealer of the rapidly growing little city of El Segunda, Cal., reports business very good and is expecting great returns in the next few weeks.

Mr. Sampson, the new manager of the Gray, Maw, Thompson Music Co., Inc., of San Diego, is doing splendid work in his department; in fact, is more than holding his own of the trade in that city.

The Andrews Talking Machine Co. has had splendid success in the past month, which is only a beginning of their expectations for the next few weeks.

Bowman Merritt, Edison dealer of Filmore, Cal., made a trip to Los Angeles and placed his large order for Edison goods. This enables him to supply the demand to the greatest extent.

The Wiley B. Allen Co., of this city, has fitted up the reception room of the talking machine department in a very elaborate style. Mr. Wolfinger, manager of the department, reports good business.

Many changes of the talking machine salesmen have taken place recently. R. W. Pittock, formerly with the Birkel Co. for many years, and Harry Vajer, of the Pasadena Music Co., Pasadena, Cal., is now located with the Wiley B. Allen Co., of this city.

G. Stewart Pooler, formerly of the Southern California Music Co., and W. H. Condon, of Providence, R. I., are now with the Geo. J. Birkel Co.

Guernsey S. Brown, of Santa Barbara, reports business very good in his section, and his expectations for Christmas trade are great.

"Wherever you would persuade or prevail, address yourself to the passions; it is by them that mankind is to be taken. If you can once engage people's pride, love, pity, ambition (or whichever is their prevailing passion), on your side, you need not fear what their reason can do against you."—Lord Chesterfield.

MORE ROOM BECOMES NECESSARY

In Order to Enable the Vitaphone Co. to Keep in Touch with Demands—New Factories in the Spring—McMenimen Discusses Plans.

(Special to The Talking Machine World.)

Plainfield, N. J., Dec. 6, 1912.

Increased orders 'way over their production obliged the Vitaphone Co. to start the erection of a temporary structure 140 feet by 35 feet, adjoining its present building. Erection is being rushed all possible, and when completed will give the company a lot of additional room and thus relieve congestion at its present plant. In the meanwhile plans are rapidly undergoing drafting for the proposed large factory which will probably be started in the spring.

Adjoining the company's present factory is a large amount of land and there is plenty of room for expansion. The plant is located in the Netherwood section of Plainfield—a very beautiful environment—one that is consistent of high-class achievement.

H. N. McMenimen, general manager, advises

The World representative that there has been considerable interest manifested in the Vitaphone announcements, which have appeared in both The Talking Machine World and The Music Trade Review, and that the number of houses who are securing additional information is many. "While the present production of the company is sold," commented Mr. McMenimen, "we are increasing it, and in a few months hope to be in a position to fill orders. In the starting of any business as large as the Vitaphone organization is destined to be, the officers must work slowly, surely and successfully. We have adopted this policy in the exploitation of the Vitaphone talking machines, and the rapidity of our growth augurs well for the correctness of our views."

C. B. Repp, the inventor of the Vitaphone and a well-known talking machine man, is likewise enthusiastic over the receptions accorded the Vitaphone. Mr. Repp is constantly experimenting, notwithstanding that the Vitaphone is as near perfection as he believes it possible to produce.

If a man is smart he never has occasion to mention it.

THE BLACKMAN POLICY "INSURES" DEALERS

SAFE INSURANCE COMPANIES DO NOT OVER-INSURE.

The "safety" of any insurance company lies in the ability of the company to make good. There is also an obligation on the part of the insured to fulfill the terms of the policy, otherwise the policy, though issued, becomes "Void" and "Uncollectable."

DID YOU INSURE YOUR HOLIDAY REQUIREMENTS?

Some time ago we advised Dealers to insure their "Holiday Profits" by taking out a "Blackman Policy." If so, you will profit by it.

YOU CAN'T INSURE THE RISK AFTER THE FIRE HAS STARTED.

A very "hot fire" not only started, but has continued and Dealers who have "failed to collect" on policies placed with other Jobbers, are endeavoring to insure with Blackman now. We can't over-insure or promise impossibilities. That is not the "Blackman Policy," for we owe service to those Dealers who are our "steady clients," who "pay premiums regularly" in the form of "record orders" and other goods which are not scarce and so difficult to obtain. We must pay particular attention to those Dealers, no matter how small, who are loyal to us from January to December.

CAN YOU EXPECT US TO ROB "PETER" AND PAY "PAUL?"

"Peter" makes Blackman progress possible even during those hot July and August days. "Paul" in some cases apparently doesn't know we are in business and doesn't care until his "regular jobber" has failed.

THIS IS AN EXPLANATION—RECEIVE IT KINDLY.

It is offered in that spirit and if you are as fair as you would expect us to be, you will not "condemn," but approve the "Blackman Policy," and probably take out one for yourself when we are not over-insured.

HERE IS AN EASY PAYMENT PLAN. TRY IT.

We offer you "Blackman Service" on trial. Pay "some record orders down," continue the same payment regularly, and you will eventually "have full title" to the delivery of scarce Victrolas. Take out a "Blackman Policy" at the first opportunity. "The premium" is very small when you consider the "dividends."



97 CHAMBERS ST. NEW YORK
EVERYTHING FOR EDISON OR VICTOR WHOLESALE OR RETAIL



The average increase of Columbia business banked by Columbia dealers during 1912 over 1911 was **40 per cent.** That's not an estimate, it is **statistics.**



**Columbia Phonograph Co., Gen'l
Tribune Building, New York**

EXECUTIVE CHANGES IN THOS. A. EDISON, INC.

With the Retirement of Frank L. Dyer Thomas A. Edison Assumes the Presidency—Will Take an Active Part in Its Government—C. H. Wilson, Long General Manager, Becomes Vice-President—Mr. Dyer Entertained at Farewell Banquet by Associates.

Most members of the talking machine trade were considerably surprised to learn, late last month, of the resignation of Frank L. Dyer, as president of Thomas A. Edison, Inc., and the other Edison interests in Orange with which he has been con-



President Thomas A. Edison.

nected for some years, and the succession of Thomas A. Edison to the presidency of the company, with C. H. Wilson, long general manager of the company, as vice-president.

Mr. Dyer is especially prominent in the legal

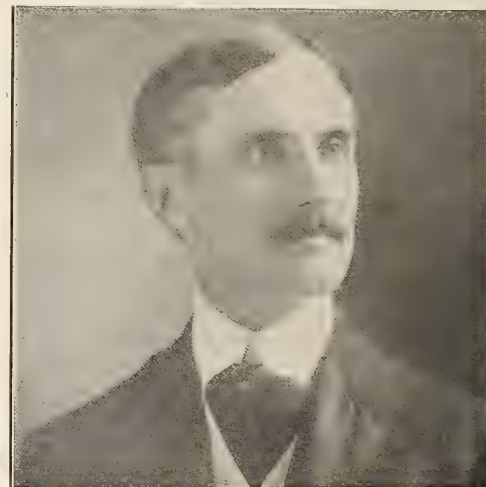
counsel for the Edison interests. It is understood that Mr. Dyer will act as president of the Motion Picture Patents Co.

In connection with the resignation of Mr. Dyer, the accompanying statement was made to The World by an official of the Thos. A. Edison Co., Inc.:

"Mr. Dyer, besides having the executive management of many of Mr. Edison's companies, had other interests which demanded part of his time. These interests have grown so extensive of late that he has felt for some time that he was unable to do full justice to the multitudinous duties which his various connections involved, and, as a duty to himself, to Mr. Edison, and to the enterprises with which he was connected, decided that he must curtail his numerous responsibilities. After reflection he came to the conclusion that he would withdraw from his service with the Edison companies, and, therefore, tendered his resignation to Mr. Edison, who accepted it with regret.

"The details of the business of the Edison Co. at Orange have been in the hands of C. H. Wilson as general manager for a number of years, and he will retain his position, and in addition has been made vice-president of the company. Mr. Edison takes the presidency in order that he may direct the policy of the company in addition to the tech-

As a mark of the esteem of the Edison employees, Mr. Dyer, upon severing his connection as head of the Edison interests, was tendered a dinner at the Essex County Country Club in Orange. Following the banquet and the many expressions of good wishes for Mr. Dyer's success in his new field, he was presented with a handsome silver loving cup, properly inscribed. The presentation speech was made by Mr. Edison, a fact especially significant in that "the Old Man" is noted for his reluctance and many refusals to make addresses at dinners



Vice-President C. H. Wilson.

and similar affairs. The dinner was an excellent illustration of the deep regard held for Mr. Dyer by Mr. Edison and his associates of the Edison staff.

Among those present were the following: Thomas A. Edison, C. H. Wilson, E. J. Berggren, F. K. Dolbeer, L. C. McChesney, W. Stevens, N. C. Durand, E. H. Philips, D. Holden, W. H. Miller, H. G. Plimpton, W. Maxwell, W. Small, J. Pelzer, E. E. Hudson, H. T. Leeming, H. H. Green, J. T. Rogers, H. F. Miller, M. R. Hutchison, R. A. Bachman, W. G. Bee, A. Mudd, A. C. Ireton, F. S. Brown, W. H. Ives, F. E. Madison, H. G. Thompson, F. Lewis, C. J. Wetzel, P. Weber, L. W. McChesney, G. B. Redfearn, F. M. Burnham, C. E. Churchill, I. W. Walker, D. A. Higham, W. H. Waddell, W. H. Meadowcroft, F. Bachman, H. Lanahan, W. Hardy, J. Hardin, T. J. Leonard, J. W. Farrell, J. W. Aylesworth, Thos. Graf, P. H. Cromelin, A. M. Hird, W. L. Eckert, W. H. A. Cronkhite, Geo. F. Scull, W. S. Mallory and H. H. Dyke.

IS SURELY ONWARD.

We can back and fill, we can talk and scold, we can threaten and abuse; yet there will be but one ultimate result, viz., progress and growth. We can delay the onward movement for a time—we can make it very costly; but, nevertheless, the movement will be onward as surely as the electric light followed the tallow candle.

When you have made a mistake don't trust to luck to pull you through without trouble. Correct the mistake just as soon as you can.



Dinner at Essex County Country Club in Honor of Retiring President Dyer.

field and is considered one of the leading patent lawyers of the country. He added much to his reputation in that line in his capacity as general

nical details which he has always had charge of. No other changes in official or personnel of the company will be made."

VALUE OF EXHIBITIONS AT COUNTY AND LOCAL FAIRS.

Talking Machine Dealers Speak in Flattering Terms of the Results Received from Exhibitions Made in Widely Separated Sections—Have Brought About a Greater Interest in the Talking Machine, and Latest Issue of Records by Notable Artists—Have Also Been Productive of Results in an Advertising Way That Have Paid for Outlay.

During the past few months there has been held an exceptionally large number of State, county and various local fairs in different parts of the country. These exhibitions have drawn large crowds, and their value to the community at large from an industrial standpoint is unquestioned. They serve to introduce many new products to the people of the various sections in which they are held, and are also of considerable assistance to dealers and retailers in the neighboring towns.

Many talking machine dealers have been represented at these fairs by splendid exhibits, and the attractive appearance of the talking machine has enabled progressive dealers to present some of the most artistic displays that are seen at the fairs. Manufacturers have recently received many letters from dealers in different sections of the country stating that by paying particular attention to the appearance of their exhibits, they have not only attracted considerable favorable attention, but have also closed many substantial orders for all types of machines. The growing popularity of these fairs should impress wide-awake dealers with the ad-

fair, for there is no doubt that these people who ask questions regarding talking machines or records are excellent prospects for the dealer.

Two excellent examples of well-arranged, attractive booths are shown herewith. One of these



Columbia Co.'s Exhibit at Texas State Fair.

shows the exceptionally artistic exhibit of Henry Matern, of Sandusky, O., at the Erie County fair held last September. The other presents the exhibit of the Columbia Phonograph Co., General, Dallas, Tex., used at the Texas State Fair, held in Dallas the latter part of October. This fair was one of the most successful ever held in the annals of the State's history, and attracted visitors from



Henry Matern's Exhibit at the Erie County Fair.

vantages to be derived from high-class exhibitions when they are coupled with an aggressive follow-up campaign on the lists of visitors who attend the

BUYS HAMILL'S INTEREST.

F. W. Finzer, of Finzer & Hamill, has purchased the interests of W. R. Hamill in this business, as the latter has withdrawn from the firm and will be in charge of a new Victor and sheet-music department to be opened by the Krausgill Piano Co., of Louisville, Ky. The firm of Finzer

& Hamill has always done an excellent Victor business, and Mr. Finzer will reorganize the personnel of his corporation and continue the business on the same high plane as heretofore.

There is no better place for getting new ideas and good ideas than in the reading and advertising pages of your trade paper.

WELL APPOINTED DEPARTMENTS.

Display of Victor Talking Machines Being Made in the Two McCreery Establishments as Well as Those of O'Neill-Adams and Lord & Taylor—Manager Gressing Enthusiastic Over the Success of These Departments.

The new Victor department recently established in McCreery's Thirty-fourth street store, New York, was opened to the public the early part of this month, and although there was no formal opening it is meeting with remarkable success. Situated in a store that is located in the heart of the fashionable shopping section of the city, and furnished according to the high standard that characterizes the new Victor department of Lord & Taylor, this new home of the Victor products is a most tastefully decorated and comfortably arranged showroom.

The opening of McCreery's Thirty-fourth street store completes the four new departments created in the Clafin stores for the sale of Victor machines and records. The other three stores, O'Neill-Adams, Lord & Taylor and McCreery's Twenty-third street store, have been open since the early part of last month, and Otto A. Gressing, who is general manager of all four Victor departments, is more than pleased at the business carried on at each Victor establishment.

Manager Gressing made it a point to have each department furnished and arranged with the utmost refinement, so that the prospective purchaser of a Victor machine may examine and inspect the machines and records with a maximum of convenience. The Lord & Taylor showroom is a model of tasteful decoration, and the new McCreery department presents a homelike and comfortable appearance that gives the visitor an excellent idea of the splendid quality of the products displayed. Sound-proof demonstration rooms are features of all four departments, and the McCreery store on Thirty-fourth street has a special room devoted to the display of the thousands of Victor records that are carried in stock.

A new catalog recently issued by the Lord & Taylor Victor department, and devoted to the discussion and illustration of Victor machines is a neat example of typography. Special attention is given to the value of the talking machine as a reproducer of the best kinds of music, including operatic selections produced by world famous artists in the opera and musical worlds. The booklet is printed on heavy glazed paper, and the arrangement of the text is calculated to impress the reader with the adaptability of the Victor to use in wealthy homes. Popular styles of Victors and Victorolas are shown, and the front cover presents a very pretty design completely in harmony with the beauty of the Victor products discussed.

"Our new Victor departments are all achieving a large measure of success," stated General Manager Gressing in a chat with *The World*. "Our sales forces have been carefully trained and are highly efficient, and their sales to date have exceeded all expectations. Our continuous advertising in the daily papers is bringing excellent results. Victor records are in great demand, and the O'Neill-Adams' Victor department alone sold over 5,700 records in the month of November. The first part of this month has been a continuation of this wonderful record, and we are greatly pleased at the phenomenal amount of Victor record sales. Another noteworthy feature of the business consummated in our new departments is the large number of Pooley record cabinets disposed of in the short time we have been open. These Cabinets are meeting with universal favor, and as soon as we demonstrate their merits to a prospective customer, the sale is practically closed."

A recent addition to the selling staff of the new Victor departments is Edward McLaren, who will have charge of outside prospects for all four stores. Mr. McLaren is an aggressive, energetic worker.

When you get into a discussion with a man in doing business with him, don't get mad until you have looked the question over well from his point of view. Be fair.



Page 14 in the Columbia January Supplement advertises a new reproducer to be known as Columbia Reproducer No. 6. (Price \$5, with an allowance of \$3 for old reproducers.) That one announcement alone will be enough to make the trade sit up.



**Columbia Phonograph Co., Gen'l
Tribune Building, New York**

RESULT OF THE EDISON TRANSCRIBING CONTEST

On the Edison Dictating Machine at the National Business Show Held Recently in New York—Miss Gertrude Adler and Miss Florence Smith Winners.

The result of the Edison transcribing contest on the Edison dictating machine, held at the National Business Show in New York, on Wednesday evening, November 13, has afforded a great deal of satisfaction and pleasure to Thos. A. Edison, Inc., Orange, N. J.

This contest, conducted under the rules and penalties of the international typewriting contest, and with the same judge, J. W. Kimball, was divided into two divisions, one open for all, of which Gertrude Adler was the winner, and the other devoted to all Edison transcribers, of which Florence Smith was the winner. In chatting about the contest and the results thereof an official of Thos. A. Edison, Inc., said:

"We are vastly pleased with this year's transcribing records as above, which are about 50 per cent. higher than last. Better dictation, better recording, better reproducing, better dictating machines—everything better—a grand year improvement accounts for the brilliant showing. The big, important fact in this contest is its absolute fairness and honesty. Otherwise it would not be worth while.

"This company prepared the dictation (100 words to the minute); it was positively original matter and unknown to all contestants. The machines and material were from stock and were delivered by truck from Orange and unpacked only three hours before the contest.

"Here the part of this company ceased and J. W. Kimball, with his counters, who are in charge of the international typewriting contest, took up the direction of the contestants and afterward marked the copy in secret, according to the typewriting contest rules (5 words off for each error).

"Anyone who appreciates the keen rivalry in the typewriting contestants for the \$1,000 Office Appliance Cup, in which Mr. Kimball was placed in sole charge, will also understand the reasons of this company in employing the same judge in order to prevent any question of the value of the records as they were fought out by the thirty-two young men and women transcribers.

"The question has been asked 'Why were there two classes—the open-for-all class and the all-Edison transcribers' class—and two sterling silver cups?'

"We desired to especially encourage entries for these speed contests among our friends the regular Edison transcribers. We also wished to allow any dictating machine operator to contest. In arranging these two classes, with trophies for each, we therefore accomplished three things: First, anyone who could typewriter could enter the open-for-all contest; second, Edison transcribers were assured of a separate class not open to the more expert typists that might enter the open-for-all contest, third, we obtained higher records by the open-for-all contest which gives just as true an advertising value as otherwise, because the Edison dictat-

ing machine was the source of the dictation and they talked the same for all. Furthermore to neglect this possible chance for higher records would be to leave our records open to improvement by more enterprising contest managements in the future.

"Gertrude Adler—record 83 words net per min-



Miss Gertrude Adler.

ute—winner of the open-for-all contest (Remington typewriter), is employed by the Law Reporting Co., 115 Broadway, New York City, as a transcriber. Like all transcribers for official stenographers, she uses and understands both makes of dictating machines.



Miss Florence Smith.

"Five years ago, when Rose Fritz won the first of the typewriting contests with a record of about 85 words net per minute, it was considered a mar-

velous performance and the prediction of a record of 100 words net per minute was declared a dream.

"This year Miss Wilson (Underwood) wrote 117 words net per minute, and Mr. Kimball, judge of the contest, predicts a typewriting record of 140 words before the limit of speed is reached.

"It can be easily seen that Gertrude Adler's record of 83 words net in transcribing from the Edison dictating machine is therefore no poor performance. Our contest employed two machines—not one. Ours employed two senses—hearing and sight—not the sense of sight alone. Ours used both hand and foot—not hand alone.

"Gertrude Adler in writing 947 words in 10 minutes made only 24 errors, or 2.6 per cent. It is calculated that this record called for eight typewriting movements per second, not to mention the additional movements of hand and foot in operating the dictating machine.

"Florence Smith, winner of the all-Edison transcribers contest (Underwood typewriter), is employed by the Equitable Life Insurance Co., New York City, who use fifty Edison dictating machines. Her performance of writing 896 words in 10 minutes, with only 29 errors, or 3.2 per cent., is also a remarkable feat, as can be seen by comparison with her winning record of last year, which amounted to only 628 words.

"Too much praise cannot be given as well to the thirty other contestants, who bravely worked for the many other splendid showings which we cannot enumerate here. The spirit of production was exemplified in their work. This is the Edison spirit, which these transcribers are showing in their daily work and which is placing the Edison dictating machine in the foreground as the greatest modern office appliance for convenience, speed and accuracy."

A MOST COMPLETE PUBLICATION.

The November, 1912, catalog of talking machine records just issued by the Victor Talking Machine Co. is one of the most complete publications of its kind ever presented to the public. This catalog is the third edition of their new style catalog, which contains many features calculated to be of immense value to talking machine dealers and owners. The November issue contains a list of all of the thousands of "live" Victor records now in use, and includes the new list issued last month.

The publication has many biographical sketches of famous composers, new portraits of well-known artists and several new features heretofore missing from the average talking machine record catalog. The records are not only listed under their respective titles, but are also classified and placed under various headings, so that a user of the catalog may find a large number of records under the particular classification that interests him.

The entire arrangement of the new catalog is in keeping with the usual Victor policy of presenting to the public the best reference book they can possibly turn out, and the November, 1912, issue is a valuable publication for the use of all Victor and Victrola owners and dealers.

THE PROBLEM OF GETTING BUYERS INTO THE STORE.

Reputable Department Store Has Advantage in This Respect Over the Straight Legitimate Music or Talking Machine House—Wurlitzer Co. States That Victor Conditions in Cincinnati Were Never Better—The H. & S. Pogue Co. Making Great Display in Its New Talking Machine Department—Grafonola Trade of Enormous Proportions with Columbia Co.—New Styles of Talking Machine Excite Interest of Buying Public.

(Special to The Talking Machine World.)

Cincinnati, O., Dec. 2, 1912.

No move in the Middle West talking machine world has attracted so much attention as the placing of instruments with the H. & S. Pogue department store, at Fourth avenue and Race street. The probable effect of a move of this kind is causing some concern among strictly outright agencies, some of whom handle talking machines in connection with other musical instruments.

In this connection the views of President W. H. Stever, of the Lyric Piano Co., this city, on the subject are of interest. In speaking of the matter he said:

"There is no question in my mind but what good, reputable department stores are in a position to get a class of trade that the straight, legitimate music house would never touch, because they have a large number of shoppers and provide rest rooms and are offering every inducement to the public to make the stores their headquarters. Owing to the fact that so many articles which they carry appeal to the house and home every day, they are visited more frequently than the straight music house would be, and it naturally would be more pleasing and entertaining to shoppers to come into a talking machine department and rest and hear the latest records of the day than it would be if this opportunity were not offered and, naturally, they will buy.

"This is just an opinion of my own, as I understand from a conversation that I had just recently, that the new Pogue department has been very busy with callers most of the time. This is one of the things that the music representatives of today are trying to bring about and are spending their money to get shoppers into their stores and then taking chances of interesting them in the talking machine line which they represent. But if this is to be taken away from them it will be a question in my mind whether it will justify a man that is in the music business to put forth his best efforts along this line, and I think that if good, strict agencies would be established that the future results would be lots more satisfactory."

The Rudolph Wurlitzer Co. is ready for the Christmas rush. Manager Dittrich says:

"Conditions are very little different to-day than they were thirty days ago, especially in regard to the demand for machines and the scarcity of all new styles. Shipments in the meantime have been insufficient to even meet the current demand, and we are being deluged with orders from all over the United States, even from the Pacific Coast, but are doing the best we can under the circumstances. Shipments of records have been very heavy, and

with this attractive end of the talking machine business to assist us we have made a very good showing during the month of October.

"Dealers throughout the country are increasing their record stock and orders have been invariably filled complete owing to the exceptionally heavy stock that we carry and our big reserve stock, which is sufficient to carry us through several months, even though no shipments were received in the meantime.

"The Victor foreign record catalog is being pushed very actively in both our retail and wholesale departments, and very good results have been secured with greater possibilities offering themselves for the future.

"The Victor conditions in Cincinnati were never better. All of the dealers report a very big demand for Victor records and new style Victor Victrolas, and their orders go to prove that they are enjoying the greatest prosperity in the history of the talking machine business.

"One of the big recent deals was the installation of a beautiful Victrola department in the H. & S. Pogue Co., one of the foremost and best of Cincinnati department stores. It stocked a complete record catalog in quantities, and also as large a stock of Victor Victrolas as factory conditions permitted us to ship. The department is in charge of C. S. Browning, for three years with the Victor Co. and lately representing the Rudolph Wurlitzer Co. in the wholesale department. The department is well organized with efficient salesmen, and has already achieved success in the sale of Victor Victrolas and Victor records."

Manager Whelen, local manager of the Columbia Phonograph Co., General, states that he for one has no complaint to make over present business conditions. The holiday season is now well at hand and the dealers have now commenced to buy in earnest. Orders are simply rolling in and the only apparent difficulty seems to be the inability of the factory to supply the goods fast enough. The day is all too short and our men are working at night to fill the orders. This rush is not confined to local circles, as this satisfactory condition seems to be fairly general, even the smaller dealers being literally up to their eyes in orders. People are beginning to realize more and more every year the advantages of a Grafonola Christmas, and as the "day of days" approaches the greater the public demand for graphophones and Grafonolas. One of the main drawbacks in filling the orders is getting in the goods from the railroad companies after they are in the city; this is probably due to a congestion of local freight.

The Dictaphone sales continue to grow and show

a marked increase over November of last year. Business houses are realizing more and more every day what the word "dictaphone" means to a busy man, and the local sales force is right on the job every minute putting in new installations.

Much interest is being shown in the new "Colonial" Grafonola, which has been designed and produced to meet a demand from those whose homes are furnished according to the old Colonial period, where, as a rule, no article of furniture of any other design is at all appropriate. The lines of this new instrument are strictly Colonial and it is now on exhibition at the local store.

According to Manager Ahaus, of the Victor department of the Aeolian Co., that company is seriously handicapped through inability to secure a sufficient number of the new model Victrolas. "We can use fifty machines right now," remarked Mr. Ahaus, "and have signed orders for over a dozen. With practically no machines in stock, we have our official promiser 'out in the front row' trying to hold onto the sales until the machines can be delivered."

SUGGESTIONS FOR PUBLICITY.

Some Stimulating "Pointers" Sent Out to the Trade by the Columbia Co.—Striking Advertisements That Will Bring New Business.

The Columbia Phonograph Co. has just issued its annual Christmas letter to the trade, accompanied with its customary excellent suggestions for desirable publicity during the holiday season. The enclosures consist of a reproduction of the two-page spread to appear in the December 14 issue of the Saturday Evening Post, several concise selling arguments to be pasted in the dealer's windows in conjunction with this advertisement, a card bearing the inscription: "Here's your merry Christmas," two copies of advertisements for use in local newspapers prepared by the advertising department of the Columbia Co., and a detailed suggestion for the arrangement of a handsome window display during Christmas week.

Instructions for the use of this publicity matter are given in detail, and the display should not only present a well balanced and attractive appearance, but be the means of closing many sales. The advertisement to be used in the Saturday Evening Post is one of the most forceful and artistic pieces of copy used by the Columbia Co. in some time. Every type of the extensive Columbia line is shown, with a very attractive scene depicted on one page. The arguments are presented logically and clearly, and the arrangement of this two-page spread represents the usual high type of Columbia publicity.

Copies of this advertisement, with a blank space for the dealer's name and address, are furnished in any quantity to Columbia representatives, and should bring excellent results if used to good advantage. The Columbia Co. will furnish additional copies of this Christmas matter, and trusts that the window display will be of immense value in attracting many prospective purchasers.



"DUSTOFF" de Luxe

made of Wilton fabric mounted on oxydized metal holder finished in "unique" "tigerback" design. Each in a box and 12 in a DISPLAY CARTON.

Retails at 50c. each. (In Canada at 75c. each). Liberal discount applies.

YOUR JOBBER can supply you, or write us direct.
Stock "Dustoffs" NOW for your holiday trade.

"DUSTOFF" RECORD CLEANERS ARE A POSITIVE NECESSITY

To all owners of talking machine records, for their use before playing adds life to the record through removing the accumulated dust and dirt from the minute sound grooves—the cause of the wear and friction in the reproducing point track. It insures a wonderfully clear and distinct tone reproduction free from scrapings, blurs and harsh sounds. "DUSTOFFS" are effective and simple to use, with no possibility of scratching the record in the least.

WRITE FOR ADVERTISING IMPRINT PROPOSITION

"DUSTOFFS" are proven "swift sellers" wherever displayed—and there is a good profit in their sale for you. We supply with every shipment a quantity of mailing circulars free.

SAMPLES SENT FREE, for inspection to rated firms, upon naming jobbers.
USE THE COUPON NOW for samples of these PROFIT-MAKERS.



"DUSTOFF" (REGULAR) MODEL

made of Wilton fabric mounted on varnished wood holder.

Each in a two-colored box.

Retails at 15c. (In Canada, 25c. each.) Liberal discount applies.

SPECIAL OFFER COUPON.

(110)

MINUTE SHINE COMPANY, Providence, R. I.:
Please send us, all charges prepaid, for inspection, samples of the "DUSTOFF" RECORD CLEANERS, and give details of the special advertising imprint proposition.

Name.....

Address.....

Town..... State.....

Our Jobber is.....
(Please pin coupon to your business letter-head.)

Address all communications direct to the manufacturers

MINUTE SHINE COMPANY

282 N. W. CANAL STREET,
PROVIDENCE, R. I., U. S. A.



Stuck!

If you get "stuck" during the Christmas rush, remember that *we ship all goods the same day the orders are received.*

That's the kind of help that counts just now—the kind you'll appreciate every day in the year.

Victor Foreign Records

Our stock includes the entire Victor foreign list—ready for immediate delivery.

Arabian	Greek	Norwegian
Bohemian	Gregorian (Latin)	Polish
Chinese	Hawaiian	Portuguese
Croatian	Hebrew	Roumanian
Cuban	Hungarian	Russian
Danish	Italian	Sistine Choir (Latin)
Finnish	Japanese	Slovak
French	Jewish	Spanish
French Canadian	Mexican	Turkish
German	Neapolitan	Welsh

New York Talking Machine Co.

Successors to
Victor Distributing and Export Co.

81 Chambers Street

New York



BUSINESS IS SURPASSING ALL EXPECTATIONS

In Philadelphia and Now Limited Only by the Amount of Goods It Is Possible to Get from the Factories—Interesting Facts in This Connection.

(Special to The Talking Machine World.)

Philadelphia, Pa., Dec. 6, 1912.

If anyone were to make a tour of investigation of the talking machine houses in Philadelphia at the present time, they would be amazed at the conditions that exist there. I doubt whether there are any more busy beehives in this city. Even the most optimistic person regarding the talking machine of a few years ago, could not have foretold, even in his wildest imagination, that within such a short time so much business was going to be done in this line of instruments.

The business during November has simply surpassed all expectations. It has been limited only by the amount of goods that it was possible to get. There is not a store in Philadelphia to-day but is very short on certain lines of instruments and with orders on their desks that cannot be filled. In spite of every effort that the talking machine companies are putting forth, they cannot get goods fast enough, and undoubtedly many of these orders now in hand will never be filled. Naturally, the biggest business has been done in the Victors, but with that company swamped, other companies have been stepping in and have been getting a great deal of business at its expense.

Lit Brothers report that their talking machine department has been particularly fortunate in being able to get several large shipments of Victors lately, and they have a very good stock on hand, especially of the popular priced machines. They will make a number of changes in their department after the first of the year. At that time they will discontinue the handling of the Edison machines entirely. They are having a very fine window display of the Victor—the opera display that was first put on here at the Gimbel house. The Gimbels are continuing this display, and the Weymann firm is now showing it in its window. Charles Bonawitz, a clever musician, has been added to the selling force of the Lit department.

Gimbel Brothers have made a gain in their talking machine department during November. They are short of stock and are badly in need of more Victors Nos. 11, 14 and 16. They have been compelled to forego the building of their two additional talking machine rooms until after business slackens up after the first of the year. J. F. Souden is a new addition to the staff.

Manager Elwell, of the talking machine department at C. J. Hepp & Son, reports business running way ahead of last year. Among their visitors the past week were: Harry F. Cake, of Pottstown, Pa.; J. Harry Holt, of Mt. Holly, N. J., and Charles McLaughlin, Trenton, N. J.

H. A. Weymann & Sons have a very large stock of talking machines, and have been doing a very excellent business in machines and especially in records. F. K. Dolbeer, sales manager of Thos. A. Edison, Inc., was a visitor to the house—in fact, called upon all the talking machine people in this city. Mr. Dolbeer came to Philadelphia with his daughter, to attend the recent Army and Navy football game. The Weymanns have doubled up their rack space, and are carrying more than double the number of records they did at this time last year.

Louis Buehn & Bro. have been doing a very excellent business in November—considerably better than last year—but they could have almost doubled that of last year had they been able to get the goods. Record shipments from the Victor Co. they report as being very satisfactory.

Mr. Buehn says that the demand for the Edison Blue Amberol records has been so very big that it has been difficult to get enough stock. Indeed, the Edison business with the Buehn firm has been something phenomenal. They have just closed several large sales for Edison business phonographs with R. G. Dun & Co., and with the Bradstreet Co.

The Pennsylvania Talking Machine Co. reports that November was the biggest month it has ever

had. In the past two or three months, since Mr. Eckhardt has taken charge, this concern has been establishing on an average of two or three new dealers every day. It has been compelled to relax its efforts in this direction on account of its desire to do full justice to those already established. It is waiting patiently the arrival of the \$500 Columbia, and in consequence, has made no plans for its usual elaborate holiday window display pending the arrival of this instrument, which will be used for that purpose. Business with the Dictaphone has forged rapidly ahead. E. D. Easton, president of the Columbia Phonograph Co., called at the Pennsylvania Talking Machine Co.'s store last week and spent quite a time with Mr. Eckhardt. He marveled at the business being done here in the Columbia machine.

NUMBERED RECORD LISTS.

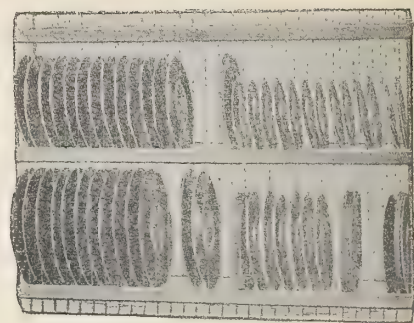
Thomas A. Edison, Inc., Introduces New System for Designating Supplements in Connection with the New Blue Amberol Records.

With the placing on the market of the new blue label records by Thomas A. Edison, Inc., the first list of which took the place of the regular November record supplement, the company discontinued the practice of designating the new record supplements according to month and will in future refer to them by numbers. The November list is known as supplement No. 1, the December supplement as No. 2, the January supplement as No. 3, and so on. It is expected that the new system will prove popular with the dealers in that it will not tie them down to dates in referring to record lists.

TO MAKE AN EXTENSIVE TRIP.

T. C. Schaffus, of the Schafford Album Co., 26-28 Lispenard street, New York, is planning an extensive business trip shortly after the first of the year, which will cover all the important spots between New York and the Pacific Coast. Mr. Schaffus is well acquainted with the talking machine fraternity and in many instances will be renewing friendships.

Unused floor space, or floor space used to poor advantage, is an expense, not an investment.



You need the Heise System for the best keeping of your records.

Above is shown a small multiple of the system. Made for 10" and 12" records; built of heavy, strong wire, plated and lacquered. Furnished in 2 to 7 tiers, each tier holding about 250 records. Cost about \$2 a tier. An immense space saver; keeps records clean and accessible.

Write for 20-page catalog giving details and information on record systems.

The Syracuse Wire Works, Syracuse, N. Y.

THE EVOLUTION OF THE TALKING MACHINE.

Its Remarkable Progress, Its Inspiring Mission and Its Future Full of Promise, the Subject of a Keen and Able Review by George W. Lyle, General Manager of the Columbia Phonograph Co.—Says Business Conditions Are Excellent and the Industry Is on a Higher Plane, Commercially and Artistically, Than Ever Before in History.

George W. Lyle, general manager of the Columbia Phonograph Co., is always prepared to give substantial reasons for the faith he so abundantly manifests at all times in the future of the talking machine industry.

Having spent so many busy years of his life in the successful development of the industry, and having been so closely associated with the men who have contributed so largely to the mechanical and scientific growth of the art of sound recording and reproduction he is naturally in a position to speak authoritatively on the subject. The views which he expressed to our representative recently are therefore of great interest.

"It is now some years since perfected instruments for the reproduction of recorded sound compelled the recognition of cultured people everywhere," said Mr. Lyle. "Like all other truly great inventions, these instruments had to pass through a long period of development, and while at some stages the progress was slow and hampered greatly by prejudice, and, in some quarters, organized opposition, the fundamental merit, usefulness, and charm of the subject was too great to be overcome by obstacles of this character. Consequently, after years of persistent effort, lavish expenditure of time, intellect, money and patience, to say nothing of unflagging devotion on the part of several large companies, the industry emerged triumphant and strong.

"In countless ways the talking machine has demonstrated its right and its entire fitness to be reckoned one of the great necessities of modern civilization.

"As media for imparting instruction to students of vocalization; of instructing school children in the rudiments of music, and harmony; for acquiring languages, and for perpetuating folk songs and Indian and other languages and dialects which otherwise would become extinct in course of time, it has been extensively employed. This demonstrates its usefulness and utilitarian possibilities.

"As a musical instrument—in which capacity it has met with the strongest, bitterest opposition—its triumphs have been greatest, and its victories most noticeable and far reaching. In bringing to the homes of rich and poor alike all that is good in the music of all lands; in perpetuating for the use of this and succeeding generations the vocal and instrumental beauties of the world's greatest compositions rendered by the greatest artistes of this generation it has conferred a benefit upon humanity which can not be estimated in dollars and cents or adequately portrayed in words.

How the Art Has Enriched the People.

"While achieving these triumphs for itself the art has vastly enriched the people by education; by demonstrating what is correct and what undesirable in music; by creating and fostering a love for higher ideals in things musical, and in familiarizing the people remote from the great centers with the beauties of grand opera as sung by the great artistes.

"These are not idle achievements. They are too substantial to be ephemeral or fleeting. They make for permanency and durability. They impel and compel advancement and further progress. An art which has accomplished so much in so short a time cannot do otherwise but continue. An art which has contributed so much to the happiness, comfort and enlightenment of humanity will not be permitted by the world to fall into decay or to be neglected.

"The public—the supreme court of popular judgment—has approved of the talking machine and from that judgment no appeal can lie. The interests which a few years ago misguidedly opposed and derided it have not only seen the error but have become its most ardent supporters and advocates and not solely because of commercial reasons. They are enthusiastic admirers of the ma-

chine and the records for the very qualities inadequately described above.

The Future Full of Promises.

"In the history of this art one thing stands out very prominently and is a guarantee of the future. As has happened with respect to many other great discoveries so with respect to this one it was the "pee-pul"—the great majority—who were its first supporters and champions. They have never faltered in their allegiance to the taking machine and *they never will*, because it offers them the one in-



George W. Lyle.

comparable means of enjoying in the truest sense those pleasures which music alone affords and which would otherwise be unattainable.

"Its popularity is not confined to that class alone, however, but is now quite as much in evidence among that other portion of society where economy is not so formidable a word. This latter class are quite as enthusiastic and quite as extensive users of the machines and records, but are more exacting as to the appearance and embellishments of the

machines and more critical as to records and the artiste by whom sung.

"This condition has opened up a market which is constantly growing in importance wherein machines and records de luxe are most in demand—a demand which the manufacturers are striving to meet. The rivalry for control of this market de luxe is of a character to compel closest attention to quality in every detail. It has been responsible for the production of a number of machines of artistic and decorative excellence not even conceived of in the earlier years, and the movement in this direction is only fairly under way.

"Every great artist of renown is under contract with one or the other great companies and as new stars appear in the firmament they are secured and placed under contract to cater to the amusement and edification of the eager public always ready to acquire the new selections issued by the manufacturers.

Industry on a Higher Plane.

"The introduction of these more elaborate machines and these more artistic records has had an effect upon the industry as a whole not unexpected. It has lifted it upon a higher plane commercially and artistically and increased its prestige enormously. Houses which formerly felt themselves commercially too important to cater for the trade of talking machine patrons and users now rival each other in the magnitude and elaborateness of the display of machines and records stocked, in the prominence and frequency of their advertisements of this line. This condition of affairs is growing stronger day by day. The more desirable instruments and the more artistic records are being shown the preference in constantly increasing volume notwithstanding the greater expense involved. This is indicative of a healthy growth of the industry and an awakening of the public's appreciation of the better product offered which can mean but one thing—increasing demand for the product and augmented profits for those who have the forethought and the judgment to profit by it."

A VALUABLE POINTER.

A very excellent item of value to dealers appears in the current issue of The Voice of the Victor, and that is a table showing the concert engagements of the Victor artists on tour. In this way dealers are apprised in advance of the coming of prominent artists to their locality and thus they can prepare special recitals or window displays to augment interest in the records which they carry of the voices of these celebrities.

The NEEDLE with MONEY in It!

Money for the dealer.
It's easy to get; and there's
more of it than in any other
needle. People are willing
to pay for real merit.

Bell-Hood Needle

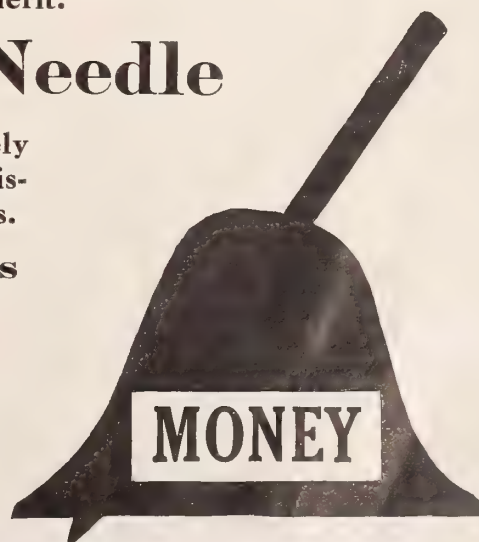
purchasers are not merely
the rich; they are the dis-
criminating of all classes.

25c and 50c Boxes

Write your jobber for samples
and attractive proposition.

BELL-HOOD NEEDLE CO.

777 Chapel Street,
NEW HAVEN, CONN.





Nothing but the moving picture business ever grew as the Columbia has been growing this good year. But we shall never be satisfied until our friends who have not yet seen their way clear to take on this beautiful, money-making line of musical merchandise have all seen **both** sides of the dollar.



**Columbia Phonograph Co., Gen'l
Tribune Building, New York**

A MONTH OF ACHIEVEMENT IN CLEVELAND.

No Matter Where One Visits or What Line Is Handled Talking Machine Men Are as Busy as Can Be Endeavoring to Meet the Needs of Their Customers—Complaints Heard on All Sides of Shortage of Machines and Records—Puzzled How to Supply the Unparalleled Demand, Which Is Overwhelming in Its Volume and Continuity.

(Special to The Talking Machine World.)

Cleveland, O., Dec. 7, 1912.

A survey of the local field clearly demonstrates that the talking machine trade is in a prosperous condition, notwithstanding the universal complaint of a shortage in the Victor line of goods, especially of the four new types of Victrolas. It is anticipated the holiday business will be the largest in the history of the trade, many sales already having been made for Christmas delivery.

Dealers in Columbia goods are well supplied to meet the activities of the holiday season, but it is more than likely their stocks will be depleted by the first of the new year.

The new Edison disc machine is in high favor and is meeting with universal commendation, though their inability to meet the demand will curtail the sales. The Edison Blue Amberol records are meeting with meritorious favor and large sales are reported.

An evidence of prosperity in the trade is in the fact that the leading talking machine dealers are substituting automobiles for horse delivery wagons. Some of the motor vehicles are of most elaborate character.

C. A. Routh, in charge of the educational department of the Columbia Phonograph Co. here, has made sales of several fine equipments to the Cleveland public schools. He says he has never witnessed any business increase so rapidly as the sale of Columbia goods to schools. Mr. Routh, who has been a supervisor of public school music, is thoroughly competent to give the teachers practical information and demonstrations of the value of Columbia machines and special records.

F. B. Guyon, for a long time in charge of the talking machine department of the B. Dreher's Sons Co., has severed that connection, and is now with the Lewis Jewelry Co. in the Colonial Arcade.

Arthur L. Parsons, formerly with the Eclipse Musical Co., is now with the W. H. Buescher & Sons Co.

The Hall Music Co., Warren, O., gave a talking machine recital in their new store on Saturday, November 30. The company has just put in a full Columbia line of goods and is introducing them to the public by a series of recitals.

Frank A. Bowman, local agent for the Columbia machines and records at the suburban town of Collinwood, installed a Grafonola at South School recently. He says the faculty were pleased, the teachers enthusiastic, and the pupils delighted with the demonstration. The principal decreed that the Columbia should remain the property of the school, which, of course, pleased Mr. Bowman.

Conditions at the Columbia Co.'s store are reported in the highest degree satisfactory. Geo. R. Madson, manager, says November was the best month in the history of the Cleveland store. "During the past month," he said, "we were com-

pelled to enlarge our wholesale quarters and clerical force, as our business is constantly increasing."

Business is also reported very good at the Collier & Sayles Co., where Miss Bessie M. Grabler is in charge of the talking machine department.

The department of the talking machine line of Wm. Taylor Son & Co. is doing fine. The manager stated good sales of Victrolas were being made daily. The company makes a fine display of machines and the demonstration rooms are visited daily by scores of customers.

T. H. Towell, of the Eclipse Musical Co., reports business as good as could be expected, considering the shortage of machines. P. J. Towell, brother of the president of the company, and manager of the wholesale department, is finding it difficult to supply the demands of the dealers, but his ever-smiling countenance and jovial manner always keeps the dealer hopeful and free from the grumbling stage.

Fred E. Lane, who has recently taken charge of the retail department of the Eclipse Musical Co., has been giving lectures in the Cleveland public schools on the use of the Victor in the schools, and has met with much success. On the evening of November 27 he gave a concert demonstration of the new December records in the parlors of the Eclipse Co. As it was the night before Thanksgiving the attendance was not large, but those who were present were very appreciative. Mr. Lane expects to make several sales as an outcome of the demonstrations. He is going to continue the concerts each month, as he says he knows of no better way to reach the prospective buyer.

At the Edison jobbing house of Laurence A. Lucker business is rushing. A. O. Peterson, manager, said that with the advent of the new Edison disc machine he was overwhelmed with orders for the machines and the Blue Amberol records. He stated orders from dealers were coming in steadily, in increasing numbers, preparatory for the holiday trade.

Trade conditions with W. H. Buescher & Sons Co. are reported very satisfactory in all respects.

The Hart Piano Co. reports business is good, and considering the difficulty in procuring goods, is doing as well as could be expected in the talking machine line. The company handles both the Victor and Edison lines and is giving close attention to the department.

That the dictaphone has enthroned itself thor-

oughly within the last few years is an established fact. It has been adopted by the principal big business offices in this city where time counts along with dollars. It has come into decisive favor with the railroad systems, and within the past month thirty additional instruments were installed in the local general offices of one of the principal railroads. During the past week the Columbia store gave a fine, large window demonstration of the hundreds of products of the Mechanical Rubber Co., of this city, who recently equipped its office with dictaphones. G. J. Probeck, manager of the dictaphone, says it is coming to be appraised by business men at its true value as an up-to-date office equipment as a time and money saver. The work of the instruments, as daily illustrated at the company's offices, is little short of marvelous.

The music department of the Bailey Co. is one of the busiest spots in the city. The demonstration rooms are all almost constantly in use, the piano rooms also, and with the small musical instruments being tested, one can get any shade or color of musical entertainment he desires. Mr. Friedlander stated the volume of business in the talking machine department was never so large as at present. He has just added the Columbia line of goods, and with the Edison Home Kinetoscope and the new Edison disc machine, he is submerged in the multiplicity of his activities.

W. H. Hug, representative of Thomas A. Edison, Inc., spent a week the first of the month demonstrating the new disc machine. Daily concerts were advertised and were largely attended. Everyone pronounced a favorable opinion of both the machine and records, and a number of sales were made.

O. E. Kellogg, secretary of the H. E. McMillin & Son Co., is indisposed with nervous breakdown, induced, he states, chiefly on account of the Victrola shortage and also a shortage of Vose player-pianos. He is recovering and will soon be himself again.

Wm. G. Bowie, now in charge of the talking machine department of the B. Dreher's Sons Co., reports business very satisfactory, demand being excellent for both machines and records.

The talking machine business is reported satisfactory by the Caldwell Piano Co. The manager stated he was making sales of large numbers of Victrolas and that the record trade was fine. The company handles the Edison Home Kinetoscope, for which a considerable demand is anticipated.

QUESTION AND ANSWER.

A dealer in a town of about 400 population asked the best method of advertising for his store. Several volunteered the information that his show windows ought to take excellent care of that.

CHEMISCHE
FABRIK

E. SAUERLANDT

FLURSTEDT
bei Apolda i. Th., Germany

The largest manufacturing plant in the world devoted exclusively to the manufacture of Master-Waxes and Master-Blanks for

Gramophone and Phonograph Recording

Sole Manufacturer of

Wax "P," the best recording material for Berliner-cut.

WINDOW DISPLAY DRAWS PUBLIC.

The Victor Automatic Window Display Is Proving a Big Interest Catcher at the New York Talking Machine Co.'s Establishment.

The New York Talking Machine Co., 83 Chambers street, New York, is deriving considerable valuable publicity from its recent installation of the Victor Automatic Window Display, which is attracting large crowds to the company's show window each day. This display, which was first introduced in Gimbel's Philadelphia store last month, is one of the handsomest and most attractive window displays ever shown. It achieved remarkable success in Philadelphia, where it received considerable attention from the daily newspapers, and according to Manager Williams, of the New York Talking Machine Co., it is one of the most valuable displays ever introduced.

This latest acquisition to the extensive Victor line of window displays presents scenes from grand opera, light opera, and scenes which suggest the best of band music, dance music and vaudeville. There is a proscenium arch in miniature with a full orchestra and detailed arrangements of a high-class opera house. In the construction of this unique display the closest attention was paid to every detail, regardless of its relative importance.

As a result, a display has been evolved which holds the attention in addition to being attractive, and whose advertising value cannot be questioned, as it serves as an excellent illustration of the versatility and wide range of the Victor line of records, which is noted for its completeness and meritorious attributes.

The New York Talking Machine Co. has always paid particular attention to its window arrangements and is known throughout the trade for the unusual good taste and perfect balance evident in all of its displays, but this latest window display surpasses anything shown in recent years.

CANNED VOICES IN THE SUBWAY.

They Are to Announce What the Train Is and "Watch Your Step!"

You "watch your step" in the subway station these days to the order of a mechanical caller out. They are "trying it on the dogs" at the place of greatest rush, the Grand Central Station, at Forty-second street.

There, if you happen to be around when the canned voice is at work you will see above the platform what looks to be a double-ended megaphone. One big opening points in the direction of the express trains, and the other toward the locals.

When a train appears the canned voice apparently starts up of its own accord, and requests the passengers to mind their steps, announces the Broadway, Bronx Park, or whatever the train is. The calls are not spontaneous, however, but are telephoned up to the machine. At present it is a great source of amusement to both the station men and passengers.

The new announcer, or at least one of them, is a magniphone. There are two or three companies trying for the contract of putting them in, and so far the instruments have not been able to make themselves heard at any distance above the roar of the station traffic. Another one is to be tried later, hoping to have better results.

MANY INQUIRIES FROM SCHOOLS.

The educational department of the Columbia Phonograph Co., which is under the capable management of Prof. Frederic Goodwin is accomplishing excellent work in the realm of school-room music. "Our national advertising campaign is bringing us splendid results," states Prof. Goodwin in a chat with The World. "We are receiving many inquiries from school principals and teachers in every section of the country, and our policy of impressing upon the teachers that we want to assist them in their work is gaining us many friends in the scholastic world."



SOLID WOOD (NOT VENEERED)

Mr. Dealer!

MUSIC MASTER
Solid Wood Horn



More Beautiful
More Artistic
Unequaled Tone

The greatest feature about these horns is the unequaled tone which has given the

MUSIC MASTER

supremacy and success. Having brought this horn to a point where not even the most critical could ask for improvement.

Sometime, Somewhere, Someone "MAY" make the equal of the horn; NEVER, ANYONE, ANYWHERE will make a better one. There is a reason.

Only Horn Guaranteed.

Write for samples, giving name of Jobber.

SHEIP & VANDEGRIFT, Inc.

PHILADELPHIA, PA.

EXPORT TRADE PUBLICITY.

The Minute Shine Co., of Providence, R. I., manufacturers of the Dustoff talking machine record cleaners, has recently issued an export circular written in four languages for distribution in their active export campaign. The new circular illustrates the two models of the Dustoff in addition to their regular line, which includes outfits for many purposes. The Minute Shine Co. is paying particular attention to the development of their export clientele and their progressive and energetic work is bringing excellent results.

THE PHONOGRAPH IN RESEARCH.

The high usefulness of the phonograph in the study of primitive languages and primitive music is commented on by Charles S. Myers in the Musical Antiquary. Mr. Myers has investigated the chants of the Veddahs of Ceylon and of the Murray Islanders, and declares that without the phono-

graph it is impossible even for the accomplished musician to transcribe with sufficient accuracy the exact pitch and tempo of the tunes heard in the field. The phonograph enables him to listen repeatedly to the song at his own convenience, and to gain such familiarity with it as is unobtainable by other means. It enables him—though with more difficulty, and perhaps with greater chance of error—to analyze music which he has never heard in its native atmosphere. For example, the analysis of the Veddah songs which is given in Mr. Myers' article has only been possible by means of phonographic records, obtained by Dr. and Mrs. Seligmann in the course of their ethnological research in Ceylon, which they transferred to the writer upon their return to this country.—The Phonogram.

"What are you crying for, my poor little boy?" said a man to a crying boy. "Pa fell downstairs." "Don't take on so, my boy. He'll get better soon." "That isn't it. Sister saw him fall—all the way. I never saw nuffen."

THE SHORT-CUT IN HANDLING CORRESPONDENCE.

The Dictaphone System as an Efficiency Means Conserves the Time and Energy of the High Official, Executive, Clerk and Typist Alike.

By J. C. BUTTON, Asst. Mgr. Dictaphone Department, Columbia Phonograph Co., Gen'l.

There is a continued and ever-increasing activity in modern and up-to-date business organizations with a view to raising the individual efficiency of executives and employees and thus effecting economy in administration. The great demand for effective facilities for accomplishing this end has necessitated the introduction of all kinds of labor-saving devices and office machinery designed to make detail work as far as possible mechanical and automatic. In fact, this demand has brought into existence one of the greatest industries of which our country can boast.

Carefully worked out filing systems and equipments for their operation are indispensable in modern business organizations. The adding machine, letter duplicating devices, addressing machines, and many other similar appliances are to be seen in use in every busy office, and each one is a substantial factor in reducing operating expense through its ability to save the time of employees.

Perhaps the most efficient office system, however, is that which eliminates the time wasting method of handling correspondence through shorthand note-taking. The Dictaphone system, unlike other office appliances, for the reason that it conserves the time and energy of the high official, executive, clerk and typist alike, is undoubtedly one of the greatest time and money saving systems in use to-day.

The advantages of the Dictaphone system over the shorthand method in handling correspondence are many and obvious. Shorthand is an imperfect and at times dangerous system, and if used, accompanied as it usually is, with annoying delays and inconvenience for the dictator, and on the part of the stenographer the dead loss of time consumed in taking notes followed by the nervous strain of reading imperfectly and hurriedly written arbitrary signs, cannot possibly be productive of high efficiency, and must soon be entirely discarded and replaced by the dictating machine system in every carefully operated business where correspondence is an important part of the work.

To the uninitiated it may be explained that the Dictaphone itself is a small, compact phonographic instrument composing three fundamental parts.

The heart of the instrument, so to speak, is a cleverly designed carriage which encloses a mica diaphragm holding two sapphires; one the recording jewel with a keen edge, and the other the reproducing ball ground round and smooth. By the use of a remarkably small number of parts, controlled by a single lever, this mechanism accurately records the human voice on the surface of a wax cylinder, instantly and clearly reproducing it at the will of the operator. The transmission of the voice is accomplished either through a mohair covered tube equipped with a sanitary and removable glass mouthpiece, or a metal horn attached to a swivel joint, which permits it to be placed at any angle for the dictator's convenience.

This recording and reproducing carriage is driven by a feed screw which is so geared that although the screw itself is machined only 67 threads to the inch the cylinder is engraved 160 threads to the inch. Each cylinder surface, therefore, will take approximately ten minutes of dictation which, at ordinary speed would make a total of 1,200 to 1,500 words. After the cylinder has been transcribed it can either be retained for future reference or be shaved and re-used as many as 125 times.

While the Dictaphone can be supplied either with spring or electric motor, the electrically driven type is more satisfactory for office work. The electrically driven Dictaphone is equipped with an 8-inch Westinghouse motor built especially for this machine and operating on either direct or alternating current. This motor has been found very efficient for its purpose, and the small amount of current required to run it satisfactorily proves it

a most economical proposition. A Dictaphone may be run continuously for an eight-hour day at a cost of a fraction over one cent.

In the operation of the Dictaphone system the dictator turns to the machine by his side, at any moment he is ready to dictate, raises the speaking tube to his lips and talks naturally and easily as to a telephone. When his cylinder is filled he places it, together with the correspondence if he chooses, in a nearby rack and proceeds with the next cylinder.

The dictated cylinder is given to the typist who places it on her machine, hangs the hearing tubes lightly in her ears, presses the foot control and begins typewriting. When the dictation goes too fast for her she releases the foot control until she catches up.

One business man will best appreciate the Dictaphone as a means of getting through his regular mail earlier; another as an amanuensis that is ready at his elbow every minute; another as a money-maker and a time saver pure and simple; another as a producer of better letters; another as a godsend in work that has to be done overtime, early or late; and still another as a means of supplementing his work at the office with dictation at home, night or day. Its advantage in accommodating occasional dictating by one or two, or a dozen men to one operator is equaled by its opposite advantage of submitting all day's dictation by one dictator to several operators.

Beyond the increased efficiency of the dictator, through the saving of his time by the elimination of delays, re-reading of letters, etc., and the unmistakable 50 per cent. increase in the number of letters produced per typewriter due to the fact that the operator is typewriting all day from the moment the first cylinder is ready, the one feature of interchangeable transcribing is a most important one in many establishments.

As is true with many labor-saving devices and systems, so to speak, still in the infancy of commercial development, the Dictaphone encounters some prejudice; and, strange as it may seem, oftentimes on the part of men who pride themselves on their ability as scientific managers, as well as stenographers, clerks and private secretaries. Unfortunately, the busiest man, who feels that he hasn't the time to discuss the merits of such a system, is the very man who probably is in direct need of an unfailingly accurate amanuensis at his elbow every instant, while the clerk, after careful deliberation, cannot fail to realize that production is what earns the salary, and, given the choice of two systems, both of which are simply the means to an end, the wisest decision is to grasp the facilities which will be the best means for increasing his or her usefulness.

It will be interesting to cite a few actual instances where the installation of the Dictaphone system has been responsible, not only for greatly increased efficiency, but a substantial reduction in the payroll of the correspondence department.

In the office of W. J. Wright, auditor of freight receipts of the Missouri Pacific Railway, St. Louis, seven Dictaphone transcribers are to-day producing 100 per cent. more work than ten stenographers

formerly turned out; netting a saving of \$235 per month or \$2,820 per annum.

A certain department in the Central Railroad of New Jersey up to the time the Dictaphone system was installed maintained an average turn-out of sixty letters per day per operator. Shortly after equipping the department with Dictaphones the number of letters per operator increased to 120.

The latter part of last year, at the request of President Taft's Commission on Economy and Efficiency, the Dictaphone system was installed in a branch of the rural free delivery department of the post office in Washington. After a very careful record of the work done with the aid of the machines as compared with the results obtained by the former shorthand method in his recommendation that the machines be purchased, George C. Thompson, then superintendent of the division of rural mails, said: "With the installation in this division of a suitable number of dictating machines at a cost of less than \$2,500, I can reduce the force of my division immediately by six persons, which will effect a saving in salaries of about \$6,000 per annum."

An installation of 121 Dictaphones was made in the freight claim department of the Illinois Central Railroad in Chicago. There, in line with the methods used by the Dictaphone railroad experts, all the typists were segregated under the supervision of an efficient head operator who assigned the dictated cylinders in such a way as to distribute the work evenly among the force. A dictating machine was given to each correspondent so that immediately he had finished gathering his data, etc., from the vast amount of correspondence which usually accompanies each claim, he could turn to his machine and dispose of the matter without any of the delays which formerly necessitated the re-reading of many of the letters. Under the able supervision of Freight Claim Agent C. M. Kittle, recently appointed assistant to the president, the cost of letters turned out from that department formerly by 34 stenographers was reduced from 5½c. each to 2¼c., and the monthly output increased from 35,000 to 55,000, after a reduction in the typing force to twenty operators, the claim clerks themselves disposing of 40 per cent. to 50 per cent. more claims per man with two-thirds as many operators.

The Westinghouse Co. shows its endorsement of the Dictaphone system by the fact that, throughout its organization, it makes daily use of over 500 Dictaphones.

DECEMBER VICTOR PUBLICATIONS.

The advertising department of the Victor Talking Machine Co. is sending out to its extensive dealers list proofs of the Victor advertisements which will appear in the local newspapers during the month of December. The advertisements scheduled for the first four weeks of the month bear the familiar and catchy headline, "Will there be a Victrola in your home this Christmas?" As was the case with the November advertisements, cuts of the various models of the Victrola appear in one section of the advertisement; and, according to the Victor dealers, this style of advertisement has brought excellent returns during the month of November. The advertisement scheduled for the last week of the month bears a different heading than the others owing to the passing of Christmas, but the headline is equally as attractive as that used in the other four weeks of the month.

Write To-Day

The ELECTROVA COMPANY
117-125 Cypress Ave., :: New York

for their new illustrated booklet, "The Money Magnet," describing the most perfect and satisfactorily Coin-operated Electric Player on the market. 88 note, with automatic expression device and mandolin attachment.

Just the player for the better class of places

THE PARCELS POST AND THE TALKING MACHINE TRADE.

Evident That a Large Proportion of Men in the Talking Machine Trade Have Not Yet Awakened to a Realization of How the Parcels Post Will Further Their Interests—Will Be of Special Utility in Supplying Stock to Dealers Who Handle Small Musical Instruments as Well as Player-Piano Rolls, Talking Machine Records, Sheet Music, Etc.—Interesting Analysis of the Situation Written for The World by Waldon Fawcett.

The new United States Parcels Post is to begin operations on January 1 next and the interim before that date is none too long for the preparations of manufacturers and merchants who desire to take advantage in the fullest measure of this important new method of distribution. The very system on which the parcels post is to operate—



Transferring Parcel Mail from Wagon to Trolley Car.

rates varying as to distances—will necessitate a close study of local and national geography by firms and individuals that desire to make the most advantageous use of the new institution, whereas a close comparison of parcels post rates with existing express rates will be essential if a shipper is to put himself in a position to pick the most economical service at all times.

Trade Not Yet Awakened.

There is reason to suspect that a large proportion of the men in the music trade have not as yet awakened to a realization of how much the parcels post can do to further their interests. Indeed, some piano merchants have been heard to say that



Postman with Parcel Mail.

since the parcels post with its eleven-pound limit cannot handle pianos or player-pianos, nor yet any of the principal individual parts that enter into the manufacture of these instruments, they cannot see how the new postal utility can be of much use to them. Now this is an erroneous and short-sighted view of the situation, even in the case of a dealer handling only pianos and players. And how many dealers thus restrict themselves in this progressive age? Nine chances out of ten your representative dealer handles in addition to pianos and players, one or more of the important supplementary lines, such as small instruments, talking machines, disc and cylinder-records, player-piano rolls, sheet and folio music, etc., etc. And if any or all of these are carried, either as side lines or as the main stock, it ought not to take half an eye to foresee how the parcels post is going to benefit the purveyor in the music trade.

Shipments of Piano Parts and Player Rolls.

But let us look at the situation first, supposedly, from the most unfavorable angle and take as a case in point the situation of a retailer who restricts himself absolutely to the piano line. Ad-

mitedly the parcels post as it is inaugurated can do nothing to further the delivery of instruments but who knows what may happen some day, if the plan is the success that is anticipated. In some foreign countries parcels post packages are allowed in all weights up to 110 pounds and should the limit be thus extended here and manufacturers meanwhile pursue their present policy to produce smaller and smaller organs and baby grand pianos and boudoir players for use in flats and apartments who can predict what may come to pass some day. But seriously, in the meantime, the exclusive piano dealer can receive much aid from the parcels post. It will afford quicker and more economical carriage for all manner of small parts and for player piano rolls and it will facilitate interchange on these items not only between dealer and customer but also between dealer and factory.

Great Help in Emergency Wants.

This last is one of the significant possibilities of the parcels post and one that seems to have been strangely overlooked by the business community in general. You will find plenty of people in various lines of trade who are enthusiastic over the prospects of the parcels post as a marketer of



Parcel Postal Delivery in Winter.

manufactured goods, either direct from producer to consumer or via the usual manufacturer-jobber-retailer channel, but comparatively few have awakened to the aid that the parcels post can give as a connecting link between manufacturer or jobber on the one hand and retailer or sales agent on the other. And it is just here that the music trade stands to be especially benefited. The very character of many musical commodities is such as cause the customer to be impatient for prompt delivery. A new string for a violin; the latest popular "hit" in sheet music, talking machine record or player-roll form; an operatic libretto; an instrument to complete a band outfit—all these and a



The Postoffice Department at Washington, D. C.—Headquarters of New Parcels Post.

dozen other classes of articles of everyday demand are in the category that most emphatically are wanted when they are wanted. Theoretically, of course, the dealer ought to have all these in stock all the time but practically it is all but impossible and the parcels post is going to serve as the next best thing.

It is a foregone conclusion that for such emergency wants the new postal carrier system is going to prove speedier than the express route. Especially is this likely to be the case during "rush seasons" such as the Christmas holiday when, with all due respect, the postal service of the



Tri-Car for Postal Delivery.

country does not get quite as hopelessly congested as the express service. Furthermore the fact that city post offices are open at almost all hours of the day and night will facilitate the dispatch of such emergency orders as compared with the routine that would be followed were it necessary to await the collection of the parcels by an expressman on his regular round of the business district where the shipment originates. And while on the jobber-wholesale end of the proposition it may be added that the parcels post is liable in many instances to have an advantage over express service as a means of placing in the hands of the dealers



Modern Mailing Room for Packing and Mailing Parcels.

bundles of circulars or catalogs designed for local distribution. Especially will this be the case with reference to special circulars, new lists of music, etc., which it is desired to get into the hands of the buying public just as promptly as possible after they come from the hands of the printer.

As has been said the obvious mission of the parcels post is as a distributor of merchandise to the "ultimate consumers." And many music men will be surprised when they discover what a variety



Delivery of Parcels by Post.

of their standard items of trade may be transmitted in this fashion. Violins, mandolins, guitars, horns, drums, flutes, all the smaller models of talking machines, light-weight piano stools, music racks, etc., are a few of the eligibles in addition to the already-mentioned indispensables—rolls, rec-

(Continued on page 52.)



All the way from Orville Harrold on the front to the Columbia "Regal" on the back page, the Columbia January list will be as sure a money maker as the mint.



**Columbia Phonograph Co., Gen'l
Tribune Building, New York**

THE PARCEL POST AND THE TALKING MACHINE TRADE—(Continued from page 51).

ords, folios and sheet music. All these latter have heretofore been admissible to the mails in weights up to four pounds, but under the new system there will be a proportionate saving in the cost of carriage and the tremendous convenience of being able to place in one package all the items of any ordinary order.

Parcel Post as Sales Aid to Trade.

Considered as a sales aid in the talker trade the greatest virtue of the parcels post lies not so much in what it will do as in where it will go, if it may be expressed in that way. The new system ought to convert into live customers throughout the year millions of people whose purchasing power has been more or less dormant for weeks or months at a time. Reference is made, of course, to the farming class of the community, particularly the rural residents not located in close proximity to any town, and to such more or less isolated music lovers as miners, lumbermen, ranchers, etc.—persons who have money to buy what they want if only they had the opportunity to make purchases. It has been easy enough since the establishment of rural free delivery, for most of these persons to order by mail any small instruments, music, rolls or records that might be desired to help beguile the weary hours of winter isolation. But to get possession of purchases has usually been quite another matter. If the weight of the musical merchandise ordered exceeded four pounds it could not be transmitted by mail but must needs come by express. This latter is apt to mean all sorts of inconvenience. In the country districts or in the sparsely settled districts (for example in the South and West) the nearest express office is likely to be located many miles from the home of the long-range musical customer and to secure a package that has come by express thus involves a long, cold drive—an ordeal that may, worse yet, devolve into a fruitless quest if the customer has been misinformed as to the time an express package should arrive. In many localities the country roads are virtually impassable for long periods so that a trip to the express office is out of the question whereas on the other hand during active season such as the spring planting time and the autumn harvest season all hands are so busy that it is equally out of the question to spare time or the use of a team for a trip to the express office.

Getting Close to the "Ultimate Consumer."

The result of these conditions, as many musical men well realize, is that farmers have simply given up the attempt to order staples such as rolls and records at the very time when their interest would be keenest and when, having the most leisure to enjoy mechanical music, they might be expected to order most liberally. But with the advent of the parcels post a transformation should be worked. This means an era of mail delivery as well as mail-order business. With the farmer, the rancher, the miner, the lumberman or other isolated resident enjoying the boon of the delivery of his purchases at his very door, there will be no reason why his indulgence in this line should not extend to the

limitations of his pocketbook, provided the merchants in the music trades will reach out after such business. And to help this new trade cause there is the circumstance that the parcels post system is to have the C. O. D. feature. Heretofore all business of this kind had to be done on the cash in advance plan but under the parcels post scheme a customer need not pay until the goods are delivered at his door. Uncle Sam will charge a little extra for this service, but it will be well worth it to the merchant if it stimulates trade, as it undoubtedly will.

Helps Trade at Winter and Summer Resorts.

What the parcels post will do to encourage a mail trade in winter in the farming and isolated districts it will accomplish in like measure in the resort region and the vacation country in summer. Musical instruments have, thanks to the liberal advertising of the past few seasons, been placed in the position of indispensables for summer camps and cottages and yachts and houseboats. Only heretofore, the dealer has usually had to content himself with such business as could be garnered ere the vacationist set out for his summer headquarters. Not so in future, however. The parcels post will carry musical merchandise to the depths of the wilderness; into the mountain fastnesses or to the most remote seashore village; and a steady flow of orders may be expected if the exiles on pleasure bent be kept informed of the "new things" that appear during the dog days.

Specializing on Rules and Conditions.

There can be no doubt but that every music house which expects to do a volume of business worthy of the name under the parcels post system will do well to detail one or more employees to specialize on the rules, regulations and conditions obtaining in this new field. For there will be many pitfalls for the unwary, the penalty of which will be those delays in delivery which are almost as serious as an outright loss of trade. By way of illustration of the points to be borne in mind by shippers it may be pointed out that aside from the general rule that no parcel shall exceed 72 inches in length and girth combined, there will be regulations regarding the amount and character of packing that can be used. These latter regulations have not as yet been formulated by the postal officials, but will be in due course. It will also be exacted that metal parts, etc., can be sent by parcels post only when so wrapped that there is no possibility that they will do injury to any postal employee or to other pieces of mail in transit. Yet another point to be watched is that the regular issues of postage stamps must not be used on parcel mail. Special parcels post stamps are to be placed on sale at the opening of the new year and these must be affixed to parcels deposited in the mails. Shippers will also be called upon to decide in the case of each parcel dispatched whether or not it is desired to insure the package. The parcels post law provides that Uncle Sam may reimburse shippers for articles lost or damaged in transit but at this writing the postal officials incline to the belief that a small addi-

tional fee should be charged for this insurance feature, just as in the case of registered mail at present, and consequently it will be up to the shipper to decide in each instance whether or not to invoke the safeguard.

Some Suggestions Worth Noting.

Aside from all these details to be ever borne in mind the parcels post shipper should have always before him a large scale map, or, better yet, a mental map, that will familiarize him with limitations of the various "zones" of our parcels post territory. For, as all our readers doubtless know, the parcels post is not to be operated on a flat rate per pound basis as is the case in so many foreign countries but on a zone plan whereby the postage charge on each package will be determined not only by the weight but also by the distance it is to be transported. The law prescribes seven zones with radius respectively of 50, 150, 300, 600, 1,000, 1,400 and 1,800 miles. In reality, though there are nine zones, for everything outside the 1,800 mile zone (including the Philippines and all our new possessions) forms another zone added to those above listed and there is a special low rate for delivery within the limits of the city where a parcel is mailed or delivery on any rural mail route leading out from such city so that each local community in the country will, in effect, constitute a parcels post "zone" for the business men of that particular locality.

This special rate of five cents for the first pound and one cent per pound for additional pounds for local delivery is likely to prove a boon to local music houses everywhere and particularly those having a heavy trade in the agricultural districts surrounding their city. Just by way of suggestion of the possibilities imagine what it will mean to both farmer and dealer when the former can call up the latter on the rural or long-distance telephone in the morning and receive by parcels post that same afternoon a package of talking machine records or player-piano rolls, selections which, mayhap have been decided upon in equally up-to-date manner, namely by listening to them over the telephone when the order was given in the morning. Some dealers, in anticipation of the parcels post are already preparing special cartons or containers to be used as receptacles for parcels post packages and the idea is assuredly an excellent one, especially when, as in the music trades, the commodities would be liable to damage in transit unless properly prepared.

A lamentable spectacle in business to-day is the routinist, who likes to do things the same old way, is averse to change, detests innovation and goes to seed mentally. Why? Because he finds routine easy and comfortable, while it is wearing and exhausting to grapple with the fresh problems and formulate a new and better system of doing things.

H. A. Yerkes, manager of the wholesale department of the Columbia Phonograph Co., is at present away on a short trip through the New England territory.

RECORD BULLETINS FOR JANUARY, 1913

VICTOR TALKING MACHINE CO.

- BLACK LABEL RECORDS.
Earl Cartwright and Victor Light Opera Co. Size
- 5871 Natoma—Vaquero's Song (Harp by Lapitino)..... 10
Victor Herbert
- 31875 Gems from "Merry Countess" (Fiedermaus)..... 12
Unger-Anderson-Strauss
- 35263 Souvenir de Beethoven—Fantasia (Arr. Moses-Tobani)..... 12
Arthur Pryor's Band
- Crème de la Crème—Fantasia (Arr. Moses-Tobani)..... 12
Arthur Pryor's Band
- DOUBLE-FACED BLUE LABELS.
Frank La Forge, Pianist.
- 55030 Adagio from 5th Concerto, Op. 73 (Beethoven) with orchestra..... 12
Frank La Forge
- Scarf Dance—Air de Ballet (Pas des Echarpes) Op. 87. (Chaminade)..... 12
Frank La Forge
- 17200 Irish Names (Ludlow-Hilton-Turvey)..... 10
Reinald Werrenrath
- Out on the Deep (Cowan-Lohr)..... 10
Frank Croton
- 17201 National Spirit March (Hager) (Drum effects)..... 10
Arthur Pryor's Band
- Let Me Like a Soldier Fall—Quickstep (Linden) (with drums)..... 10
Arthur Pryor's Band
- 17202 You're Just as Sweet at Sixty as You Were at Sweet Sixteen (Heelan-Helf) (with Quartet Chorus)..... 10
Walter J. Van Brunt
- Oh, You Silvery Bells (Jingle Bells) (Havetz-Botsford)..... 10
Peerless Quartet
- 17203 I'm Wearing Awa' (Nairn-Forde)..... 10
John B. Wells
- Daddy (Behrend)..... 10
Elizabeth Wheeler
- 17204 Where the Moonbeams Gleam (Jones-Daniels)..... 10
Albert Campbell-Henry Burr
- Mocking Bird Rag (Walsh-Straight)..... 10
American Quartet
- 17205 Row, Row, Row, from "Follies of 1912" (Jerome-Monaco)..... 10
Ada Jones
- I've Got the Finest Man (Creamer-Europe)..... 10
Ada Jones
- 17206 Spanish Dance, Op. 58, No. 1 (Rehfeld) Violin Maximilian Pilzer
- Petite Valse (Hollman) Violoncello..... 10
Rosario Bourdon
- 17207 When the Rainbow Shines Bright at Morn (Bohannon)..... 10
Wm. F. Hooley with Male Chorus
- Tennessee Moon (Mahoney-Wenrich)..... 10
Heidelberg Quintet with Will Oakland
- 17213 The Funny Little Melody (Irving Berlin)..... 10
Walter J. Van Brunt-Maurice Burkhardt
- You May Be Irish, Murphy, but I Think You're in Dutch (Bryan-Fischer)..... 10
Billy Murray
- 17214 Waiting for Me, from "Two Little Brides" (Jerome-H. Von Tilzer)..... 10
Eddie Morton
- Fables (Brannen-Helf)..... 10
Bob Roberts
- 17215 Baby's Sweetheart—Serenade (Corri)..... 10
Conway's Band
- A Farmyard Caprice (Thurban)..... 10
Conway's Band
- 17216 Samson and Delilah—My Heart at Thy Sweet Voice (Saint-Saens) Cornet..... 10
Michele Rinaldi and Vessella's Band
- (1) Farewell to the Forest (Mendelssohn); (2) Spring Song (Pinsuti)..... 10
Victor Brass Quartet
- 17217 'Tis But a Little Faded Flower (Howarth-Thomas)..... 10
Anthony and Harrison
- Emmett's Lullaby (J. K. Emmett) with Will Oakland)..... 10
Heidelberg Quintet
- 17219 Temple Bells, from New York Hippodrome production "Under Many Flags" (Klein)..... 10
Lyric Quartet
- Rosalie (Weslyn-Spencer)..... 10
That Girl Quartet
- 17220 A Little Girl at Home, from "Lady of the Slipper"..... 10
Marguerite Dunlap & Harry Macdonough
- Bagdad, from "Lady of the Slipper"..... 10
Billy Murray
- 35264 Tennessee Minstrels, No. 24..... 12
Victor Minstrel Co.
- College Overture (Tobani)..... 12
Arthur Pryor's Band
- 35265 Rondo Capriccioso (Mendelssohn)..... 12
Vessella's Italian Band
- idida—Grand March (Verdi)..... 12
Vessella's Italian Band
- 35266 Say Not Love is a Dream—Vocal Waltz, from "Count of Luxembourg" (Hood-Lehar)..... 12
Olive Kline
- Oh! Oh! Delphine Medley Waltz (Caryll)..... 12
Victor Concert Orchestra
- PURPLE LABEL RECORDS.
60090 Fascinating Base-Ball Slide..... 10
Elsie Janis
- 60091 Fo' de Lawd's Sake, Play a Waltz..... 10
Elsie Janis
- Florence Hinkle, Soprano.
- 60079 From the Land of the Sky-Blue Water, from "American Indian Songs"..... 10
Cadman
- Ada Sassoli, Harpist.
- 70088 Valse de Concert..... 12
Hasselmans
- RED SEAL RECORDS.
Titta Ruffo, Baritone. In Italian.
- 88391 Barbieri di Siviglia—Largo al factotum (Barber of Seville—Room for the Factotum) Act I, Scene I..... 12
Rossini
- 88392 Pagliacci—Prologo, Part I—Si può (A Word)..... 12
Leoncavallo
- 88393 Pagliacci—Prologo, Part II—Un nido di memorie (A Song of Tender Memories)..... 12
Leoncavallo
- 88394 Gioconda—Barcarola, "Pescatore, affonda l'isca" (Fisher Boy, Thy Bait be Throwing) Act II, Scene I..... 12
Ponchielli
- 88396 Gioconda—O monumento! (Oh, Mighty Monument!) Act I..... 12
Ponchielli
- 88395 Dai canti d'amore—Canzone (Ballad—"A Song of Love")..... 12
Ettore Titta
- NEW RED SEAL RECORDS.
Enrico Caruso, Tenor. (In Italian.)
- 88346 Ballo in maschera—Ma se m'è forza perdersi—Romanza (Forever to Lose Thee!) (Preceded by recitative, Forse la soglia—"This Affair Must End!")..... 12
Verdi
- Marcella Sembrich, Soprano.
- 88390 Comin' Thro' the Rye (Scotch Air)..... 12
Charles Dalmores, Tenor.
- 88397 Grisélidis—Ouvres-vous sur mon front, portes du Paradis (Open Now to Mine Eyes) Prologue. In French..... 12
Massenet
- Ignace Jan Paderewski, Pianist.
- 88401 La Campanella..... 12
Paganini-Liszt
- Frances Alda, Soprano.
- 87111 Manon—Gavotte, "Obeissons, quand leur voix appelle" (The Voice of Youth) Act III, Scene I. In French..... 12
Massenet
- 88399 Contes d'Hoffmann—Romance—Elle à fui (Tales of Hoffman—The Dove Has Flown) Act IV. In French..... 12
Offenbach
- Herbert Witherspoon, Bass.
- 74327 Mary of Allendale..... 12
James Hook
- Maud Powell, Violinist.
- 74325 Have Pity, Sweet Eyes! (Air by Antonio Tenaglia, 1650) (Accomp. by Falkenstein)..... 12
John McCormack, Tenor.

- 64253 A Child's Song, from "A Masque." In English.. 10
Moore-Marshall
- Ernestine Schumann-Heink, Contralto.
- 88400 (1) Barbechen (2) Schlafliedchen. In German.. 12
Hermann

- EDUCATIONAL RECORDS.
- 17208 How Lovely Are the Messengers (Mendelssohn) Lyric Quartet..... 10
- A Merry Life ("Funiculo, Funicula") (Denza) from "Laurel Music Reeler," C. C. Birchard & Co..... 10
Lyric Quartet
- 17209 Over Hill, Over Dale, from "Midsummer Night's Dream" (Mendelssohn) (from "Natural Music Reader")..... 10
Elizabeth Wheeler-Marguerite Dunlap-Elsie Baker
- Summer Now Hath Come Among Us (Pinsuti)..... 10
Elizabeth Wheeler-Marguerite Dunlap
- 17210 (1) I Wish You a Very Good Day (Hall-Palmer); (2) The Wishing Stone, from "Every-Day Songs and Rhythms" (Hall-Palmer); (3) Young Night Thought, from "Thirty-Six Songs for Children," C. C. Birchard & Co. (Grant-Schaefer)..... 10
Elizabeth Wheeler
- (1) See-Saw, Margery Daw (Grant-Schaefer); (2) Boat Song, from "Thirty-Six Songs for Children," C. C. Birchard & Co. (Grant-Schaefer); (3) Nursery Song (Badlan-Bullard) piano accomp..... 10
Elizabeth Wheeler
- 17211 Gently Fall the Dews of Eve, from "Melodic 4th Reader," American Book Co. (Verdi) un-accomp..... 10
- E. Wheeler-Marguerite Dunlap-Elsie Baker Lift Thine Eyes, from "Elijah" (Mendelssohn) (from "Melodic 4th Reader," American Book Co.)..... 10
E. Wheeler-Marguerite Dunlap-E. Baker
- 17212 Sleep, Little Baby of Mine (Dennee)..... 10
Elsie Baker
- Slumber Sea (Chisholm)..... 10
Elsie Baker
- 17218 Golden Slumbers Kiss Your Eyes, from "Harmonic Second Reader," Elizabeth Wheeler-Marguerite Dunlap-Elsie Baker..... 10
Marguerite Dunlap-Elsie Baker
- Swing Song (Bingham-Lohr) piano accomp..... 10
Elizabeth Wheeler-Marguerite Dunlap
- 35254 Gypsy Life (Schumann)..... 12
Lyric Quartet
- Oh, Italia, Italia, Beloved (Donizetti)..... 12
Victor Chorus

- GERMAN RECORDS.
- 65007 (a) Andalusien schöne Frauen (Walzer von F. Schneider-Boppy)..... 10
Apollo Orchester
- (b) Träume süß—Intermezzo..... 10
Apollo Orchester
- 65008 (a) Sternen—Marsch..... 10
Apollo Orchester
- (b) Standartengruss..... 10
Apollo Orchester
- 65009 (a) Fascination (Walzer von Marchetti)..... 10
Apollo Orchester
- (b) Mein Schätzchen braucht nicht reich zu sein (Lied von Paul Lincke)..... 10
Apollo Orchester
- 65010 (a) Im Volkston (Folk Song) Op. 13, No. 2 (Hildach)..... 10
Albert Janpolski
- (b) Gute Nacht, du mein herziges Kind (Good Night, My Child) (Franz Abt)..... 10
Albert Janpolski
- 68352 (a) Tannhäuser—Lied des Hertenknaben und Chor der Pilger (I. Teil) (Shepherd's Song and Pilgrim's Chorus, Act I, Part I) (Von Wagner)..... 12
Gertrud Runge, Weimar, und Nebe-Quartet, Berlin
- (b) Tannhäuser—Lied des Hertenknaben und Chor der Pilger (II. Teil) (Shepherd's Song and Pilgrim's Chorus, Act I, Part II) (Von Wagner)..... 12
Gertrud Runge, Weimar, und Nebe-Quartet, Berlin

COLUMBIA PHONOGRAPH CO.

- SYMPHONY DISC RECORDS.
- Double. Single.
- A5432 Martha (Flotow). "Ah! So Pure." Orville Harrold, Tenor. In English, with orch.. 36425
L'Elisir d'Amore (Donizetti). "Una furtiva lagrima" (A Furtive Tear). Orville Harrold, Tenor. In Italian, with orch..... 36424
- A5431 Nocturne in E Flat (Chopin-Sarasate). Kathleen Parlow, Violinist.
- Liebesfreud (Kreisler). Kathleen Parlow, Violinist.
- A5429 Grand Waltz (Venzano). Part I. Adagio Contabile. Bernice de Pasquali, Soprano. In Italian, with orch..... 30813
- Grand Waltz (Venzano). Part 2. Mouvement de Valse. Bernice de Pasquali, Soprano. In Italian, with orch..... 30874
- A1235 Pagliacci (Leoncavallo). "Vesti la giubba" (On with the motley). Giovanni Zenatello, Tenor. In Italian, with orch..... 30874
- Cavalleria Rusticana (Mascagni). Siciliana (Oh, Lola, fair as the flowers). Giovanni Zenatello, Tenor. In Italian with orch..... 30813
- A1234 La Bohème (Puccini). "Musetta's Waltz Song" (As Down the Street I Merrily Stray). Fely Deryene, Soprano. In French, with orch..... 30813
- Manon (Massenet). "Je marche sur tous les chemins" (Gayly I March On My Way). Fely Deryene, Soprano. In French, with orch..... 30874
- A5428 Sapho (Gounod). "O ma lyre immortelle" (Oh lyre immortal). Rose Olitzka, Contralto. In French, with orch..... 30995
- Agnus Dei (Lamb of God) (Bizet). Rosa Olitzka, Contralto. In Latin, with orch..... 30837
- 12-IN. BLUE-LABEL DOUBLE-DISC RECORDS.
- A5427 Lohengrin (Wagner). "Elsa's Traum" (Elsa's Dream). Gertrude Rennyson, Soprano. In German, with orch..... 30995
- Tannhäuser (Wagner). "Dich Theure Halle (Oh, Hall of Song and Joy). Gertrude Rennyson, Soprano. In German, with orch..... 30995
- A5430 Tosca (Puccini). Te Deum and Monologue of Scarpia—Act I. Cesare Alessandrini, Baritone and Grand Opera Chorus. In Italian, with orch..... 30995
- Thais (Massenet). Selections. Prince's Orchestra.
- 10-IN. BLUE-LABEL DOUBLE-DISC RECORDS.
- A1230 The Harp that One Through Tara's Halls (Words by Moore). Charles W. Harrison, Tenor, orchestra accomp..... 30995
- Lament of the Irish Emigrant (Dempster). Harry McClaskey, Tenor, orch accomp..... 30995
- A1231 That's How I Need You (Piantadosi). Manuel Romain, Counter-Tenor, orch. accomp..... 30995
- Always Think of Mother (Haller and Stafford). Manuel Romain, Counter-Tenor, orch. accomp..... 30995
- 10-IN. DOUBLE-DISC RECORDS.
- A1236 Take Me to That Suwanee Shore (Muir and Gilbert). Byron G. Harlan, Tenor, and Arthur Collins, Baritone, orch. accomp..... 30995
- Hitchy Koo (Muir, Gilbert and Abrahams). Byron G. Harlan, Tenor, and Arthur Collins, Baritone, orch. accomp..... 30995
- A1237 When I Get You Alone To-Night (Fischer). Ada Jones, Soprano and Walter Van Brunt, Tenor, orch. accomp..... 30995
- Come Back to Me, My Melody (Berlin). Walter Van Brunt, Tenor, orch. accomp..... 30995

- A1232 Temple Bells, from New York Hippodrome production "Under Many Flags" (Klein). Harry La Farge, Tenor, and Columbia Mixed Chorus, orch. accomp..... 30995
- Sweetheart Lets Go A-Walking, from the New York Hippodrome production, "Under Many Flags" (Klein). Miriam Clark, Soprano, Harry La Farge, Tenor, and Columbia Mixed Chorus, orch. accomp..... 30995
- A1233 California For Mine (Armstrong). Peerless Quartet, orch. accomp..... 30995
- Here's Agave and Success to You (Ball). Henry Burr, Tenor, orch. accomp..... 30995
- A1240 On a Beautiful Night with a Beautiful Girl (Edwards). Peerless Quartet, orch. accomp..... 30995
- Good-bye, Everybody, from "Modern Eve" (Gilbert). Henry Burr, Tenor, orch. accomp..... 30995
- A1238 Auld Lang Syne (Words by Robert Burns). Columbia Mixed Chorus, orch. accomp..... 30995
- A Jolly Sleigh-Ride Party (Chwatal). Descriptive number. Prince's Orchestra.
- A1239 Fireflies (Idyll) (Lincke). Prince's Orchestra.
- Aloha Oe Waltzes (Lilioukalani). Prince's Orchestra
- A1229 Waiting for the Robert E. Lee (Muir). Guido Deiro, Accordion Solo.
- 12-IN. DOUBLE-DISC RECORD.
- A5433 Die Walkure (Wagner). Ride of the Valkyries. Prince's Band.
- Toreador and Andalusian (Rubinstein). Prince's Band.

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- 1591 'Till the Sands in the Desert Grow Cold..... 10
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- 1557 I Will Love You When the Silver Threads are Shining Among the Gold..... 10
Manuel Romain
- 1595 Where the Edelweiss is Blooming..... 10
Agnes Kimball, Harry McClaskey and Chorus
- 1206 Love's Last Word..... 10
U-S Peerless Orchestra
- 1519 The Girl I'll Call My Sweetheart Must Look Like You..... 10
Will Oakland
- 1594 Keep Away from the Man Who Owns An Automobile..... 10
Ada Jones and Chorus
- 1590 The Brookside Inn..... 10
Edward M. FAVOR
- 1542 Forever I'll Call to Thee..... 10
Geo. W. Ballard
- 1592 Kuyawiak (Concertina Solo)..... 10
I. Piroschnikoff
- 1604 Grand Selections of Scottish Melodies..... 10
U-S Concert Band
- 1546 Murmuring Zephyrs..... 10
John Barnes Wells
- 1589 You're Just as Sweet at Sixty as You were at Sweet Sixteen..... 10
W. H. Thompson
- 1551 Tell Mother I'll be There..... 10
Henry Burr and Chorus
- 1573 Legende (Violin Solo)..... 10
H. L. Spitalny
- 1609 Row, Row, Row..... 10
Collins and Harlan
- 1602 When I Get You Alone To-Night..... 10
Jones & Van Brunt
- 1596 Ideal and Ripples of the Allegheny (Bells and Xylophone)..... 10
Albert Benzer
- 1588 Uncle Josh's Arrival in New York..... 10
Cal Stewart
- 1599 That's How I Need You..... 10
Mable Barney
- 1593 Sounds from England..... 10
U-S Concert Band
- TWO-MINUTE RECORDS.
- 514 Moonlight Dance..... 10
U-S Peerless Orchestra
- 515 Iffa-Saffa-Dill—Xylophone..... 10
A. Benzer
- 516 The Admiral March..... 10
U-S Military Band
- 517 Who's Going to Love You When I'm Gone..... 10
Burr and Campbell
- 518 Let's Buzz..... 10
Peerless Quartet
- 519 Somebody Else is Getting It..... 10
Arthur Collins
- SWEDISH AND ITALIAN FOUR-MINUTE RECORDS.
- 21578 Tafang Onskan (Swedish)..... 10
Arvid Asplund
- 21579 Sangaren på Vandrings (Swedish)..... 10
Arvid Asplund
- 21142 Tienpe Felice (Italian)..... 10
P. Lega
- 21143 Non Ti Scordar Di Me..... 10
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- 28114 Cavalleria Rusticana—"Voi lo sapete"—Racconto di Santuzza (Mascagni). Soprano solo, in Italian, orch. accomp..... 30995
- 28115 La Traviata—"Di Provenza il mar" (Verdi). Baritone solo, in Italian, orch. accomp. Carlo Galeffi
- 28116 La Gioconda—"Cielo e mar" (Ponchielli). Tenor solo, in Italian, orch. accomp..... 30995
- 28117 Der Freischütz—"Wie nahe mir der Schlummer" (von Weber). Soprano solo in German, orch. accomp..... 30995
- 28118 Thais—"Alessandria" (Massenet). Baritone solo, in Italian, orch. accomp..... 30995
- 28119 Tannhäuser—"O du mein holder Abendstern" (Wagner). Baritone solo, in German, orch. accomp..... 30995
- 28123 La Sonnambula—"Come per me sereno"—Cavatina (Bellini). Soprano solo, in Italian, orch. accomp..... 30995
- 28124 Die Meistersinger—"Preislied" (Wagner). Tenor solo, in German, orch. accomp..... 30995
- 28125 Mignon—"Polonaise" (Thomas). Soprano solo, in French, orch. accomp..... 30995
- 28126 Prophète—"Ah! mon fils!" (Meyerbeer). Contralto solo, in French, orch. accomp..... 30995
- 28127 L'Africana—"O Paradiso!" (Meyerbeer). Tenor solo in Italian, orch. accomp..... 30995

EDISON'S DAUGHTER TO WED.

Miss Madeleine Edison, daughter of Thomas A. Edison, the inventor, is to be the wife of an inventor, John Eyre Sloane, son of Dr. and Mrs. T. O'Connor Sloane, of South Orange.

Mr. Sloane is a young man, but he has already obtained a number of important patents, from which he derives an income. He worked for some time with Edison, but met Edison's daughter in a conventional social way.

Miss Edison is an earnest worker in the Orange Methodist Church, while her prospective husband is a devout member of the Roman Catholic Church.

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

(Special to The Talking Machine World.)

Washington, D. C., Dec. 9, 1912.

NEEDLE FOR TALKING MACHINES. Walter B. Nichols, Lexington, Ky. Patent No. 1,045,593. This invention relates to improvements in needles for use in talking machines, and the object of the invention is to provide a needle which may be made of wood or fibrous material and at the same time have a number of needle points, thereby providing a multiple needle.

In its preferred embodiment this invention has a plurality of individual points connected together by curved surfaces whereby a file or tool of the proper character may be employed to file or grind the curved surfaces so as to renew the needle points when worn.

In the drawings accompanying and forming part hereof: Figure 1 represents part of a talking machine

having a needle made in accordance with the invention connected with the sound-box thereof. Fig. 2 is a perspective view of the needle detached. Fig. 3 is a view partly in section of the multiple needle in a sound-box. Fig. 4 is a view of a modified form.

PHONOGRAPH-REPRODUCER. Thos. A. Edison, Llewellyn Park, Orange, N. J., assignor to Thos. A. Edison, Inc. Patent No. 1,046,159.

This invention relates to reproducers for phonographs and more particularly to that type which is adapted to operate upon a sound record in the form of a groove having elevations and depressions corresponding graphically to the original sound waves.

The object of the invention is to secure a louder and more perfect reproduction than can be obtained from the ordinary form of reproducer, or to secure a reproduction of equal loudness with less wear upon the record. With this

end in view there is employed a pair of reproducer styluses arranged one slightly in advance of the other, with respect to the record groove.

In an application for letters patent filed concurrently herewith, there is described and broadly claimed a reproducer constructed on this principle and specifically claimed that form in which both styluses are carried by a single lever which is mounted on a single floating weight.

The present invention relates to an improved reproducer in which the two styluses are mounted upon separate stylus levers, which are mounted preferably upon separate floating weights, pivoted so as to have independent movement, and said stylus levers may be connected either to the same point of a single diaphragm or to different parts

of a single diaphragm, or they may be connected to separate diaphragms if desired.

Fig. 1 is a side elevation, partly in section, of a reproducer constructed in accordance with the invention, and showing the two stylus levers connected to different parts of a single diaphragm; Fig. 2 is a bottom plan view of the reproducer of Fig. 1; Fig. 3 is a similar view of a reproducer in which the two stylus levers are connected to the center of a single diaphragm; Fig. 4 is a plan view of the diaphragm of Fig. 1, and Fig. 5 is a section on line 5-5 of Fig. 4.

PHONOGRAPH DETERMINING DEVICE. Thos. A. Edison, Llewellyn Park, Orange, N. J., assignor by mesne assignments to Thos. A. Edison, Inc., West Orange, N. J. Patent No. 1,046,414.

This invention relates to determining devices for phonographs or talking machines, this application being a division of application Serial No. 180,998, filed November 13, 1903, for apparatus for recording sounds.

The object of the invention is to provide a device for supporting the body of a phonograph recorder upon the surface upon which a record is being made, and to provide suitable means for adjusting the relative position of the supporting device and the body of the recorder while the machine is in operation and the record surface is revolving.

The supporting device is preferably a ball of sapphire or other jewels. It is to be understood that the weight of the recorder is borne by this ball which rides upon the surface of the rotating record blank, the depth to which the recording stylus may enter the surface of the blank depending upon the maximum distance the stylus may project below the supporting ball.

It is important in recording that the position of the supporting ball or determining device may be adjusted while the machine is running, since the depth of cut of the recording stylus may require readjustment during operation to conform to the varying conditions which may be met.

Fig. 1 is a bottom plan view of a record showing the preferred form of this improved determining device. Fig. 2 is a sectional view thereof taken on line 2-2 of Fig. 1. Fig. 3 is a sectional view taken on line 3-3 of Fig. 2; and Fig. 4 is a front view of the body of the recorder.

SOUND RECORD TABLET. Jacob B. Moses, Dallas, Tex. Patent No. 1,046,418.

This invention has reference to improvements in sound record tablets and is designed to provide a sound record tablet in which the sound grooves may be in the form of a volute and in which space for a label is provided without interfering with the extension of the volute groove close to the center of the tablet.

In accordance with the present invention the tablet is made substantially square; that is, either with right angle corners or with rounded or cut-off corners, while the record receiving surface on either one or both faces of the table, which latter is made thin and flat, is so disposed that all the space within a circle nearly or quite reaching the sides of the tablet may be utilized for the sound record groove while the label may be applied to or produced in the spaces between the outer edges of the sound record zone and the corners of the tablet. Such a tablet cannot roll when set on edge and the labels are more readily observable than when located within the inner turn of the sound record groove. The inner turns of the record groove may approach much closer to the axis of rotation of the tablet than is possible with the form of sound record tablet where the label is in-

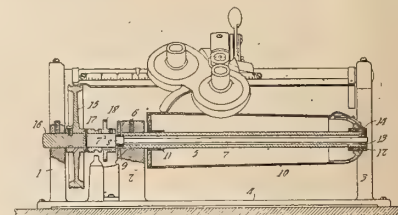
terior to the sound record groove zone. Such a form of sound record tablet is especially adapted to be lodged in a suitable case or cabinet or other holder, said tablets may be brought into close and parallel relation and by being arranged in spread count order the labels are readily visible at all times, making it unnecessary to remove the tablets in order to observe the labels.

Figure 1 is a face view of a square sound record tablet made in accordance with the present invention, showing the corners of right angle shape. Fig. 2 is a similar view showing the corners rounded. Fig. 3 is a detail section through a portion of a tablet of one form. Fig. 4 is a detail section through a portion of a tablet of other construction than that shown in Fig. 3.

PHONOGRAPH. Chas. L. Hibbard, East Orange, N. J., assignor by mesne assignment to Thos. A. Edison, Inc., West Orange, N. J. Patent No. 1,046,188.

This invention relates to phonographs, and more particularly to that type of phonograph in which the use of an end gate is dispensed with.

The principal object of the invention is the provision of novel and efficient means for supporting the mandrel of a phonograph with sufficient rigidity without the use of an end gate. In conformity with this object, a rigid stationary tube is supported outside the mandrel of the phonograph and extends therethrough, the mandrel being rotatably supported upon the periphery of said tube, while at



the same time the driving shaft to which power is applied to rotate the mandrel extends through the stationary tube and is connected to the mandrel rigidly or otherwise to drive the latter preferably beyond the outer end of the stationary tube.

Referring to the accompanying drawing, forming part of this specification, the figure represents a vertical longitudinal section through the mandrel of a phonograph equipped with the invention, certain parts of the phonograph being shown in side elevation.

CATALOG IN PORTUGUESE.

The Columbia Phonograph Co.'s export department has just issued a handsome Portuguese catalog of 160 pages for distribution in Portugal and Brazil. The first 41 pages are devoted exclusively to Portuguese records, and the remaining pages to Spanish, Portuguese and operatic selections. A prominent feature of the catalog is the combination alphabetical and classified index that occupies several pages in the back of the booklet, and which is of great value to Columbia dealers. The catalog is adequately illustrated and is an admirable example of Columbia export literature.

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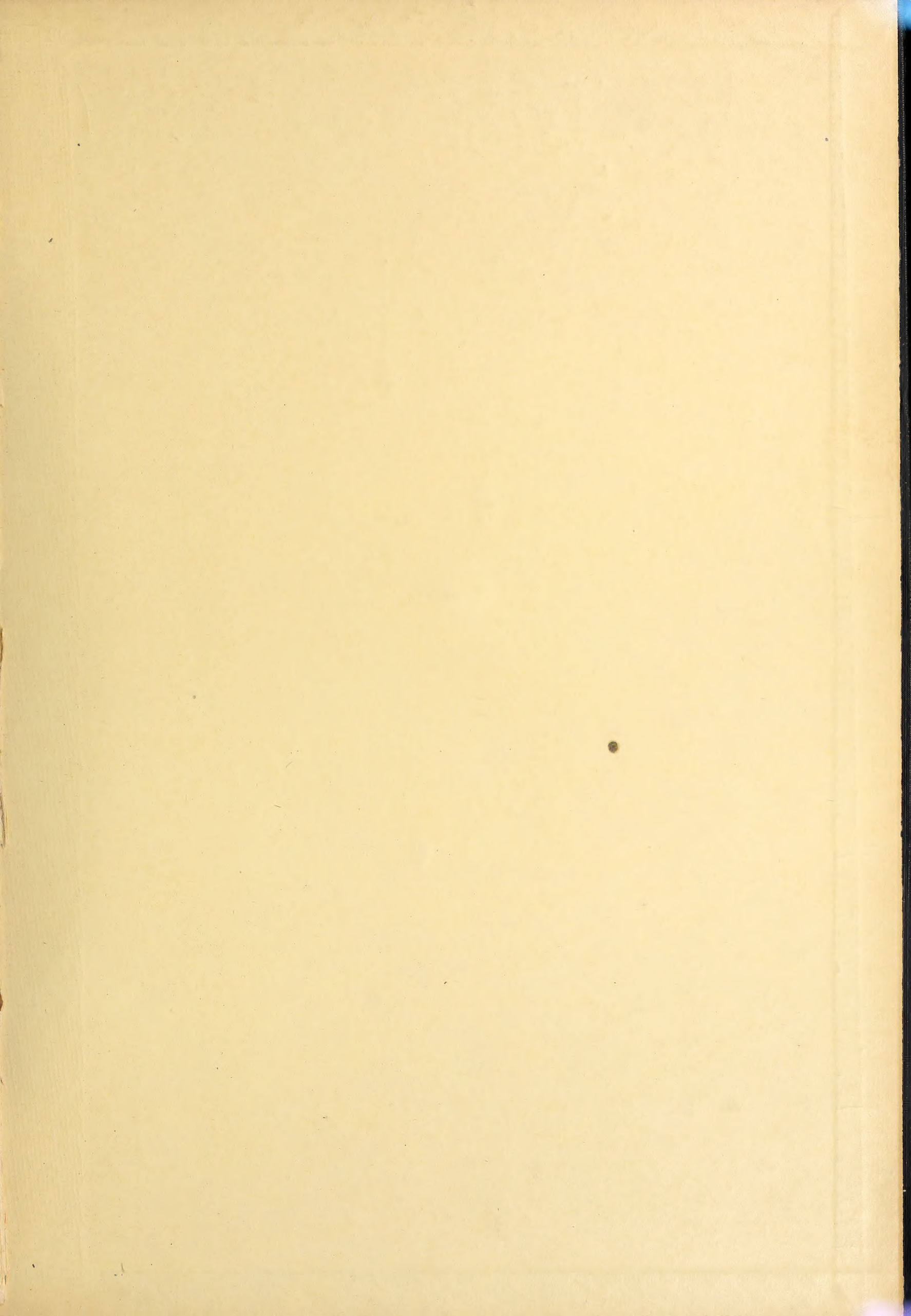
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